High-Impact Results from Data-Powered Adult Student Marketing

Engaging Our Clients' Right-Fit Students

Public University in the South

+12%
Of targeted students responded to an email

+29%
Of targeted students converted on the landing page through applying

Private, Religious University in the Midwest

+5.6M
Student impressions

+150
Facebook page likes

Private, Christian University in the West

+212%
Increase in average MBA clicks per month through paid search

+50%
Increase in total clicks year-over-year through paid search

Private University in the Midwest

+12%
Unique digital click-through-rate

+23K
School branded landing page views

Driving Our Clients' Enrollment Goals

Private College in the Northeast

+72%
Total application growth

+10%
Total enrollment growth

Public University in the Southwest

+31%
Total application growth

+30%
Total admit growth

Private, Religious College in the Southeast

+52%
Total application growth

+20%
Total enrollment growth

Public University in the West

+10%
Total application growth

+33%
Total enrollment growth

ABOUT EAB ADULT LEARNER RECRUITMENT

10+
Years of Experience

90+
Partner Institutions

15+
Program Disciplines

30
States Nationwide

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