

CASE STUDY

How One University Nearly Doubled Net Tuition Revenue During a Global Pandemic

Regional Public University in the Northeast with 2,000 Undergraduate Students

Challenge: This public university, located in the competitive Northeast market, was looking to grow enrollment, especially within its own backyard. The university first partnered with EAB in September of 2015 to generate high-quality inquiries but decided to part ways after a year due to budget challenges and state contract constraints. Unfortunately, two years out of the partnership, the university's fall freshman enrollment dropped by 27%.

Solution: After experiencing a significant decline in enrollments, the university reengaged with EAB in September of 2018. By November, EAB had built and deployed both Application Marketing and Search campaigns to fully saturate the university's primary market and engage students earlier in their academic careers to build affinity. EAB also implemented Financial Aid Optimization that would use strategic aid policy to monitor and deflect enrollment performance.

Impact: Utilizing a tailored targeting approach, the university achieved enrollment gains in both years of partnership with EAB. The university saw a 21% increase in enrollment in 2016 and a 36% increase in enrollment in 2019. When the global pandemic hit in 2020, the keys to the university's enrollment stability and windfall in net tuition revenue gains were the customized financial aid model and optimized policy strategy. The university grew total net tuition revenue by 80% in one year without sacrificing academic quality.

Impact Highlights

Entering Classes 2018–2020

80%

Increase in total net tuition revenue from 2019 to 2020

83%

Increase in average net tuition revenue per student from 2019 to 2020

31%

Increase in in-state enrollment from 2018 to 2019

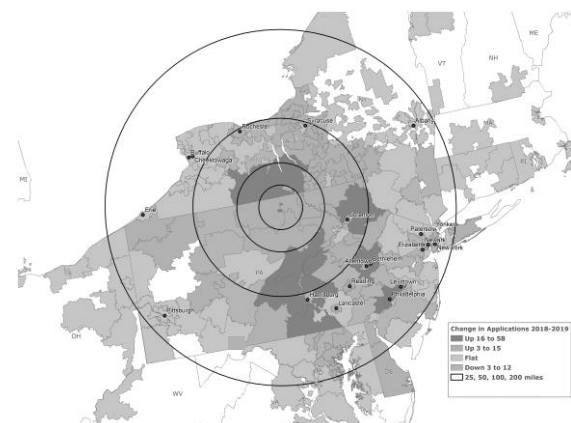
Entering Class 2019 Core Strategy: Maximize Penetration in Existing Markets

Doubled Down on Existing Market to Optimize Scarce Marketing Resources

- ✓ Sophisticated modeling and optimization based on the existing student body
- ✓ Identified students previously unrecognized or untapped in the primary market
- ✓ Utilized strong relationships with list providers to proactively address the evolving list source landscape
- ✓ Optimized Search lists, including previously purchased lists to create an ideal mix of students

Change in Submitted Applications

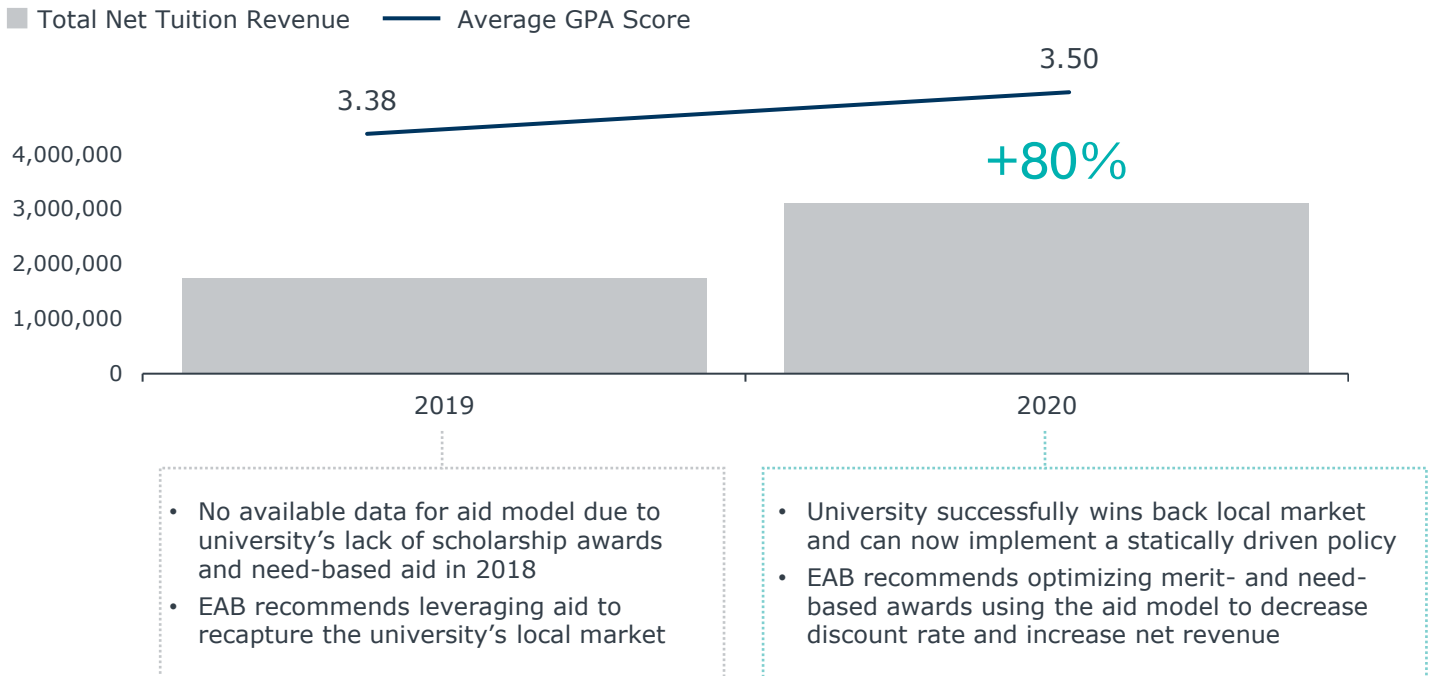
Entering Classes 2018–2019



Entering Class 2020 Core Strategy: Construct Aid Models to Enhance Market Position

Net Tuition Revenue and Average GPA Score

Entering Classes 2019 Versus 2020



Consistent Enrollment Results in Both Years of Partnership

Fall Freshman Enrollment

Entering Classes 2015–2020

