

CASE STUDY

DreamApply

JUNE 2026



Marko Delic

Head of Marketing at
DreamApply

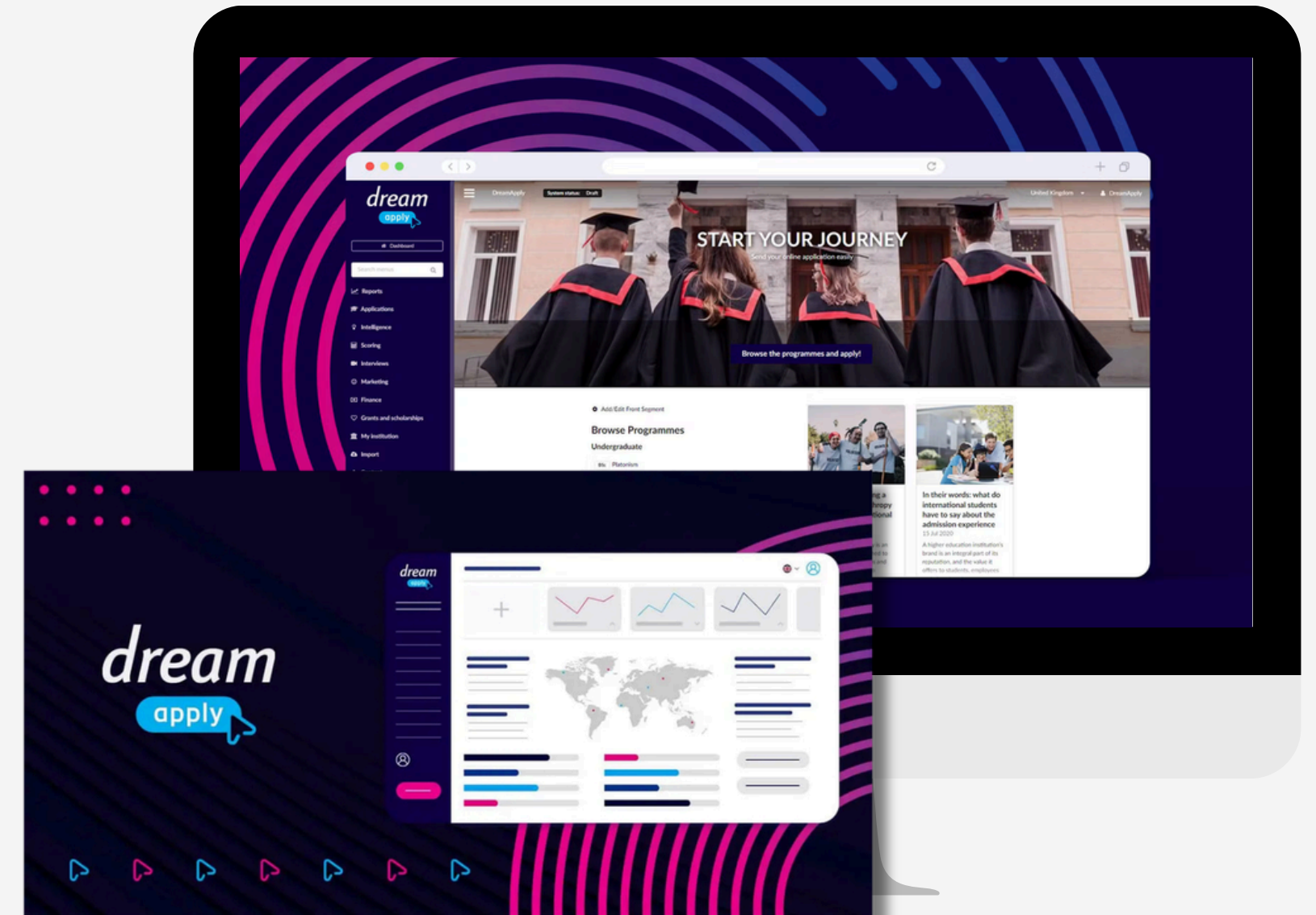
Lead Generation Solutions:

- Targeted e-blast
- Live Webinar
- Engagement Partner at Europe Universities Summit

Background

DreamApply is an **EdTech** company founded in 2011 in Tallinn, Estonia. Its application management software helps **over 300 educational institutions across 40+ countries** streamline admissions, marketing, and scholarship management, with features including automated workflows, video interviews, and integrations with CRM and marketing tools such as HubSpot.

