blueshift

GROW STUDENT ENGAGEMENT

Top 6 Recommendation Themes for eLearning Platforms

Connect students with relevant courses based on their individual interests, including stated preferences, inferred affinities, and previous course load behaviors. The SmartHub CDP does the heavy lifting in collecting and activating customer data to personalize content while maintaining a seamless brand experience. One Blueshift customer saw a **33%** increase in student engagement by tailoring content (2019).

Continue Course

Remind your existing students to pick up where they left off in their course curriculum.

Complete Course

Encourage students to finish a course when there are only a few assignments left.

Next Course

Showcase the next course or subject in a series based on a student's specific learning path.

Newly Added

Suggest new courses relevant to a student's learning path that may be of interest to them.

Popular Courses

Highlight trending courses that may be interesting and valuable to your newly enrolled and existing students.

Similar Courses

Recommend a course taken by other students on a similar learning path, or one with their favorite professor.

The best recommendation theme to use will depend on a particular student's stage in their online learning journey. Ready to start implementing personalized recommendations for students that drive revenue for your brand? **Schedule a demo** with one of our SmartHub CDP experts to learn more.