



# How the Mandela Rhodes Foundation (MRF) launched a rebranded website with end-to-end analytics and a Graduway integration

## Customer profile

The MRF offers young leaders from across the African continent a chance to become part of Nelson Mandela's legacy of transformative impact. It awards and administers the Mandela Rhodes Scholarships, arguably Africa's most prestigious postgraduate scholarship.

## Customer need

The MRF was busy rebranding and their organisational strategy had evolved significantly from the time their previous website was set up five years before. They had carefully defined their strategic objectives and, with the help of a brand strategist had devised a comprehensive new communications strategy for pan-African outreach. However, they needed help translating these into an actionable blueprint for their new website. They knew that (i) they needed a new visual language in line with their rebranded corporate identity, (ii) they wanted to significantly increase their online outreach through ad campaigns and other channels, and (iii) they wanted to increase the conversion rate of exceptional *potential* applicants visiting the website, to submitted applications on their applications platform, [Embark](#).

## Entle's solution

Through two web strategy workshops, Entle helped the MRF define their new website's target audience segments, messaging, KPIs, customer journeys, and required information architecture. One of the key insights was the need for better funnel visibility and analytics. Having presented this to the top MRF management and received the green light to develop the website, Entle got to work. Highlights included:

- **Using the MRF's new brand** and working closely with the MRF's talented designer, Vumile Mavumengwana, Entle translated the brand into a visual language for the website.
- **The MRF's website analytics and Embark reporting were siloed**, so Entle worked with the MRF and Embark to create a single, integrated

Google Analytics property. This gave the MRF significantly more visibility on the full funnel from visitors to applicants.

- **Entle developed a new, interactive quiz on the website** to help visitors decide whether they were the right fit for the scholarship. In addition to adding value to visitors by helping them self-qualify, the results from this quiz were captured in the MRF's analytics in an anonymised way. This gave the MRF valuable, high-quality signals on whether visitors were the right fit — signals which could then be used for segmentation and funnel mapping later on.
- **To help maintain a content-rich profile for each of the 400+ Mandela Rhodes Scholars**, Entle developed an integration with the MRF's alumni network, [Graduway](#). Having these profiles would be vital for the website's SEO performance, since ranking high for scholars and alumni's names would drive search traffic, particularly as alumni became more influential and publicly successful. With Entle's new mechanism, alumni can now edit their bio on the alumni network and then have this pull through to their website profile automatically. With this integration, alumni have control of their own profiles and the MRF's content maintenance workload is significantly reduced.

## Impact

The MRF's new website, analytics, and integrations have helped them lay the groundwork to significantly increase their online outreach. With far more complete analytics, the MRF can now make decisions around campaigns and analyse their funnel in much greater depth. The year in which the new website launched had the highest traffic to the MRF's website ever, as well as the best engagement metric values. And finally, through ongoing strategy and reporting, Entle is helping the MRF continuously increase their conversion rate.

**From the MRF:** *"Entle's strategy process and bespoke development meant that the website fit our goals and the needs of our users, not the other way around, where technical limitations often force compromises on the goals."* — Abi McDougall-Fisher, Communications and Alumni Relations Manager: The Mandela Rhodes Foundation

Read more case studies and whitepapers at [entle.co/resources/](https://entle.co/resources/)