As a **B2B provider to universities and colleges**, *DreamApply*'s growth relies on building visibility and credibility among the key decision makers who shape higher education admissions and marketing strategy globally. Reaching this audience meant going beyond *DreamApply*'s existing network to engage senior HE professionals across new regions and institution types.

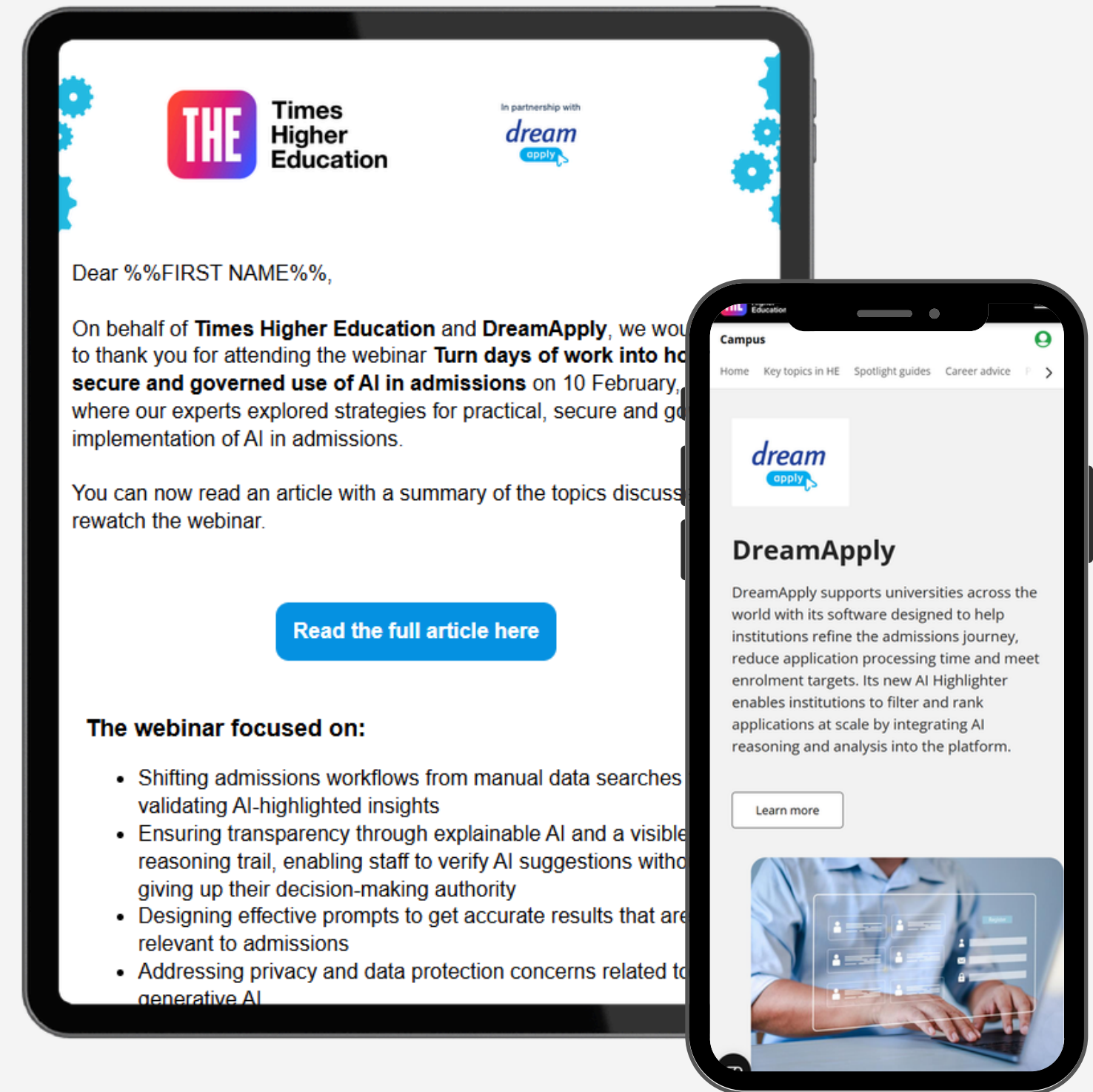


Objectives

DreamApply has partnered with THE for over three years, building an integrated, multi-channel approach around one consistent goal: **generate qualified pipeline among the admissions and marketing leaders who influence software purchasing across Europe and beyond.**

The channels work together to engage prospects at different stages, from initial visibility to direct conversation:

- Targeted E-blast: direct outreach to a curated list of prospects, driving qualified enquiries
- Live Webinar: deeper engagement with a self-selected, high-intent audience
- Programmatic Ads: sustained visibility that keeps DreamApply front-of-mind between touchpoints
- Engagement Partner at *Europe Universities Summit*: long-standing delegate presence generating face-to-face leads since 2024



