



New Partner Intensive

Marketing and Recruitment Best Practices to Fuel Enrollment Growth

We will start promptly at 1:02 once everyone has joined

Adult Learner Recruitment

Welcome and Agenda

New Partner Intensive

Marketing and Recruitment Best Practices to Fuel Enrollment Growth

1:00 p.m. ET	Opening Remarks and Zoom Set-Up
1:05 – 1:35 p.m. ET	Finding Your Best-Fit Students: EAB's Approach to Targeting
1:35 – 2:05 p.m. ET	Leveraging Data Science to Drive Applications
2:05 – 2:25 p.m. ET	Meet with Your EAB Team
2:25 – 2:30 p.m. ET	Closing Remarks: Getting the Most Out of Your Partnership

Today's Presenters



Brittany Murchison
Vice President
BMurchison@eab.com



Evan Hawkins
*Senior Director, Data
Strategy and Analytics*
EHawkins@eab.com



Jennie Bailey
Senior Strategic Leader
JBailey@eab.com



Janek Nikicicz
Data Scientist
JNikicicz@eab.com

Audio Mute/Unmute and Video Stop/Start

The screenshot displays a Zoom meeting window. At the top, the EAB logo is visible. The main content area shows the text "EAB Virtual Session" on a blue background with a geometric pattern. A large, semi-transparent black control bar is overlaid on the bottom half of the screen. This bar contains four icons: a microphone with a red slash, an up arrow, a video camera with a red slash, and another up arrow. Below these icons are the labels "Unmute" and "Start Video". A smaller, similar control bar is visible at the very bottom of the Zoom window, with icons for Mute, Stop Video, Invite, Participants, Share, Chat, Record, and a red "Leave Meeting" button. Two callout boxes with orange borders provide instructions: one points to the microphone icon with a slash, stating "Red slashes mean your microphone is muted and your camera is off"; the other points to the up arrow next to the video icon, stating "Access audio and video options by clicking the up arrow next to the Mic and Camera icon".

EAB

EAB
Virtual Session

Unmute Start Video

Mute Stop Video Invite Participants Share Chat Record Leave Meeting

Red slashes mean your microphone is muted and your camera is off

Access audio and video options by clicking the up arrow next to the Mic and Camera icon

Update Your Name

The screenshot displays a Zoom meeting window. The main content area shows a presentation slide with the EAB logo and the text "EAB Virtual Meetings 2020". On the right side, there is a "Participants (2)" panel. In this panel, "Test Participant (Me)" is listed with "Mute" and "Rename" buttons. Below it, "Meeting Host (Host)" is listed. A yellow box highlights the "Participants" icon in the bottom toolbar. An orange callout box with the text "Update your name and add your institution" points to the "Rename" button for "Test Participant (Me)". A "Rename" dialog box is open, showing the prompt "Enter a new screen name:" with the text "Jane Doe - Institution" entered in the input field. The dialog has "OK" and "Cancel" buttons. The bottom toolbar includes icons for Mute, Stop Video, Invite, Participants (2), Share, Chat, Record, and a "Leave Meeting" button.

Zoom Meeting ID: 841-573-482 You are viewing Meeting Host's screen View Options

Speaker View

Participants (2)

Test Participant (Me) Mute Rename

Meeting Host (Host)

