For Colleges

Slate Match & Messaging Guide

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What is Slate Match & Messaging?

The Slate Match & Messaging integration with Scoir is designed to:

1. Give colleges access to their Scoir followers right in Slate, including stealth followers who were not previously captured in the college's Slate instance
2. Help colleges track valuable insights data and identify first source attribution for their Scoir followers
3. Provide institutions who aren't Scoir customers the ability to message their Scoir student followers via Slate using Slate Credits

In other words, with Slate Match & Messaging, you will be able to track your Scoir followers right in your own system, gain insights into your stealth audience, and record more accurate first source attribution. Plus, you can reach your institution's followers on Scoir without a Scoir subscription.

With Slate Match & Messaging, you can nurture students on Scoir—where students are actively doing their college search—outside of the noise of their email inboxes.

You don't need to be a Scoir customer to activate the integration, but you do need to be a Slate customer.

What's in This Guide?

This guide provides an overview of Slate Match & Messaging, an integration between Slate and Scoir.

If you're wondering…
- What Slate Match & Messaging is and how to set it up
- How it provides a great alternative to name buys
- How it helps improve your first source data attribution
- How it connects you with stealth and matched students
- How to get the most out of the integration
- How the integration protects students' Personally Identifiable Information (PII) and your college's data

…then this resource is for you!

Defining Terms

Audience Sharing: The flow of data from Scoir to Slate. This is what allows Scoir to send you a nightly import of your Scoir followers, which is done via a Scoir Audience source format in Slate.

Interested Students: Students who follow your institution on Scoir.

Stealth Students: Interested students whose information does not match anyone in your Slate instance. Scoir is committed to protecting student PII, so individual student information can not be shared directly. Instead, it will be stored in Slate as "hashed" or hidden information.

Matched Students: Interested Scoir students who are already in your Slate database.

Scoir Engagement Stage: Scoir has 3 engagement stages: Following, Applying, and Applied. You can segment your messages based on these stages.

Match Results: The export of matched/unmatched results sent back to Scoir via a query that you can add from the Slate Template Library. This must be set up in order for Scoir to provide data insights.

Why Slate Match & Messaging?

Slate Match & Messaging is a great way for Slate users to unlock Scoir follower insights (the Match component) and reach their Scoir student audience (the Messaging component) through Slate.

Not a Scoir customer? No problem! As long as your institution is a Slate customer, you can benefit from this integration.

Match

When connecting Scoir and Slate, you can begin tracking all of your Scoir followers right in your database, including those you're otherwise unaware of because they aren't captured in your Slate database yet. There is no subscription required, making this integration a unique opportunity to expand your funnel, gain valuable insights on your stealth records, and help you attribute first source data accurately.

When you share back your match results through the integration activation process, we'll return a breakdown of your stealth and matched followers by high school graduation year. We'll also compare your followers' record creation date in Slate against their date of first follow in Scoir, allowing you to accurately attribute the first source of origin. Plus, as your stealth records progress through your marketing funnel and become known to you, the record will convert in Slate and you'll retain all source and interaction details.

These insights are a powerful tool to ensure you're getting in front of your followers earlier in the college search journey, and that you have all the details to best measure your vendor ROI.

> ℹ️ **50-90% of the average college's followers on Scoir are stealth.**

Messaging

With Scoir Messaging through Slate, you can message your interested Scoir audience directly within the Scoir platform from Slate. Students will receive your messages on Scoir (on desktop and mobile), where they are living and breathing college admissions, and where they have confidence their PII is protected.

Messaging cont.

Scoir's messaging integration with Slate allows you to segment and reach your stealth followers, making this a great alternative to name buys. While Scoir won't provide all the information on these stealth records, you'll see details about them like the high school they attend, their high school graduation year, and their Scoir Engagement Stage, and will be able to segment your outreach to nurture them—directly from Slate.

Slate messages cost 3 cents per message for matched records and 28 cents per message for stealth records.

Slate Match & Messaging is a great way to see how Scoir can expand your reach.

> ℹ️ Upgrade to Scoir's Full-Funnel Bundle Solution to unlock robust student segmentation capabilities! You'll be able to utilize full student Messaging functionality, like the ability to segment on class year, academic interests, as well as message parents and guardians.

Messaging in Scoir via Slate:
- Is not emails
- Is not a two-way communication channel, so there's no need to monitor an inbox

Instead of hearing from hundreds of colleges in their email inbox, students only hear from those select few schools they're most interested in through Scoir. As a result, engagement with Messages to Scoir students is typically higher than what our partners report seeing in their email campaigns. Plus, 80% of Scoir's mobile app users have push notifications enabled!