Solutions: targeted e-blast

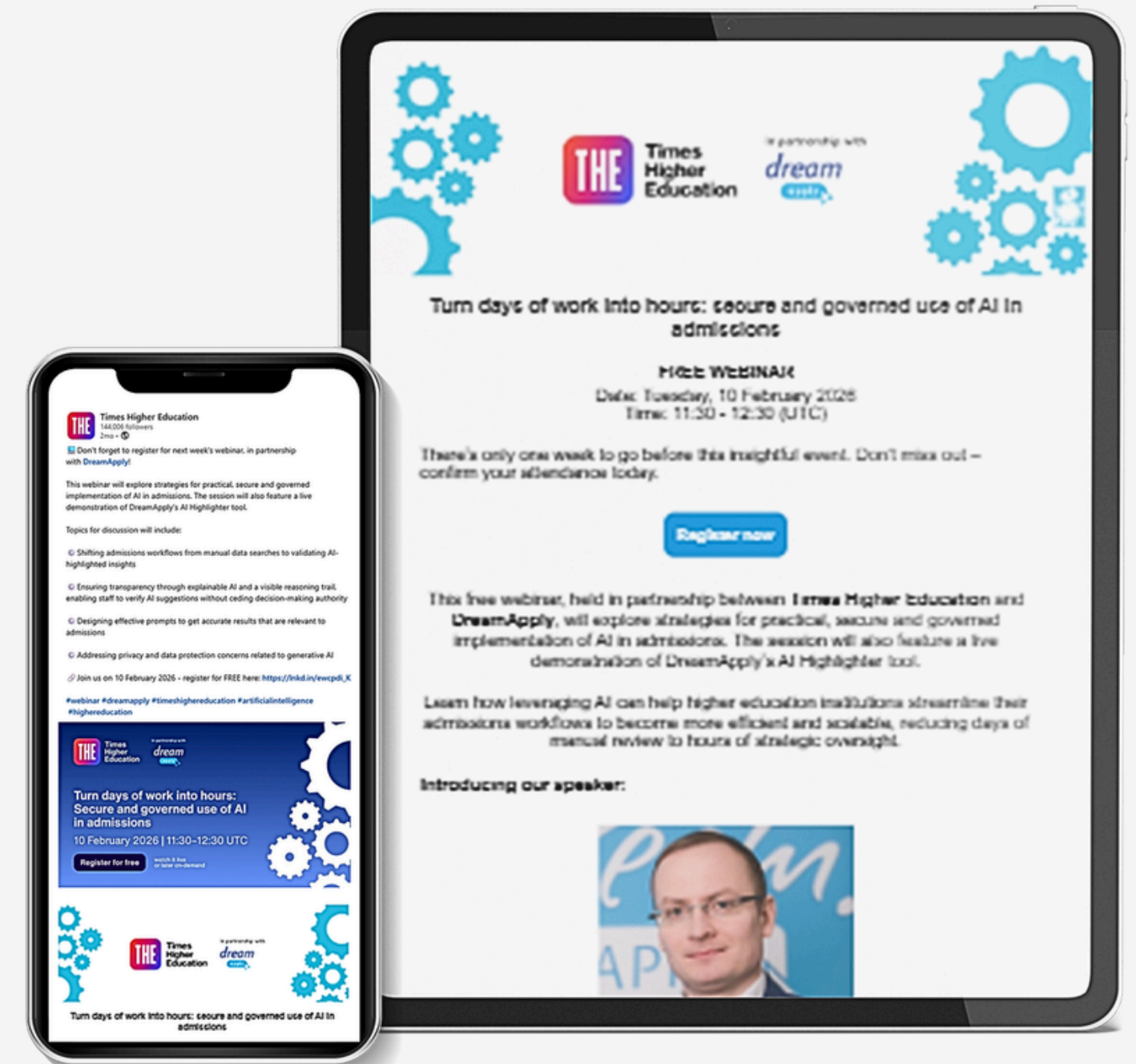
Reaching the Right Audience

DreamApply's first challenge was a familiar one for EdTech companies selling into higher education: the admissions and marketing leaders who influence purchasing decisions are spread across hundreds of institutions worldwide, far beyond what DreamApply's own contact list could reach.

To close that gap, *DreamApply* worked with THE on a co-branded eblast, segmented by job title and drawing on THE and IHE's combined database of 500,000 contacts.

The email introduced DreamApply's upcoming webinar on AI in admissions, putting the company in front of a relevant, pre-qualified audience ahead of any direct sales conversation.

The campaign reached **15.8K targeted contacts with a 57% open rate**. A dedicated follow-up eblast after the event kept the conversation going with both attendees and those who registered interest but didn't attend.