Rename

Enter a new screen name:
Jane Doe - Institution

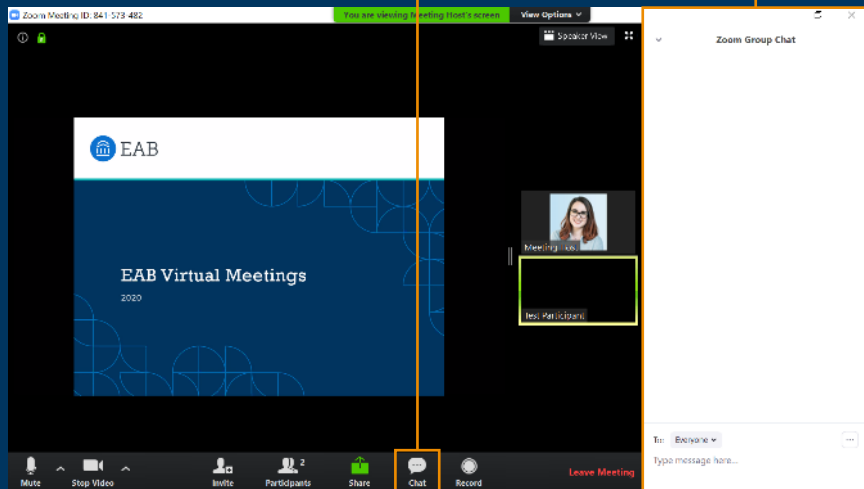
OK Cancel

Mute Stop Video Invite Participants 2 Share Chat Record Leave Meeting

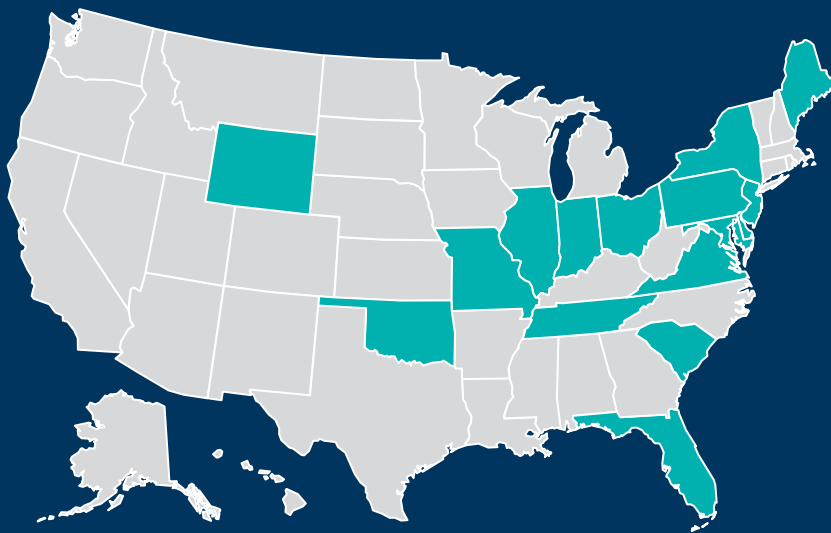
Open Participants menu

Chat

- Please utilize the **Chat** button—located in the Zoom menu bar at the bottom of your window—to ask any questions throughout the session.
- If you have any technical difficulties with Zoom please message us utilizing the **Chat** button.



Who's On the Line Today



- Avila University
- Cedarville University
- Columbia College
- Concordia College
- Drexel University
- Georgian Court University
- IUPUI
- Mercy College
- Middle Tennessee State University
- Morgan State University
- Ohio Christian University
- Richard Bland College
- Saint Joseph's College
- Southern Illinois University Carbondale
- St. Thomas University
- University of Delaware
- University of Oklahoma Online
- University of Wyoming

Finding Your Best-Fit Students: Developing Your Audience Strategy

Jennie Bailey, *Senior Strategic Leader*

Evan Hawkins, *Senior Director of Data Strategy and Analytics*

4 Components That Drive Campaign Outcomes



Cornerstones of Optimal Audience Strategy

Combining Targeting Best Practices with a Deep Knowledge of Your Goals

Audience Identification Expertise

Longstanding partnerships with list providers enable unique strategic opportunity, complemented by an unparalleled ability to engaged valued digital audiences.



The Right-Fit Student

Include an ideal mix of prospects across essential and expansion markets who will best support enrollment goals.



Custom
Institutional
Targeting
Strategies



Timing of Student Interaction

We understand when right-fit candidates are most interested in engaging, and at those times, we deploy multichannel campaigns on a highly coordinated, year-round schedule according to best practices.



Enhanced Student Analytics

Use data analytics to constantly monitor and evaluate the productivity of your targeting strategy and inform future recommendations.

Audience Generation is Highly Institution-Specific

EAB's Key Considerations When Developing Your Audience Strategy



Your priorities (e.g., enrollment growth, increase qualified applicants, expand geographic reach)



Your academic programs



Opportunities to innovate

Poll

What is your top goal when it comes to audience strategy?



EAB's Approach to Audience Strategy

Targeting Students at All Stages of the Journey

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Recommendations Shape a Strategy for Engaging Prospects at Each Stage

AWARENESS

Audience:

Little to no awareness of your institution; just starting to think about going back to school

Student Mindset:

Self-shopping and potentially learning about your programs

Marketing Objective:

Introduce your brand and program offering

CONSIDERATION

Audience:

Either expressed interest in getting their degree or have some awareness of your institution

Student Mindset:

Considering programs and schools on a variety of factors

Marketing Objective:

Build rapport and create consideration

DECISION

Audience:

Has expressed interest in getting a degree and your institution but has not applied

Student Mindset:

Narrowing their options and deciding where to apply

Marketing Objective:

