



Kampus

The digital engagement platform
for schools that *really* converts.

Why Your School Needs to Market Like Amazon



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Hi, I'm Steve

Founder
at Kampus



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Discover Weekly,
DJ X



Personalised offers /
loyalty programmes

Personalisation is everywhere.

Recommended
for you

People also

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Personalisation helps brands:

01

Serve up highly relevant content in the right place, at the right time.

02

Scale nuanced marketing campaigns through automation.

03

Reduce drop-offs, frustration, and missed opportunities

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Personalisation helps people:

01

Save time and effort looking when for the right solution.

02

Increases trust, helping them feel listened to.

03

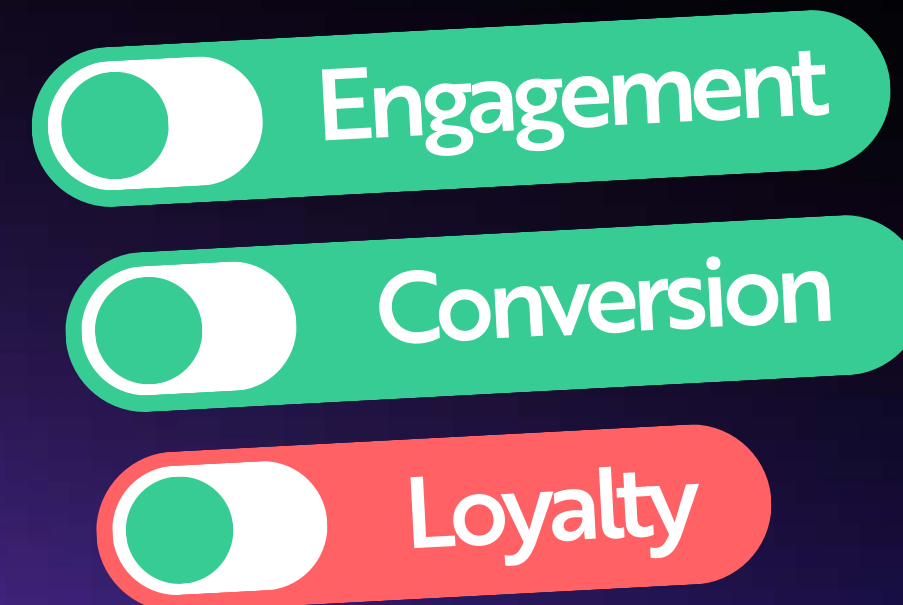
Get what they want, when they want it.

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Personalisation is relevance **at scale.**



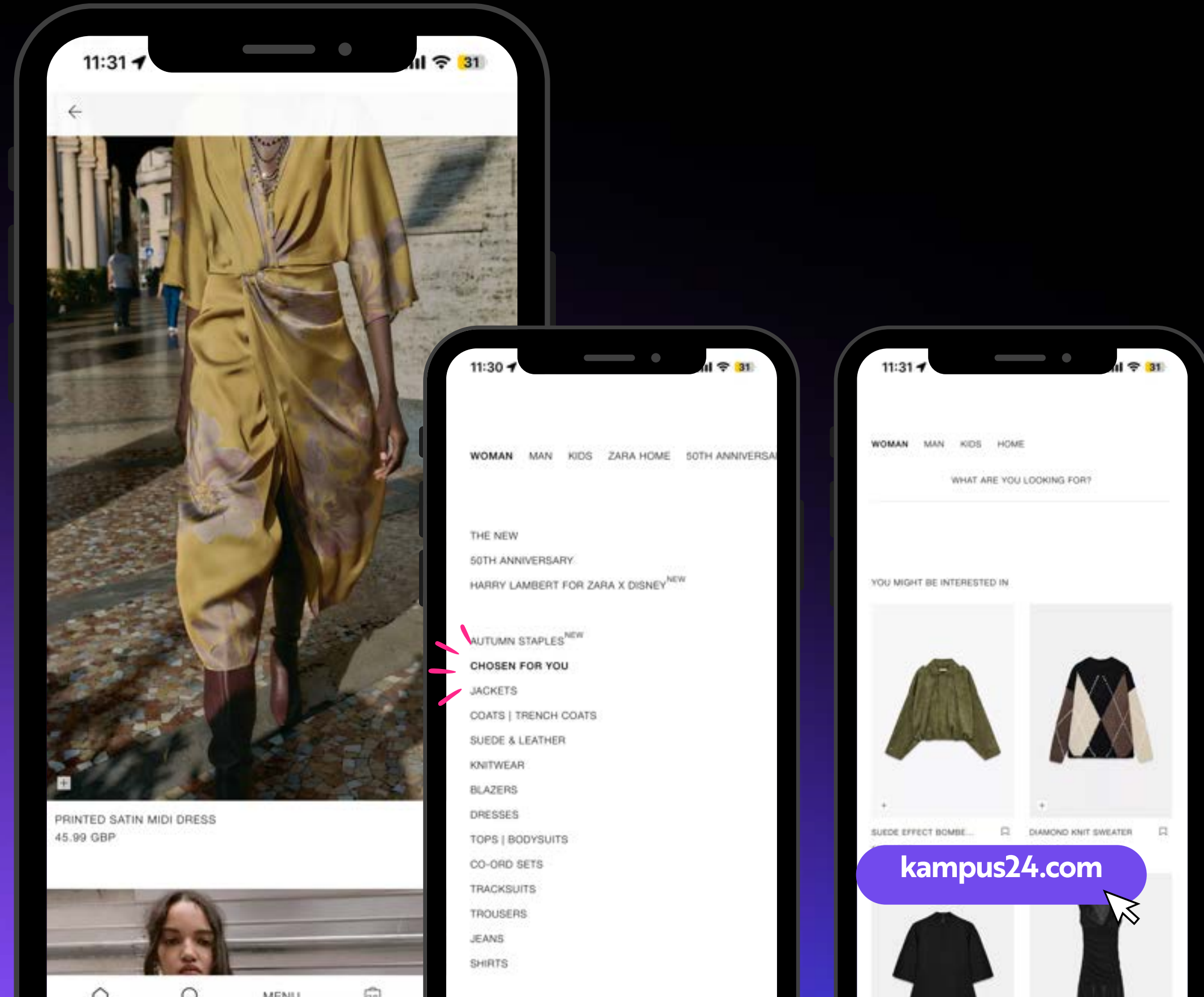
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Product suggestions
based on transactional
and browsing behaviours.