Scoir Messages sent through Slate show up on the timeline of the person record allowing you to log the interaction in the same place you're tracking other outreach.

Scoir Messaging Performance

Scoir Messages see an average read rate of **45%**	Messages sent to new followers have a **65%** read rate on average	Messages sent to those who indicated they've applied to a college see a **60%** read rate on average

Scoir's Messaging analytics are not yet available within Slate. However, the Scoir team can provide performance updates. Please note that unlike traditional email messages, read and click through rates tend to increase over time. We recommend looking at performance metrics periodically up to a month out from the message send date to see the full picture.

How the Integration Works

TL;DR: the Slate Match & Messaging integration will allow you to:
- Bring your Scoir followers to your fingertips, right in your database (even if they have not already inquired)
- Unlock Scoir follower insights and promote accurate first source attribution
- Gain the opportunity to message your followers on Scoir right from Slate

The integration achieves all of this while protecting the student's PII. Their information is shared in a hashed format until they become a matched record through a future import or form submission.

Your data is protected, too. When the integration is activated, Scoir gains access to only the following data points for your Scoir followers:
- The record's Slate ID
- The record's Scoir ID
- The date that matched records were created in your system
- Whether Scoir records are known to you (matched) or are stealth
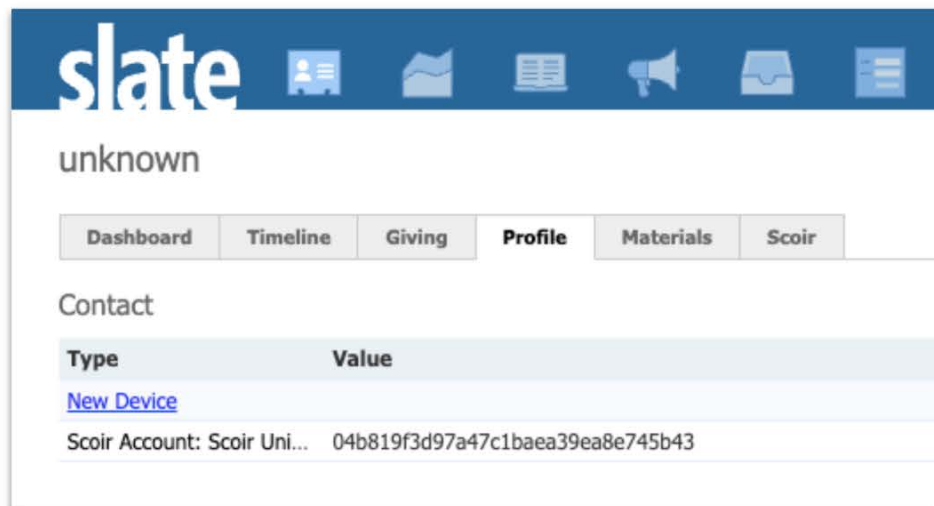
What Can You Do With Slate Match & Messaging?

To help you determine if the integration could be a good fit for your institution, here are common use cases for Slate Match & Messaging.

Case	Match	Messaging
Current customers of Scoir and Slate looking to unlock stealth and match insights	✅	❌
Slate customer looking to understand Scoir first source	✅	❌
Current customers of Scoir and Slate looking to delineate communication between matched and stealth students	✅	✅
Slate customers interested in Scoir who would like a glimpse at who Scoir can help them reach	✅	✅
Slate customers interested in Scoir who would like to try messaging Scoir students from the comfort of a platform they're already familiar with	✅	✅

Please note: When activating the integration, both the Match and Messaging components must be enabled. However, there's no obligation to utilize Messaging.

How to Activate Slate Match & Messaging

Detailed instructions on activating the Slate Match & Messaging are in the article: For Colleges: Slate Integration - Message Scoir Students from Slate.

At a high level, here are the activation steps that must be completed by your Slate admin:
- Add a Scoir Deliver Account in Slate
- Activate the Account in Scoir
- Map and Activate the Scoir Audience Source Format
- Add and activate the Scoir Audience Match Results Query

Activating the integration should take about 30 minutes or less. If you need help with the activation process, please contact Scoir Product Manager, Ashley Murphy (amurphy@scoir.com).

Identifying Your Scoir Followers in Slate

We've built a query library of Scoir exports and filters that you can suitcase into your instance to identify your followers and distinguish between stealth and matched students in queries, reports, and Messages.

