Wall Street English Advances Mobile Engagement and Boosts App Rating 71% with Swrve

Wall Street English uses Swrve to deliver hyper relevant push and in-app messages to students that improve their onboarding, retention, and customer satisfaction on mobile.

Driving student success with smarter 1:1 messaging for language education app

Awarded Best Education Platform of the Year by EducationInvestor, Wall Street English helps people change their futures by learning English through a unique method that blends digital study with highly personalized face-to-face support. With more than 3 million alumni and over 180,000 enrolled worldwide, this established leader in education needed a real-time mobile messaging solution that could really scale to support students everywhere in their language learning goals.

As a brand that prides itself on providing personalised support to drive effective learning, Wall Street English chose Swrve to help them deliver a hyper relevant, 1:1 mobile messaging approach to enhance English learning across 28 countries worldwide. With stronger onboarding and the addition of client outreach on mobile—a channel where users are most likely to engage—Wall Street English had a new tool to motivate students to keep progressing in their courses, deliver on their brand promise, and encourage the sharing of the brand experience with others.

3.1M hyper relevant push notifications delivered in real time, keeping more Wall Street English students engaged and active using Swrve.

The Challenge

To keep students motivated and ensure they see the value of their courses

Learning English can enable important and exciting life changes, but even so, it can be difficult for learners to stay motivated because language learning is hard! For this reason, Wall Street English is constantly looking for new ways to keep students motivated and progressing. With students engaging with the course app across dozens of countries, the brand was seeking to better communicate through mobile, targeting the right learners with the right message at the right time to drive progress and make it easy to share positive brand experiences in app stores.
The Solution

Real-Time Relevance at Scale
Swrve processes and segments billions of customer actions in real time, daily, allowing global teams to deliver 1:1 interactions to the right app user at the right time. Our enterprise-grade triggering and targeting work to create dynamic user journeys that deeply refine the accuracy and precision of relevant messaging at scale.

USING SWRVE, WALL STREET ENGLISH BUILT AND SENT:
Hyper Relevant, Personalized Push Notifications and In-App Messages
The Wall Street English team sent push and in-app messages to new and engaged users to onboard them, educate them on features, remove doubts that could slow course progress, and remind them to study when their personal engagement fell below certain thresholds.

Targeted, Well-Timed Requests for Ratings
Wall Street English sent in-app messages to ask students to publicly rate their app experience or provide private feedback; these clients were targeted based on the frequency and recency of their app visits.

The Results

Overall Return on Relevance (ROR)
- **3.1M hyper relevant push notifications sent in real time**, keeping Wall Street English’s mobile outreach personalized and hyper relevant to each individual student
- **448k additional app sessions recorded among Swrve-engaged users**, a result of real-time relevance showing users the value of the app, showing that app users were studying English more often and progressing more quickly through their courses
- **168k more lessons being continued by Swrve-engaged users**, driving more students down the funnel from in-app engagement to in-person lessons

App Store Ratings Success
- **>71% lift in app store rating**—from 2.8 stars to 4.8 stars—within 16 weeks of campaign launch, helping Wall Street English meet brand reputation goals

Better Student Access and Awareness
- **181K users completed in-app onboarding campaigns**, increasing feature awareness and ease-of-use for those just beginning their learning journey with Wall Street English