ZARA





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GUCCI

Personalised product
suggestions, styling with
VR, and exclusive drops
based on browsing.

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PORSCHE

Guides customers from
selecting a base model
through to customising
every detail and
previewing in 4D.

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But.. does it actually work?

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But.. does it
actually work?
Yes, absolutely.

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Increased Revenue

Personalised product recommendations are estimated to drive **35%** of total revenue.



Changing User Behaviour

Personalised suggestions account for ~80% of viewing activity.



Increased Brand Engagement

Personalised playlists like "Discover Weekly" keep users engaged, with 60%+ of streams coming from recommendations.



Increased Sales and Reduced Returns

Reportedly saw a 7.1% sales lift increase associated with personalisation / AI-driven initiatives

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Personalisation clearly
drives results — so naturally
schools, with their
incredibly simple mix of
audiences, are already
nailing it... right?

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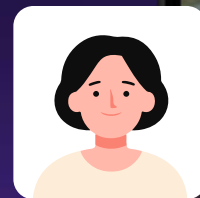
Oscar, Alumni

Alumni look for stories
and giving opportunities



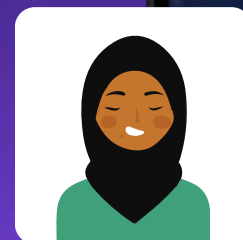
Jan, Prospective Student

Seeks information about
friendships and student life



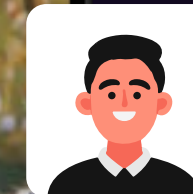
Layla, Parent

Prospective parents want
admissions info first



Amira, Current Student

Students seek timetables,
life on campus



Dan, Job Seeker

Career development opportunities,
job benefits and culture.