Create urgency and drive decision

Far: 12 to 18 months out

Near: 3 to 6 months out

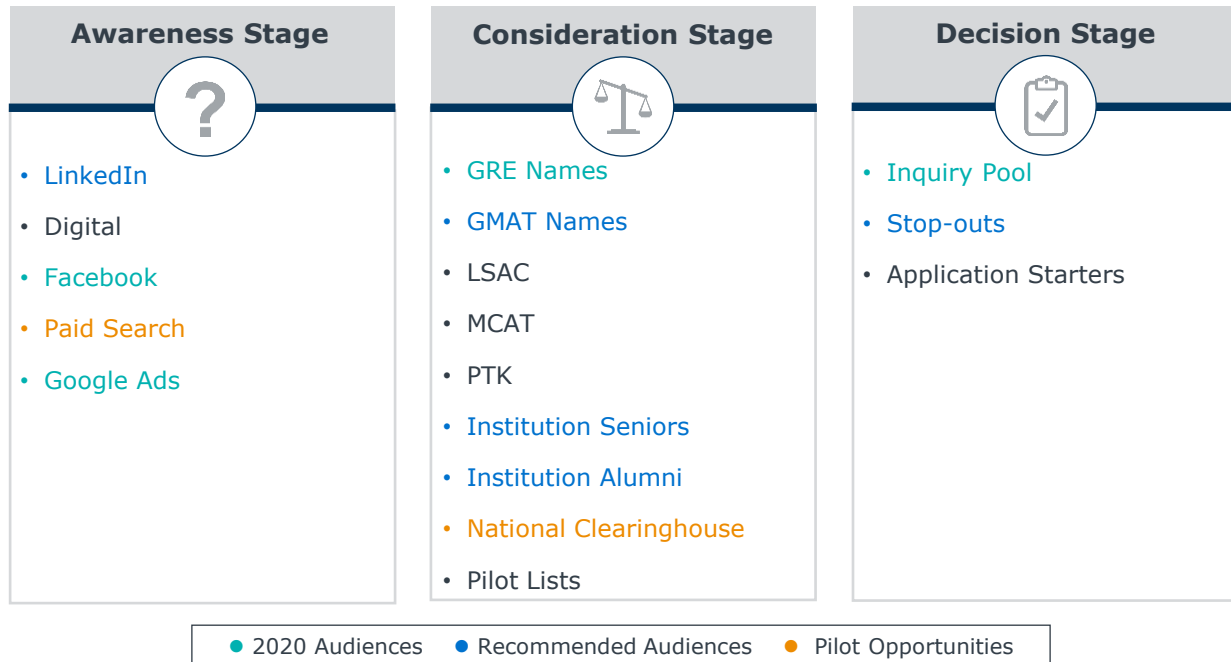
Decision Timeline

Determining The Right Audience Mix Is Key

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Audience Mix By Stage in the Enrollment Funnel

Partner Example



Poll

Which list source is your top priority?

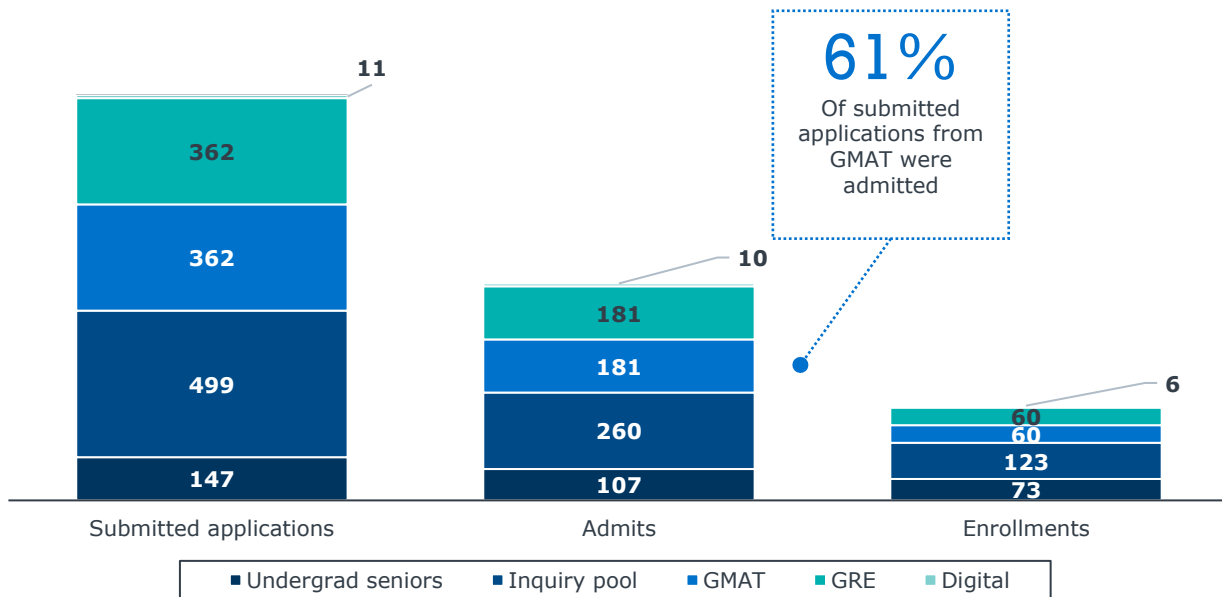
Each Audience Contributes Towards Unique Goals

17

Diverse Audience Strategy Is Critical to Success

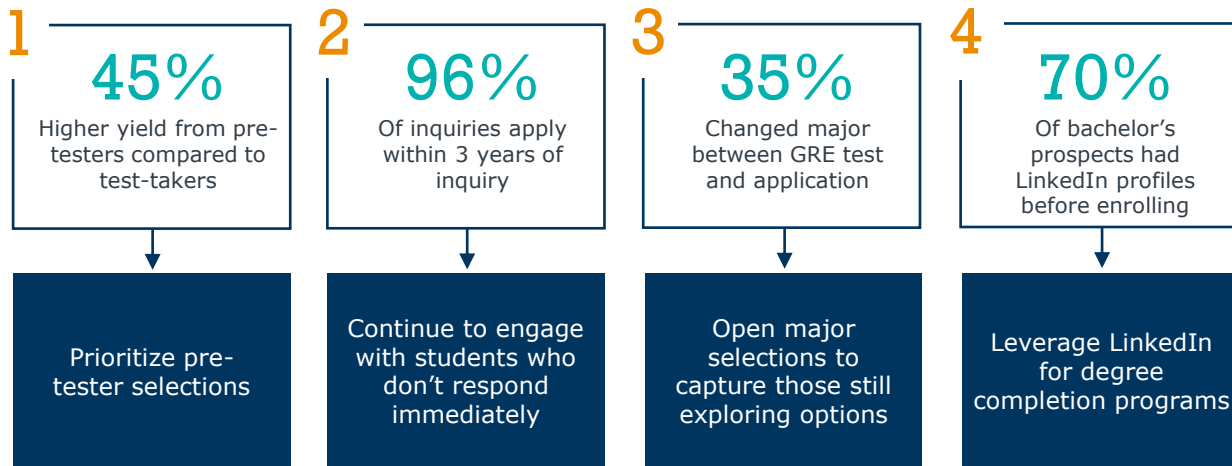
Enrollment Funnel by Audience

Entering Class 2020, Partner Example



Translating Insights Into Audience Strategy

Data Informs Enhancements to Audience Strategy



Consistent Testing to Guide Audience Strategy

EAB is piloting sources including:

- National Student Clearinghouse
- Nursing
- GMAC Early Prospects

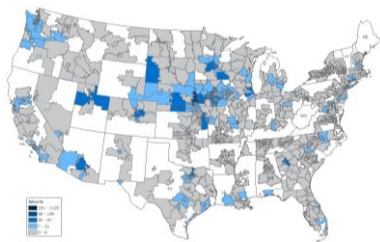
Integrating Data Science Into Market Selection

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Step 1

Historical Admit Data



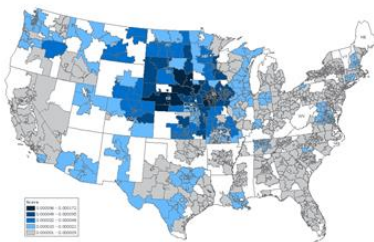
Creating Markets Around Actionable Applications

Historical admit data is used to determine pockets of the most desirable applicants.



Step 2

EAB Algorithm Scores
CBSAs and Zips



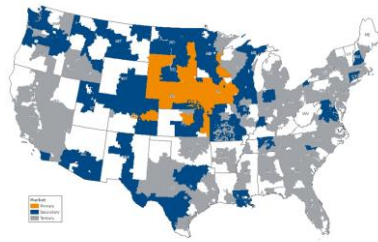
Algorithmic Zip Scoring

The EAB Data Science team loads admit data into an algorithm that rank orders zip codes by admit outcomes and population density.



Step 3

New Market Targeting



Boundaries Created Around Highest Performing Areas

New markets formed based on geographic score, proximity to campus, and volume availability.



Inputs include partner enrollment data and core based statistical area data



All 917 U.S. CBSA's scored



Highest-scoring markets indicate favorable student outcomes relative to population density



Market recommendations based on potential to generate actionable applications

EAB Campaign Attribution Explained

Applying an Attribution Percentage Informed By Testing and Analysis

EAB Applies An Attribution Percentage Across Influenced Enrollment

Attribution percentages are applied to:

- 1 Stay conservative
- 2 Estimate incrementality

A Look At Our Attribution Model

Furthest Action Taken	Inquiry Pool	Purchased Names	Digitally Sourced
Received Email	10%	15%	100%
Opened Email	15%	25%	--
Responded	25%	50%	--
Engaged on Landing Page	50%	75%	100%

Example: 8 prospects from your inquiry pool receive an email from the EAB campaign.

- 4 respond to the email
- 4 fill out a form

1) Inquiry Pool includes prior year responders

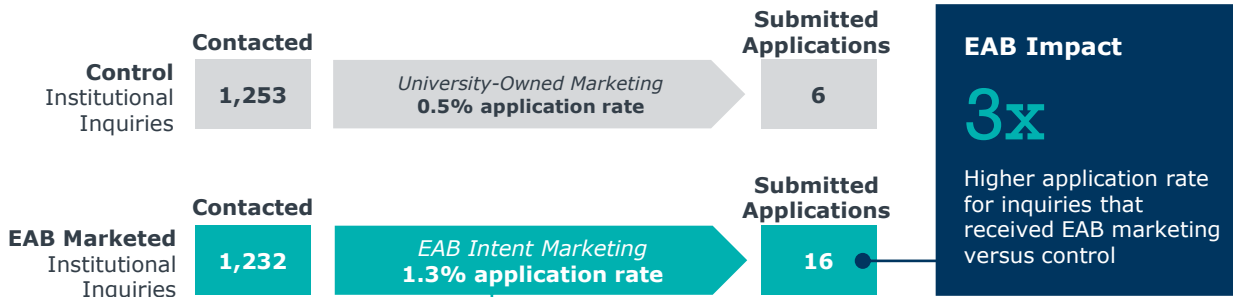
2) Inquiry metrics have been adjusted to be even more conservative with attribution percentages

3X Higher Application Rate with EAB Marketing

Test Results Demonstrate the Impact of Student Journey Campaigns

Marketing Test Results

Public University in the South, Fall 2020



Components of EAB-Marketed Campaigns

- ✓ Omnichannel engagement
- ✓ Behavior-based campaign flows
- ✓ Micro-surveys
- ✓ Personalized content gives



Digital Ads



Email



Direct Mail



Landing Pages

Key Takeaways

- 1 Audience strategy is just one pillar of a successful recruitment campaign
- 2 Target audiences across the student journey
- 3 Each audience plays an important and unique part in your enrollment strategy
- 4 Be data-driven in your marketing

Thank you!