Whenever you use these pre-built filters, you'll just need to configure Scoir ID to be your custom Scoir ID field, and Device Type to be your Scoir Account Device.
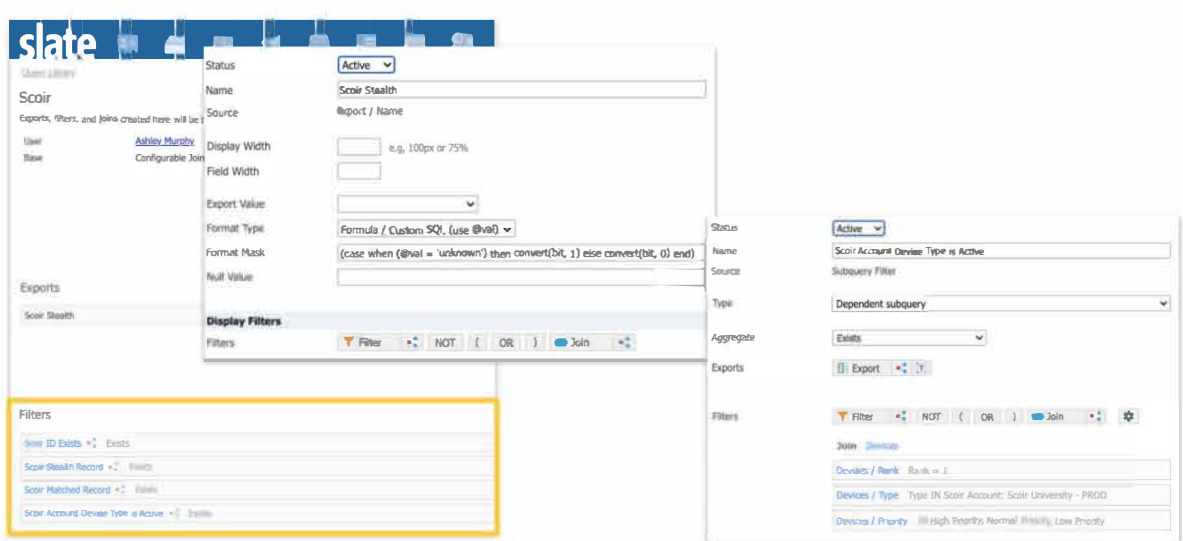
Viewing Your Stealth and Match Results

Once you activate the Slate Match & Messaging integration, your Customer Success Manager will provide a breakdown of your insights data in a PDF that looks like this.
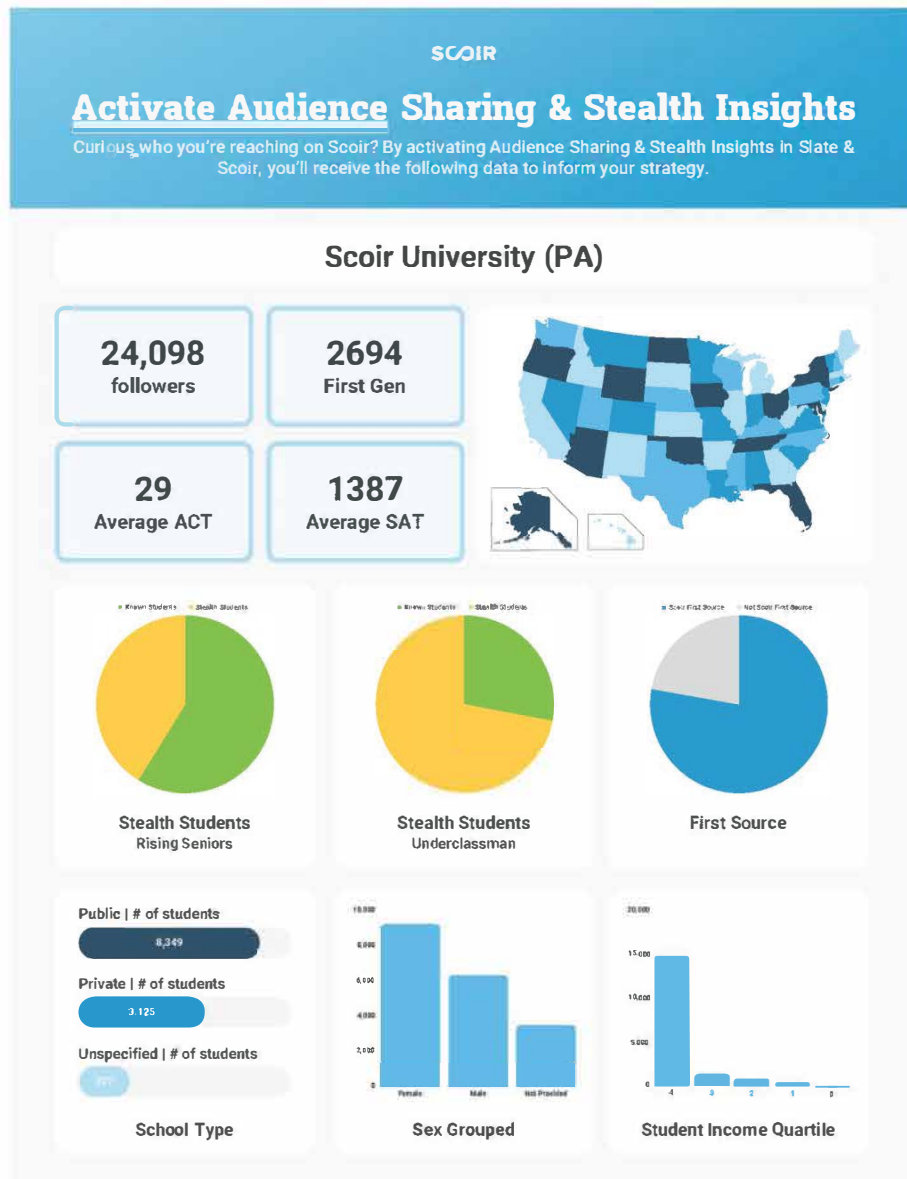