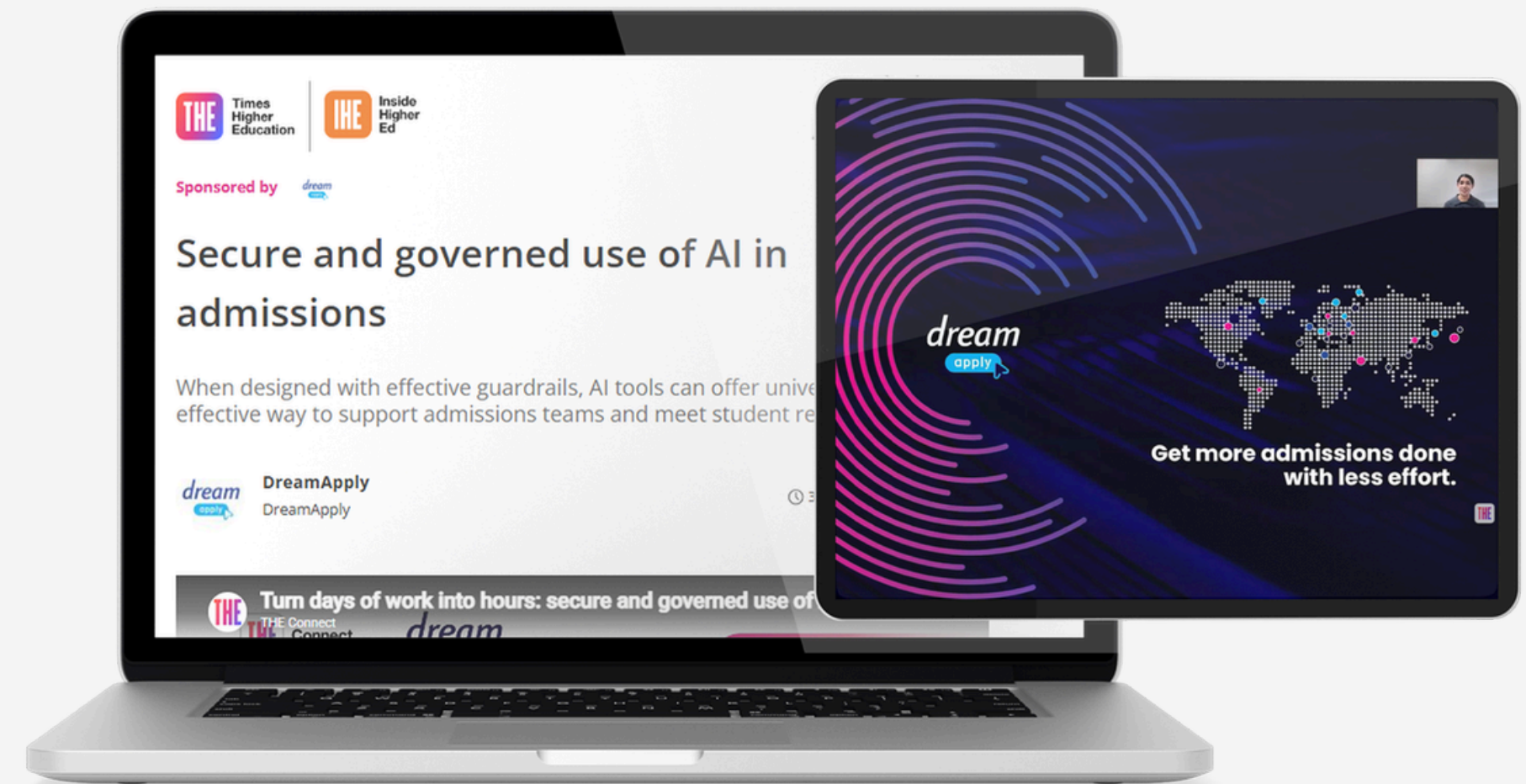
Solutions: live webinar

Turning Interest into Direct Engagement

With decision makers now aware of *DreamApply*, the next step was to move that interest into a real conversation. DreamApply hosted a 60-minute co-branded webinar, "Turn days of work into hours: secure and governed use of AI in admissions," giving prospects a live look at DreamApply's AI Highlighter tool in action rather than a static pitch.

THE supported the session end to end: co-creating the content with its special projects editorial team, driving delegate acquisition through a dedicated marketing campaign, and handling live delivery, tech support, and audience Q&A. After the event, the recording was hosted on THE Campus with a written session summary and promoted to THE's 160,000-subscriber newsletter, extending the webinar's reach well past the live session.

The webinar drew **314 signups**, giving DreamApply a named, GDPR-compliant list of engaged prospects, handed directly to its sales team as sales-ready leads.



Solutions: Events

Earning a Seat on the Stage

DreamApply's presence at THE's Europe Universities Summit went beyond attendance. As an Engagement Partner at the 2024 Summit in Bremen, DreamApply co-founder Märt Aro joined the panel "Transforming innovation ecosystems: the evolving roles of universities and industry players," discussing how universities and industry are redefining their roles in innovation, from research and intellectual capital to commercialisation and product development.

The panel gave DreamApply direct, in-person visibility in front of admissions and marketing decision makers, positioning its co-founder as an industry voice rather than a vendor pitching from the sidelines, reinforcing the same audience *DreamApply* continues to reach through its wider marketing activity with THE.