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Leveraging Data Science to Drive Applications

The Marketing Metrics that Matter Most

Brittany Murchison, Vice President of Partner Success and Marketing

Jane Nikicicz, Data Scientist

Adult Learner Recruitment

Consistent KPI Monitoring Is Critical to Success

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Powering Creative Development With Data Science

Key Performance Indicators Monitored by Your Adult Learner Recruitment Team

Select KPIs



Digital KPIs

- Impressions
- Digital clicks
- Digital click-through rate
- Paid search conversion rate
- Cost per click
- Cost per lead



Email KPIs

- Inbox placement rate
- **Open rate**
- Email click-through rate
- Deliverability rate



Pipeline Conversion KPIs

- Prospect to inquiry rate
- Inquiry to applicant rate
- Submitted application to completed application rate
- Admit to enrollment rate
- Inquiry to enrollment rate

3 Components of a Strong KPI



Easy to Understand

Complicated KPIs unnecessarily confuse the story



Consistently Estimates Application Outcomes for Campaigns

The sooner we can predict campaign outcomes, the faster we can iterate and adjust



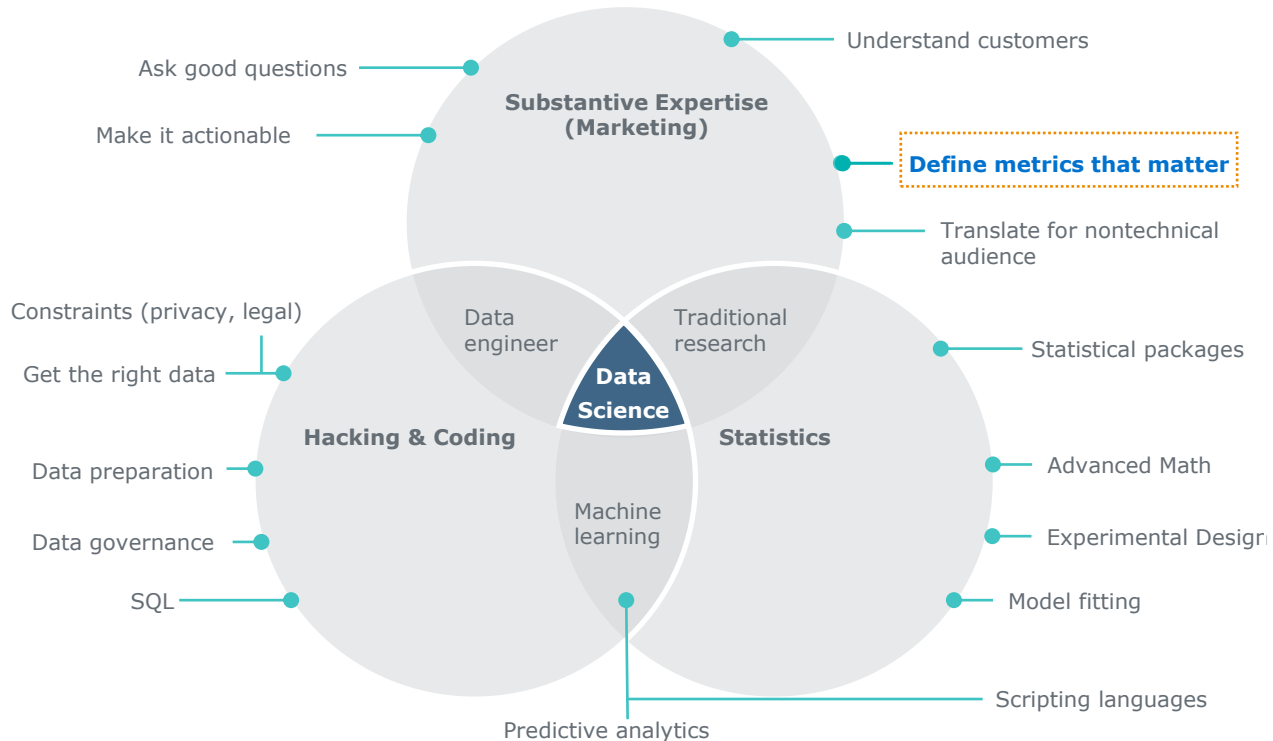
Actionable

The strongest KPIs inform improvements to campaign strategy

What Is Data Science?

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A Closer Look at the Components of Data Science



Roadmap

Our Most Recent Analysis



Open Rate

What is the best leading indicator for campaign outcomes in terms of applications?



Subject Line

Can data science improve open rates through a statistical analysis of creative content?