Start engaging highly-engaged stealth students even earlier in their college search journey with Scoir's Full-Funnel Bundle Solution. In addition to messaging Scoir students and parents/guardians, you can unlock the ability to upgrade your Scoir college profile, promote events, share your college's campus life, and so much more!

FAQs on Messaging Scoir Students Through Slate

How do I message Scoir students interested in my institution through Slate?

After you activate the Slate Match & Messaging integration, navigate to Deliver in Slate. You should see Scoir as a Deliver Method when creating a new Message. The Message editor provides all the tools and functionality to build a message that is supported in Scoir. Emojis and mail merge are supported.
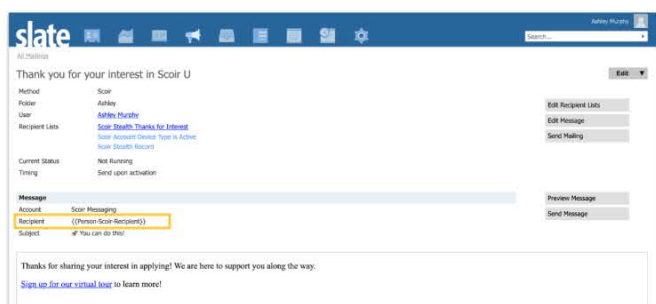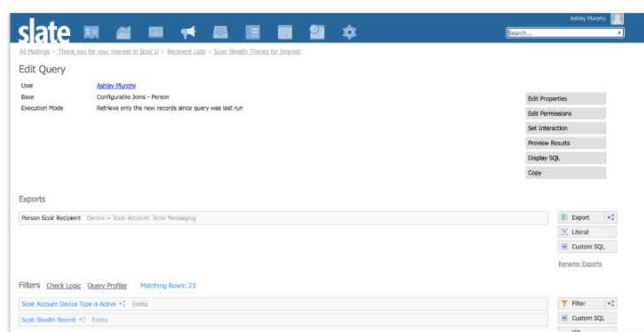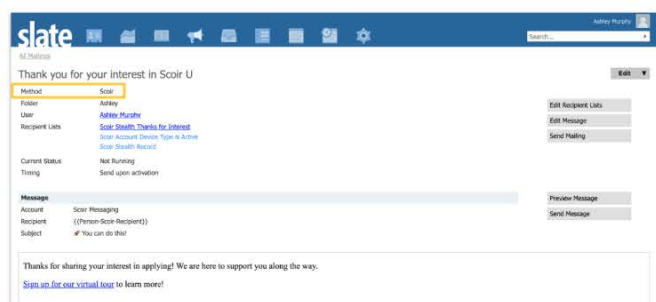
When you view the recipient list for a Message in Slate, please note that you will want to filter only on records with an active Scoir account device. Here, you can filter on whether you only want to target stealth or matched records. If you are messaging matched records, you can include additional exports and merge fields in your Message. If you're messaging stealth students, you won't necessarily have additional fields to merge in, except for their high school's information and their Scoir Engagement Stage (Following, Applying, Applied).

Can students respond to Scoir Messages?

Messaging Scoir students through Slate is one way communication. Students cannot respond to Messages, so there's no need to monitor an inbox on Scoir or in Slate. However, you can include links to an RFI or other targeted forms to encourage students to provide information, take the next step in their process, etc.