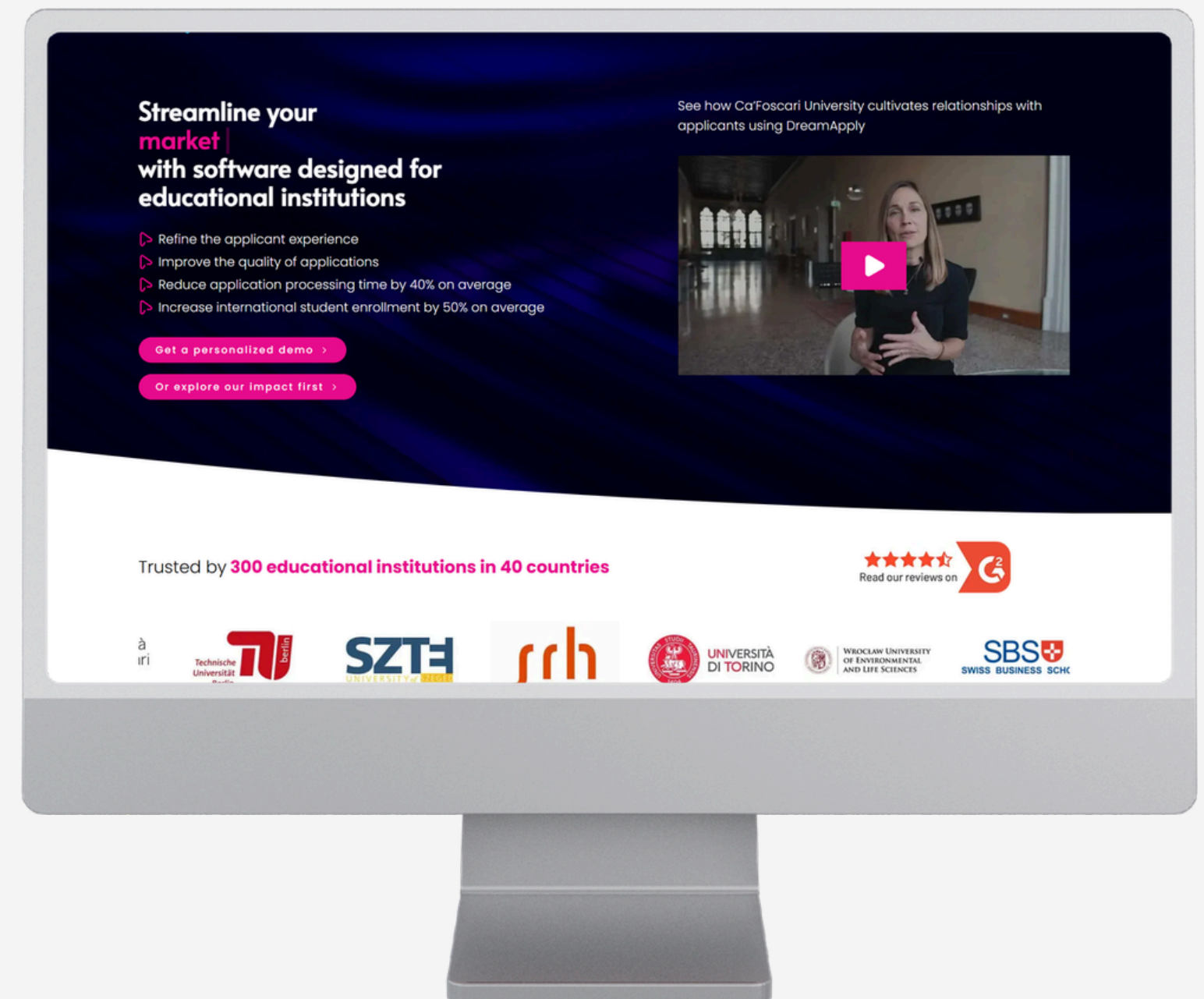


Outcomes

Across eblast, webinar, and in-person engagement, *DreamApply* built a qualified pipeline of decision makers, backed by strong performance at every touchpoint:

- **314 named leads** delivered to *DreamApply*'s sales team via a GDPR-compliant delegate list from the webinar
- 15.8K targeted decision makers reached via eblast, with a 57% open rate
- Direct, in-person visibility with the same audience through DreamApply's Engagement Partner role at THE's Europe Universities Summit

Together, these channels gave DreamApply a repeatable way to reach the admissions and marketing leaders who influence software purchasing, moving them from initial contact to sales-ready leads.



Learn More About our solutions



Lead Generation



Contact us at partnerships@timeshighereducation.com
if you'd like to speak to one of our team.