Looking Ahead



Paid Search

- *How can we optimize usage of bidding strategies to maximize budget?*
- *How can we use data science to improve click-through rates on paid search ads?*
- *How can we make our creative to be more data-driven?*



Open Rate and Subject Line

Using Data Science to Inform Creative

Open Rate Gauges Interest in Your Communications

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The Higher the Open Rate, the Greater the Impact of Your Campaigns

$$\text{Open Rate} = \frac{\text{Prospects Opening}}{\text{Prospects Contacted}}$$



The subject line acts as an ad in students' inbox

3 Components of a Strong Open Rate

- 1 Entices marketing recipients and stands out in the inbox
- 2 Leverages an already strong existing relationship with the recipient
- 3 Avoids the spam filter

The Key Benefits of Open Rate as a KPI

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Captures the Most Applicants Consistently

80%

Of all applicants open an email

2x

As effective at capturing applicant populations as a link within an email



High KPI Stability

Open-to-application rates are very consistent across two dimensions: **program types** and **audience sources**

Low standard deviation gives the ability to **estimate confidence intervals of application outcomes based** on available contact quantity



Serves as a Leading Indicator of Down Funnel Results

1

Benchmark campaign progress with similar cohorts to identify and respond to campaign headwinds more quickly

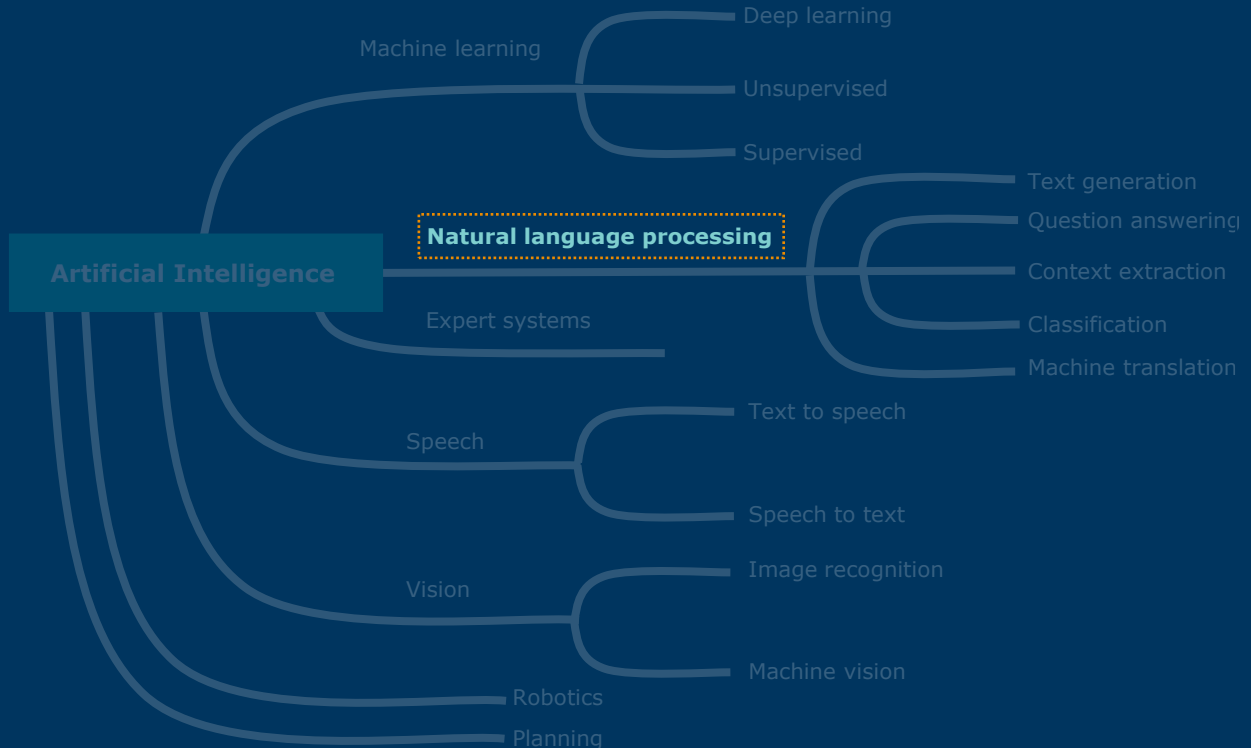
2

Maximizes what we can learn from the largest group of engaged applicants

3

Drive deeper campaign engagement by improving campaign open rates with machine learning and natural language processing

What Can Data Scientists Do?