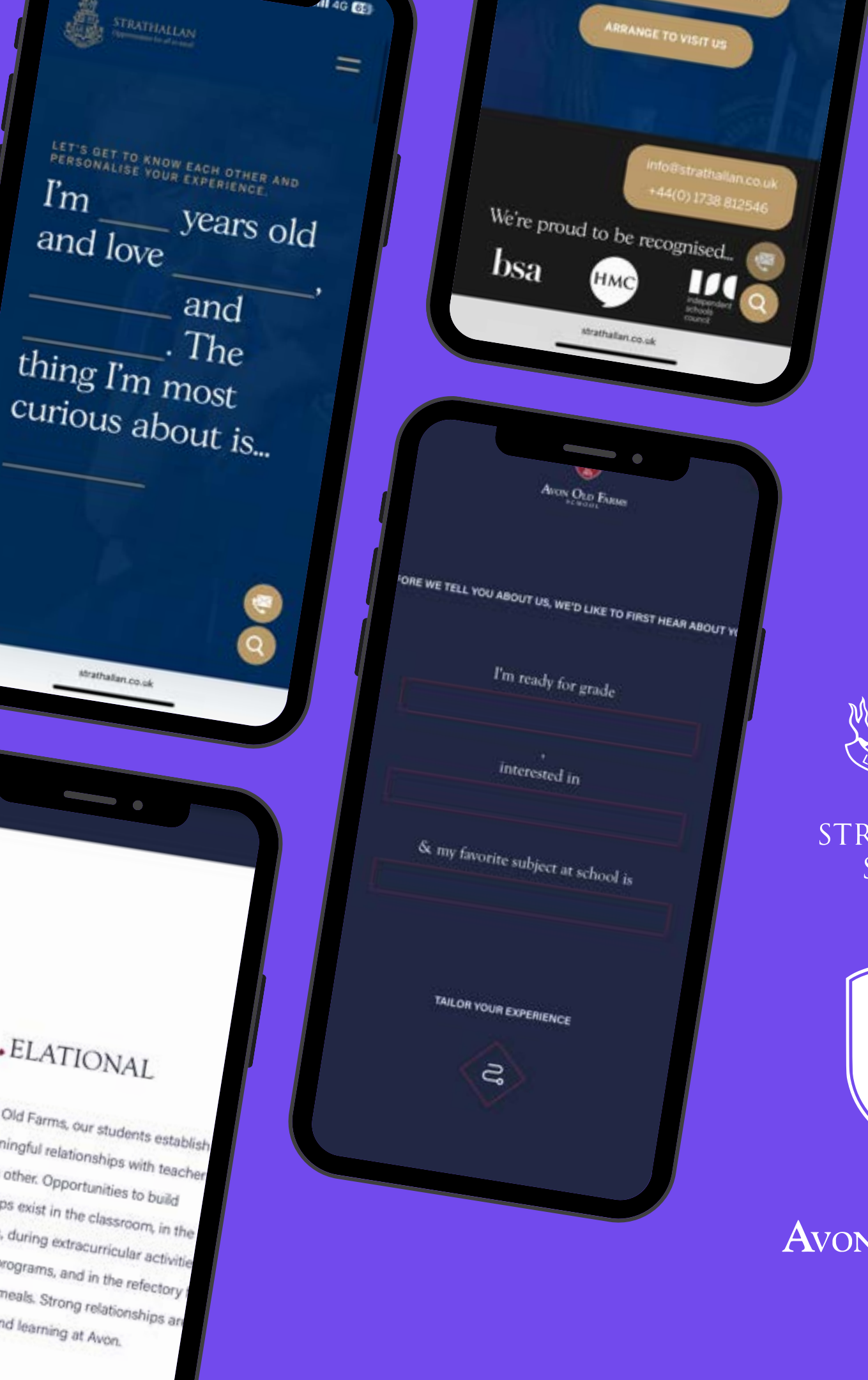


Karim, Teacher

Staff need easy access
to portals and resources



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STRATHALLAN
SCHOOL



AVON OLD FARMS
SCHOOL

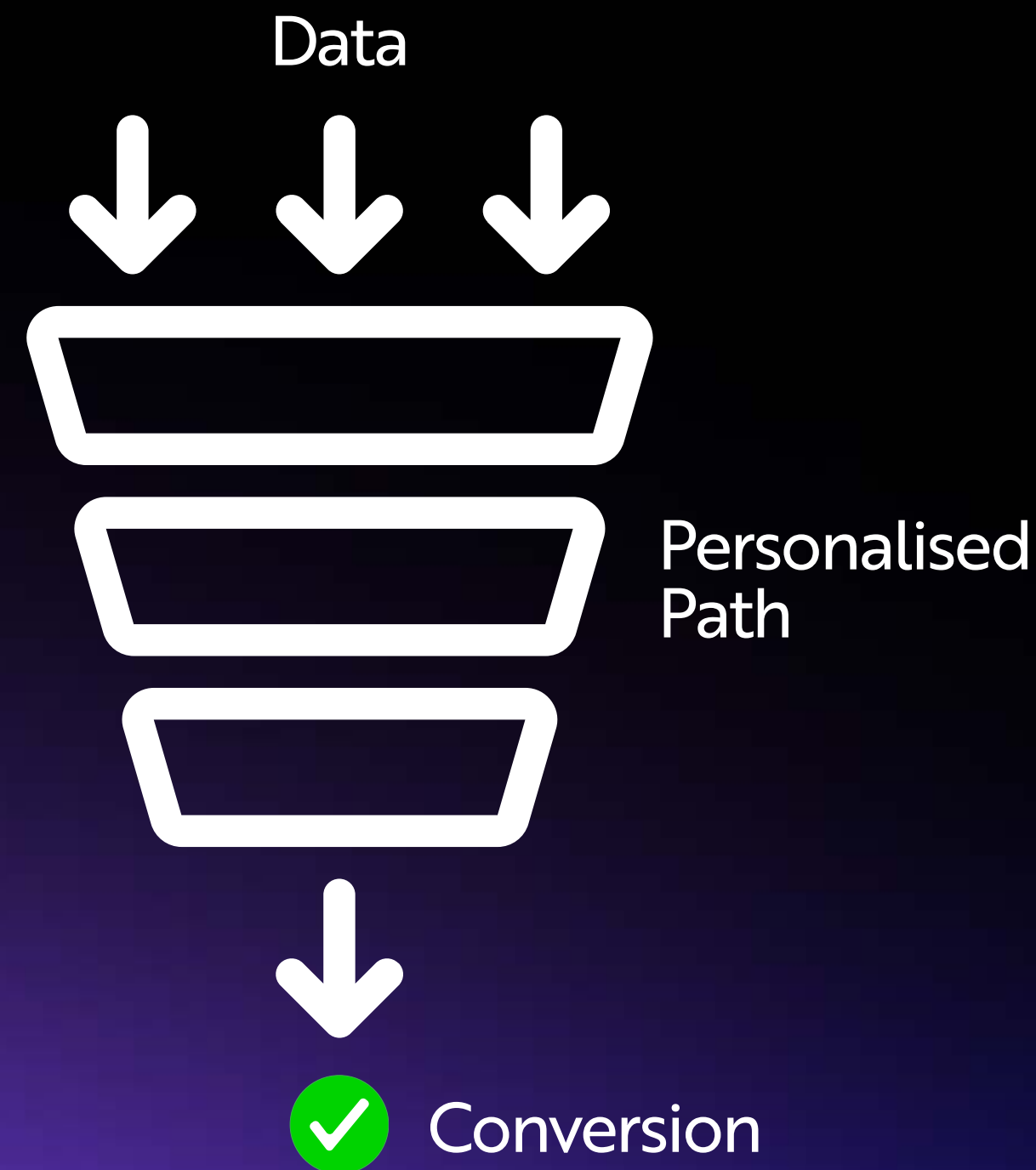
Ways to Personalise Your Marketing

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Using First-Party Data to Shape Journeys



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How we do it

Capture

Who's visiting, what they're
searching for, where they're from.

Deliver

Guided journeys, not generic
browsing.

Adapt in Real Time

Show relevant content, CTAs,
and events.

Outcome

Higher enquiries, stronger
engagement.

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A better school website, *in days.*

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Kampus Convert

