

## SUCCESS STORY

# Università Cattolica del Sacro Cuore Unifies Operations and Communication Using TargetX



**TARGETX**  
by LIAISON

Over the last ten years, Università Cattolica del Sacro Cuore located in Milan, Italy, has increased its international student population more than tenfold, unified operations across five campuses, and improved targeted communications and engagement.

Liaison's TargetX CRM was a foundational element in helping the university achieve this success.

Michelangelo Balicco, the current director of marketing at the university, started as an international recruiter more than a decade ago.

With his new responsibilities came new complexity — engaging and recruiting more prospective students, nurturing more faculty connections, and orchestrating integration across a multicampus network.

"TargetX is making our operations better because we now can interact with our students in a more personal way, consistently, and across multiple campuses," said Balicco. "The ability to create a dynamic database and segment and target our audiences has been more cost-effective and has given us the opportunity to use one standard platform among the university's five campuses."

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**MICHELANGELO BALICCO**  
*Director of Marketing*  
Università Cattolica del Sacro Cuore

As all institutions recognize, engaging successfully with Gen Z prospects requires new, innovative strategies. Conventional approaches that once yielded favorable outcomes are proving inadequate with a population that relies heavily on social media, has an inherent affinity for technology, and possesses a desire for freedom and flexibility over conventional social constructs.

TargetX provides the university with the ability to evaluate engagement, response rates, and behavior in real-time so that strategies can be modified to connect with prospects. Balicco and his team can compare the performance of different types of marketing campaigns, analyze results to predict future behavior, and adjust tactics to increase the success of the institution's initiatives.



“TargetX is a very precise tool. Having data in real-time makes my job easier. I can compare one event to another and change my strategy, maybe using other channels to promote our programs to prospective students. That's very important,” notes Balicco.

While the university continues to leverage TargetX to engage and enroll students, evaluate the success of events, and unify communications, Balicco is looking to the future. “TargetX has been a wonderful solution in helping us to achieve many of our goals but there is so much more we can do with this CRM. I'm looking forward to unveiling greater possibilities and maximizing our use of TargetX in the future.” ■

[Click here to schedule a demo or for more information on how TargetX can improve your admissions process.](#)