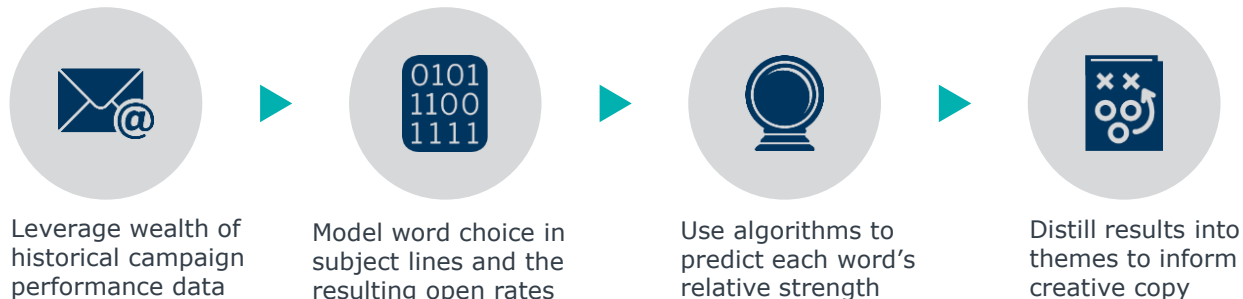


Subject Line Analysis

33

A Look at Our Research Methodology

Using Data Science to Identify Subject Line Best Practices



A Detailed Look Into Our Modeling Process

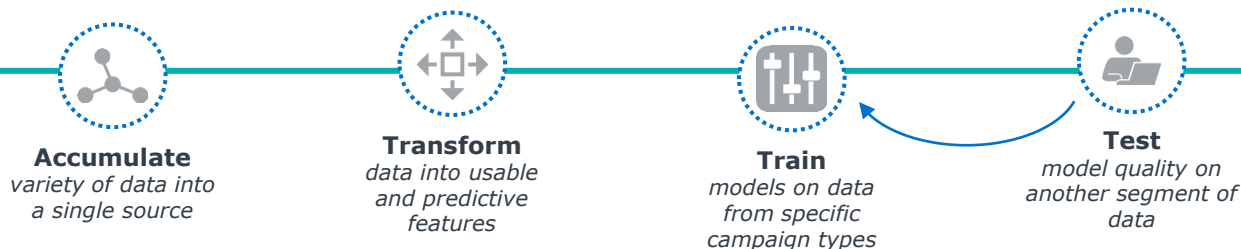


The Subject Line Entices Recipients

Fueling Creative Development With Data Science

Data-Driven, Iterative Improvement

Our Approach for Continuous Learning



Empowering Our Copywriters with Data Science

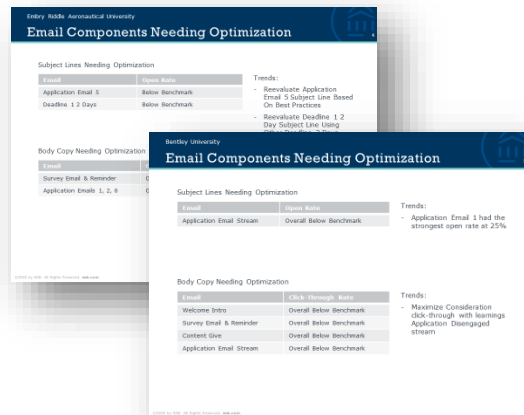
- 1 Test and optimize** their work by looking at the right metrics and providing insight
- 2 Repeat** through a feedback loop of improvements

How Data Science Informs Our Creative

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Insights from Our Subject Line Analysis

Identify Subject Lines with Below Benchmark Open Rates



Rewrite Subject Lines Using High-Performing Language

“We’re **eager** to see you apply to...”



“Your **invitation** to apply is still open...”

Quiz

Which of these words was ***least*** successful in our subject line analysis?

How Data Science Informs Our Creative

Insights From Our Subject Line Analysis

Most Successful Subject Line Themes

- **"Pursue"** your degree
- Deadline-oriented (e.g., **"October," "April"**)
- **"Action"** required, "Action needed"
- Institution name (e.g., **"NAU"**)

Least Successful Subject Line Themes

- **"Success"**
- **"Last"** day
- **"Top"**-ranked, "Top program"
- **"Help"**



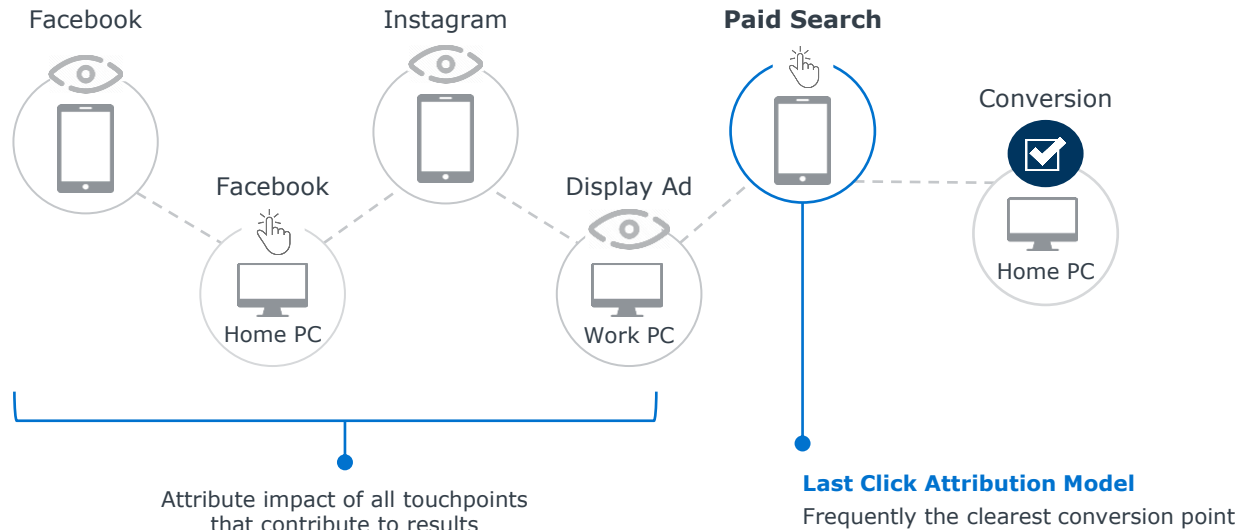
Paid Search

A Look Into Our Upcoming Analysis

Paid Search Is Critical to a Comprehensive Strategy

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Typical Digital Customer Path to Conversion



