

THE COMPLEX Graduate and Adult Learner Journey to Enrollment

Your marketing should ride alongside every student—no matter where their journey takes them.

Reaching and enrolling right-fit students for graduate, adult completion, and online programs is no easy task. Every adult learner brings distinct motivations, expectations, and timelines to the decision-making process. Some spend years weighing their options and still choose employment, while others move from research to application in just a few months.

To recruit graduate and adult learners, your marketing campaigns need to be hyperresponsive to students’ engagement signals, which requires advanced analytics and the ability to personalize communications at scale.



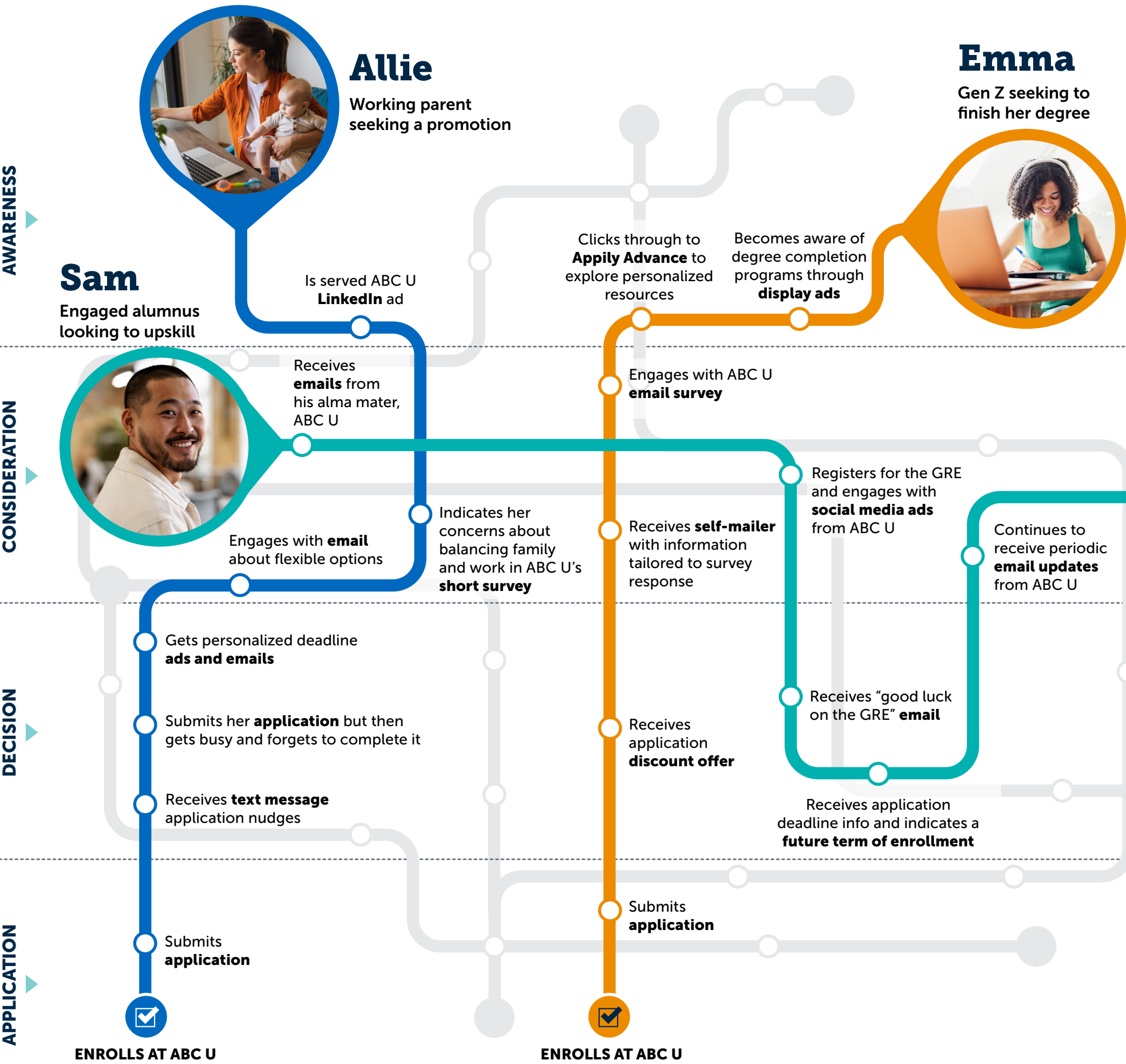
SAM: GRADUATE



ALLIE: MBA



EMMA: DEGREE COMPLETION



Engaging Students Early and Often Pays Dividends

6 out of 10

adult learners apply to two or fewer schools

4 out of 10

adult learners spend one year or longer researching programs

25+ months

Duration of EAB's "Student Journey" campaign

+30%

Average increase in campaign response rate with EAB's "Student Journey"



Learn how EAB's responsive marketing campaigns can support your **graduate and adult enrollment goals** at eab.com/alr