

CASE STUDY

Application Marketing Campaign Drives Record-Breaking First-Year Enrollment

Public University in the Midwest with 8,000 Undergraduate Students

Challenge: After several years of declining enrollment, this public university was in search of a partner that could drive application and enrollment growth.

Solution: The university partnered with EAB on an Application Marketing Campaign in late 2018. EAB's recruitment strategies centered on reaching prospective students with personalized campaign messages that would build early and meaningful relationships. Identifying new and innovative communication strategies would enable the university to connect with students in a way that was both convenient and familiar.

Impact: 2020 was the first full year of partnership with EAB and the first time since 2012 the university's enrollment grew. Their enrollment increased by 25%, which was the strongest percentage gain the university had experienced across their greater system. Additionally, these campaigns directly contributed to the increase in underrepresented minority student enrollment.

Impact Highlights

Entering Classes 2019–2020

43%

Increase in submitted applications

25%

Increase in enrollment

4%

Increase in underrepresented minority student enrollment

EAB Application Marketing Strategy



Deploy Targeting and Segmentation

Strategically targeted all existing and new student names



Focus on Application Submission and Completion

Implemented deadline-focused cadence of multichannel communication that compelled students to act



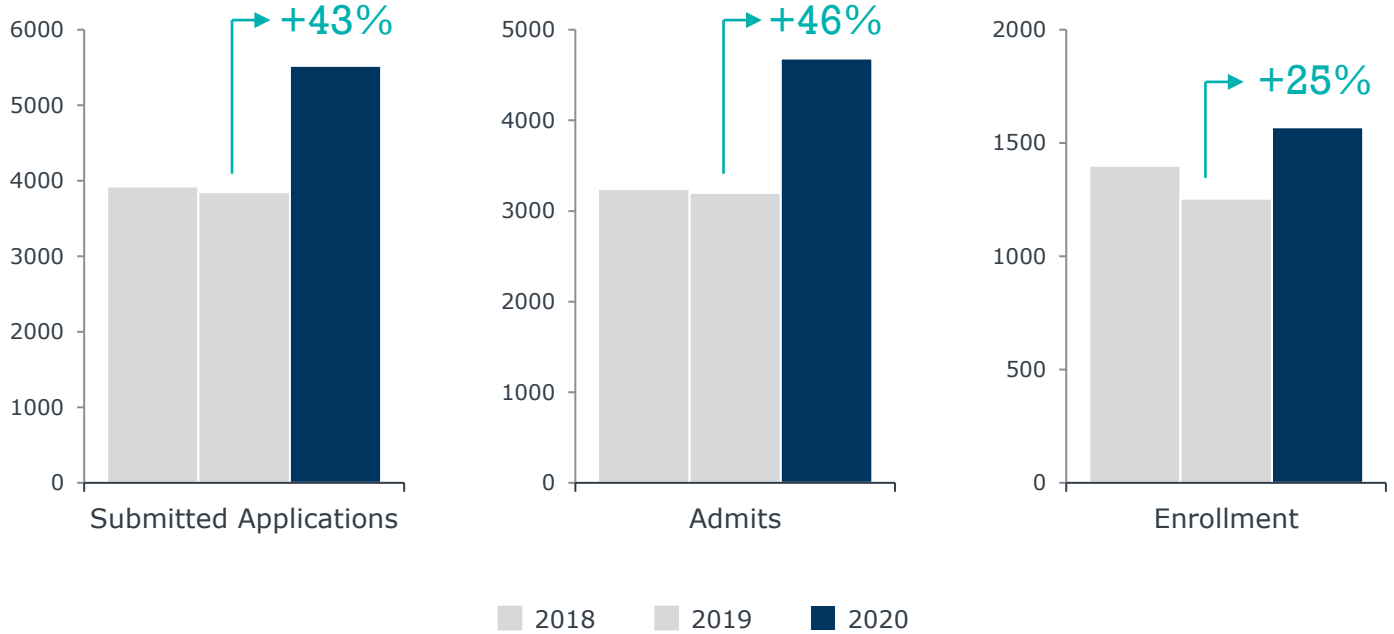
Utilize Application Intelligence

Application-stage insight that allowed university to predict and deflect enrollment funnel

Strong Enrollment Gains for the First Time in Several Years

Fall Freshman Enrollment Funnel

Entering Classes 2018–2020



EAB Impacts Class-Shaping Goals for Entering Class 2020

16%
of university's enrollment
consists of underrepresented
minority students