Overlay your **existing website** with **state-of-the-art tools**, or build standalone, **personalised landing pages** and microsites for any campaign. Track every interaction and optimise the journey for every applicant, donor, and new hire.



Kampus Create

A powerful, professional, and **easy-to-manage website** without the high costs, long timelines, and complex resource demands of a traditional website project. Using **cutting-edge technology** combined with the **latest AI**, your website structure and content can be **created in days** rather than months.

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The Future of School Personalisation

AI-Powered
Content
Suggestions

Hyper-localised,
multilingual journeys

Omni-channel
experience

Predictive
Admissions
Analytics

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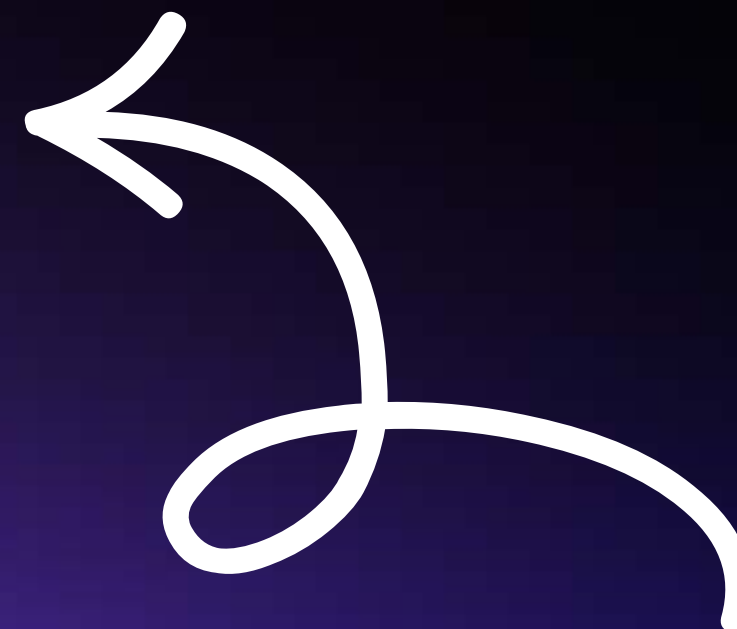


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Steve Spriggs
Founder
at Kampus

Connect



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