

CASE STUDY

Driving Enrollment Growth with EAB Marketing Campaigns and Virtual Yield Strategies

Public University in the West with 7,000 Undergraduate Students

Challenge: Faced with years of variable student enrollment, this university struggled to attract students to their beautiful, rural campus out West.

Solution: In 2019, the university decided to reach out to EAB for enrollment support. EAB built and deployed both Senior Search and Application Marketing campaigns. The Senior Search campaign identified untapped opportunity in their primary market using data-driven targeting, while the Application Marketing campaign revamped the university's creative assets and messaging in order to build stronger student relationships. These campaigns drove a 30% increase in their admit pool. The university also assembled a robust ground team that was ready to hit the road come college fair season.

Unfortunately, COVID-19 hit the United States, and their strategy had to change. With more students in their admit pool and because the university was prepared with personnel, their team quickly pivoted the staff's time to ensure their admitted students would deposit. The university's admission team personally called more than 10,500 applicants twice prior to the deposit deadline.

Impact: In partnership with EAB, this resilient university achieved a 15% increase in deposits in Entering Class 2020.

Impact Highlights

Entering Classes 2019–2020

36%

Increase in submitted applications from 2019 to 2020

31%

Increase in admits from 2019 to 2020

15%

Increase in deposits from 2019 to 2020

The Institution Maximized Their 2020 Applicant Pool with Core EAB Programs

Senior Search

- ✓ Utilized EAB's targeting strategy to identify untapped opportunity in their backyard



Application Marketing

- ✓ Applied intensive digital media and email campaigns to build affinity with applicants and guide their application process

Solidified Gains Through Personal Student Outreach

+ Yield Tactics



University staff called all **10,500** admitted students twice before the deposit deadline



✓ Redirected team efforts toward outreach and personal interactions

✓ Delivered clear, repetitive, and positive communication

Impressive Gains Across the Funnel in First Year of Partnership

Fall Freshman Enrollment Funnel

Entering Classes 2019–2020

