Global Players + Zingtree

How a single custom decision tree can help your customers find what they need

G L O B A L P L A Y E R S
study abroad for student-athletes

Global Players is a study abroad program for student-athletes, as varied as the sports played around the world, promoting cultural education and using athletics to make a difference. Zingtree was there to support their online marketing efforts by adding an interactive funnel for each unique visitor.

Global Players' Problem

Created to encourage university student-athletes to study and play around the world through specialized, custom programs that are academically challenging, athletically relevant and culturally immersive, Global Players found themselves in need of finding a more streamlined way to sort and place students in the right programs. To create a clear pathway to enrollment, Global Players was in search of a system to route athletes and coaches to the perfect journey abroad.

Zingtree's Solution:

While doing some research for a solution, Global Players found Zingtree and decided to set up a decision tree, Program Match, to better help guide student-athletes, and general visitors on the site, towards finding the best possible program fit for their specific needs and goals.

The custom decision tree that Global Players generated using Zingtree made it much more efficient to place the right student-athletes in the right programs based on their personal preferences. They even used Zingtree's custom CSS option to match the existing website design. Thanks to their interactive decision tree, Global Players can better sort prospective customers and students to their next adventure anywhere around the world!

1000 Tree Has Been Successfully Completed by More Than 1000 Students

15% of New Site Visitors use Program Match

5x Visitors Using Program Match are 5x More Likely to Make Contact With Global Players.

Zingtree is the most user-friendly and business-ready platform for creating and administering interactive decision trees to deliver answers faster - a toolkit to build time-saving question & answer style troubleshooters for almost any purpose.

Zingtree makes it easy to guide anyone through complicated processes. Quickly create a decision tree that your site visitors, leads, trainees and/or customers navigate by clicking buttons to answer questions. And get detailed analytics on how your trees are being used to guide product, service and process optimizations. There's no better way to help people get answers faster.

Zingtree.com