Can I see Scoir Messages on person records in Slate?

When you send Scoir Messages from Slate, you can track those Messages right from each recipient's timeline just as you can with other Messages sent through Slate.

Do we have to pay to message Scoir students via Slate?

Slate users pay per individual Slate Message delivered. The cost is 3 cents per Message for matched records and 28 cents per Message for stealth records.

For example, if you send a message to 10 stealth records, you'll be charged $2.80 in Slate Credits. Before you send the Message, you will see the number of records that are picked up by the recipient list query so you can estimate the cost in Slate Credits.

We're a Scoir customer. Should we message Scoir students through Slate?

If your institution is already a Scoir partner, we recommend sending Messages directly through Scoir. You'll have access to additional populations (parents/guardians and Message Your Matches), additional segmentation, and performance metrics. Plus, you won't have to use your Slate credits!

However, the Slate Match & Messaging integration does provide the opportunity to segment your stealth records so you can target them in your communications. Your team may also consider messaging Scoir students through Slate for convenience, or if your team utilizes the contact timeline or messaging for conversion reports in Slate.

## How should we integrate Scoir Messaging into our strategy?

Scoir Messages can be a great complement to your current plans and strategies. Students are on Scoir to do all things college search starting freshman year (or earlier!). We encourage you to consider how you can integrate Scoir Messages into your existing campaigns. For example, Messages can be used to remind students to submit their applications, promote summer events, or engage students. Sending segmented Messages to stealth records (you can even repurpose existing drip campaigns you've used for other segments) and targeting conversion is a great place to start.

How long should Scoir Messages be?

Scoir Messages are meant to be brief, similar to social media content.
For more best practices on messaging students on Scoir, check out Scoir's Student Messaging Playbook.
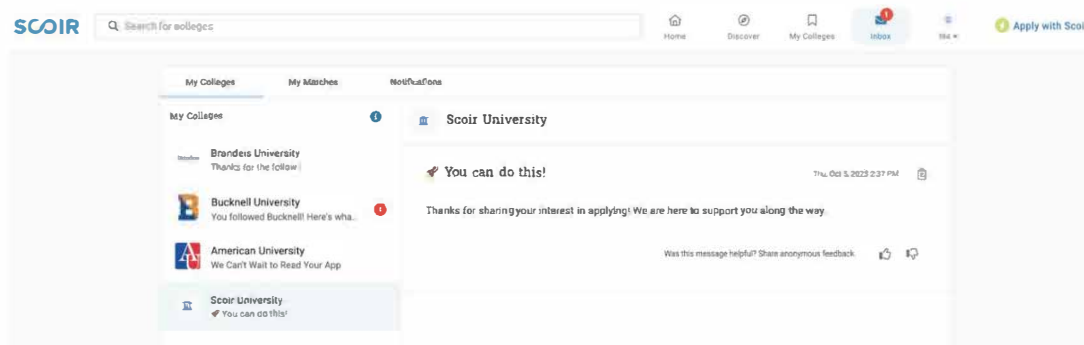
How can I message linked parents/guardians?

If you want to expand your outreach to parents/guardians, consider a partnership with Scoir. You'll gain access to additional populations (parents/guardians and Message Your Matches), additional segmentation, and performance metrics. You can learn more about Scoir's solutions for colleges here.

We also offer Managed Subscriptions, where we manage all your Scoir outreach for you!

> ℹ️ Among the colleges we've onboarded in 2023, between 35%-62% of their senior followers had parents/guardians using Scoir.

Where should we get started with Scoir Messaging?

The following are some goals you could consider before creating Scoir Messages.
- Increase stealth conversion
- Boost event registration among matched and/or stealth students
- Improve yield by integrating Slate Messages into your existing campaigns
- Create a campaign to specifically target new stealth followers

If you're looking for content ideas for your Messages, check out the article: Content Topics to Consider for Each Enrollment Funnel Stage

Other Helpful Resources

Are you looking to learn more about Slate Match & Messaging or adding Scoir to your student recruitment strategy?

Here are some additional resources to explore.
- More of a visual or audible learner? Watch the webinar recording: Dive Deeper with Scoir: Expand your Search and Reach Stealth Students 05-20-2024
- Contact your CSM to request your Slate Match Results Infographic so you can see the interested student insights you can unlock by activating the integration! Here is a sample

Email Scoir Product Manager and Slate expert, Ashley Murphy with any questions about the integration: amurphy@scoir.com

Request a Consultation with Scoir

Contact Your Scoir Customer Success Manager