
Manage Measure Engage Convert

A Digital Engagement and
Web Content Management
Platform for Higher Education



Who we are & what we do

Terminalfour empowers higher education institutions across the world with smart, innovative digital strategies and web solutions.

Our digital engagement and web content management platform transforms how you connect to your audiences and lets you create targeted and incredibly effective digital marketing and student recruitment campaigns, clever engagement strategies, and a unified online presence.

We guide you to get results and achieve your recruitment, advancement, research promotion, and online performance objectives.

Our goal is to help you solve business challenges so you can:

- Increase admission inquiries
- Recruit more students, researchers, professors, and staff
- Fundraise more efficiently
- Revamp and personalize your communications to multiple audiences
- Improve your digital marketing performance
- Customize your communications
- Enhance your online visibility

You can take your business and marketing goals further.

You can do it with Terminalfour.

We don't want you to just stay ahead of the game; we want you to lead the way.

What we offer higher education

Every university and college is different: with our flexible and robust Terminalfour platform, we help you create a distinctive online presence that's tailored to your specific needs and growth objectives.

Our user-friendly digital engagement and web content management platform offers you creative, accessible, and responsive websites, packed with leading-edge technologies and strategies.

- Streamline and unify your brand across all your websites
- Build online engagement and deliver personalized user experiences
- Easily manage and publish content across hundreds of sites
- Create effective digital marketing campaigns
- Centrally manage templates and assets and create, manage, and reuse content from authors across your institution
- Make information easily accessible on several channels: websites, intranets, extranets, and social media
- Test and monitor the performance of your website content and campaigns
- Depend on the security and stability of managed cloud hosting, regardless of visitor volumes

Join more than 250 universities and colleges worldwide that depend on the power of Terminalfour.

Features



Events Calendar

Interactive calendar:
one location for all events

Up-to-date calendar sync with Google Calendar and iCal so your visitors can see where “it’s all happening”



Version Control

File locking and rollback

Keep track of changes to all your assets—down to every line of code—and roll back to previous editions if needed



Course Search

Finding made simple

Easily build your course catalog online, tailor it specifically for your school, and customize content for prospective students



People Finder

Faculty profile and
staff directory

Automatically create profile pages and integrate powerful and up-to-date search, synced to your directory



Direct Edit

Edit directly on the
page and see how your
changes look in context

Google Analytics integration provides insight into how edits perform over time



Form Builder

As easy as drag-and-drop

Add validation, confirmation emails, redirects, and payment integration



Research Hub

Your own research
management system

Showcase your people’s expertise and let others see what interesting research is taking place at your institution



CRM Integration

Pull content from
other databases

Build stronger connections with students and alumni by gaining insight from integrated CRM databases



Personalization

Target content

Personalize content based on user location, behavior, device, or interests—and see how your content performs



Email Campaigns

Build emails
that get results

No coding? No problem. Design professional-looking email campaigns and use A/B testing to measure their effectiveness



Site Management

Pixel-perfect design
control over layouts

Make your site accessible, fully responsive, attractive, and maintainable with easy-to-use design frameworks and development tools



AI Enhanced

AI-driven efficiency
and quality

Built-in AI automates routine tasks, recommends improvements, and surfaces insights to boost efficiency and quality

There’s lots more to Terminalfour
www.terminalfour.com

What makes us different?

Terminalfour was built with security, flexibility, and reliability in mind so you can drive more traffic to your university or college website, nurture leads, and maximize conversions.

We created Terminalfour specifically for higher education, and we have nearly two decades of experience delivering our cutting-edge digital engagement and web content management platform to universities and colleges of all sizes.

We know the challenges you face: our aim is to give you tools and tangible results to stand out from the crowd and thrive in a digital world.

With our deep knowledge and experience in the higher education market, we're not just a solution provider: we're your partners, engaged in your success. For many of us here at Terminalfour, it's more than a job; it's a cause worth championing.

We work collaboratively with you to ensure we can seamlessly execute even the most audacious ideas.

Try us, we love a challenge!



Sounds good?
Let's talk!

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🌐 www.terminalfour.com

Clients include



www.terminalfour.com