5 to 7

Average number of impressions before someone remembers your offering

Paid Search Drives Results For Partners

Lead Generation

120

Average leads per month at CPL of \$104

106%

Increase in leads in first month of partnership

Conversion

41%

Paid search leads engage with student journey "Apply" call to action in 30 days

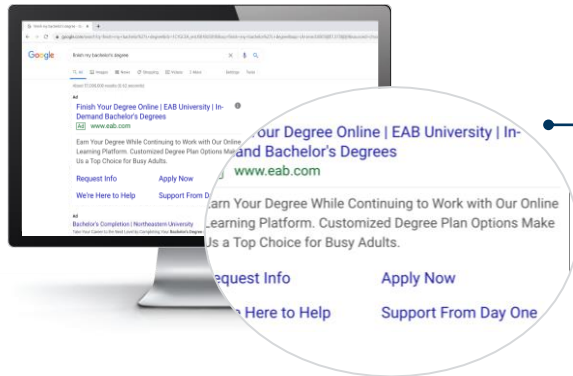
30.5

Days between conversion and app submission among

Using Data Science to Optimize Paid Search

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Next Steps in Our Analysis



Click-Through Data Informs Paid Search Creative

- 1 *How can we optimize usage of bidding strategies to maximize budget?*
- 2 *How can data science improve click-through rate on paid search ads?*
- 3 *How can we equip our creative to be more data-driven?*

Do you have questions about how EAB can support your paid search efforts?

Talk to your strategic leader to learn more.

Key Takeaways

- 1 Data science is embedded in everything we do
- 2 Bring questions about these and other KPIs to your Strategic Leader
- 3 Consider a paid search audit to identify opportunities to improve your paid search campaigns

Thank you!



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Breakout Discussions

Meet with Your EAB Team

Breakout Discussions



For the next 20 minutes, we're holding **breakout discussions** with your peers and EAB experts to reflect on the insights into targeting and marketing metrics shared this afternoon.

To join a breakout discussion room, please click "join" when the box appears on your screen.

Discussion Facilitators



Brittany Murchison
*Vice President,
Partner Success and
Marketing*



Jennifer Winn
*Senior Vice
President*



Will Lamb
*Dean of Graduate and
Adult Learner
Recruitment*



Beth Donaldson
*Senior Consultant and
Principal*



Kelly Miller
*Senior Director,
Partner Success*



Jesse Holzbach
*Director, Partner
Success*



Jennie Bailey
*Senior Strategic
Leader*



Savon Sampson
*Senior Strategic
Leader*



Sam Moll
*Senior Strategic
Leader*



Abby Zeiler
*Senior Strategic
Leader*



Closing Remarks

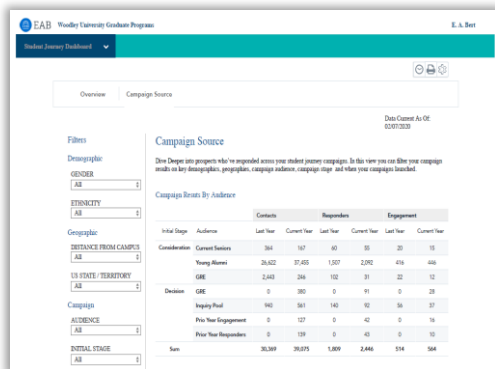
Getting the Most Out of Our Partnership

Use the Partner Portal to Monitor Performance

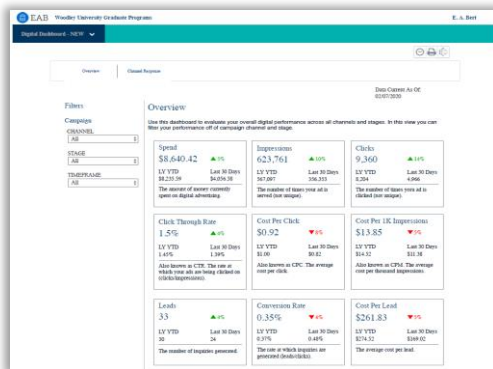
48

Consistent Visibility Into Your Campaign Performance From Your Desktop

Student Journey Dashboard



Digital Dashboard



Use the Partner Portal To...

- Access the latest campaign performance data on demand
- Filter data by key demographic information for detailed insights into campaign performance
- Easily share campaign performance data and facilitate strategic conversations with your team
- Maintain consistent visibility into the return on your marketing investments

Additional Resources Available To You, 24/7



Find Research, Insights, and Recommendations on EAB.com



My EAB Dashboard

- Create an account on EAB.com
- Customize your My EAB Dashboard to access curated content



EAB Daily Briefing

- Receive daily updates with our newest insights across all facets of higher education
- Easy to share with colleagues and spark discussion on campus



Professional & Adult Education Blog

- Read our latest research and insights on recruiting and serving adult learners
- Subscribe to be the first to receive our newest posts



White Papers, Diagnostics, and More

- Explore our in-depth research on topics ranging from student mindset to program design

Final Thoughts

Please Complete the Brief Exit Poll

We appreciate your feedback on your overall experience today.

Please don't hesitate to share additional feedback with your Strategic Leader.

Thank You!

Please reach out to your Strategic Leader with questions about the information shared today



Jennie Bailey
JBailey@eab.com



Camden Francis
CFrancis@eab.com



Kelly Miller
KMiller@eab.com



Sam Moll
SMoll@eab.com



Savon Sampson
SSampson@eab.com



Abby Zeiler
AZeiler@eab.com



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