

## CASE STUDY

# First-Year Partner Experiences Highest New Student Enrollment in Years During the Global Pandemic

Private Liberal Arts College in the South with 1,100 Undergraduate Students

**Challenge:** This small Southern college that had partnered with another longtime enrollment vendor had experienced years of unexceptional results. Under new leadership, the college wanted to fundamentally change their enrollment trajectory.

**Solution:** In 2019, the college partnered with EAB on Search, Application Marketing, and Financial Aid Optimization to ensure that they would be well-positioned to meet their aggressive enrollment goals.

Using a data-driven targeting strategy, EAB advised the college to strategically focus on gaining a larger share of their local market. Many distant markets that seemed appealing were in fact not a good fit for the university. EAB then constructed a customized financial aid model that leveraged their discount rate to maximize growth in enrollment and net tuition revenue.

**Impact:** Despite the effects of COVID-19, the college experienced a 50% increase in students from their local market and a 25% increase in overall deposits. In the first year of partnership with EAB, the college hit a record-breaking entering class enrollment.

## Impact Highlights

*Entering Classes 2019–2020*

**54%**

Increase in admits from 2019 to 2020

**25%**

Increase in deposits from 2019 to 2020

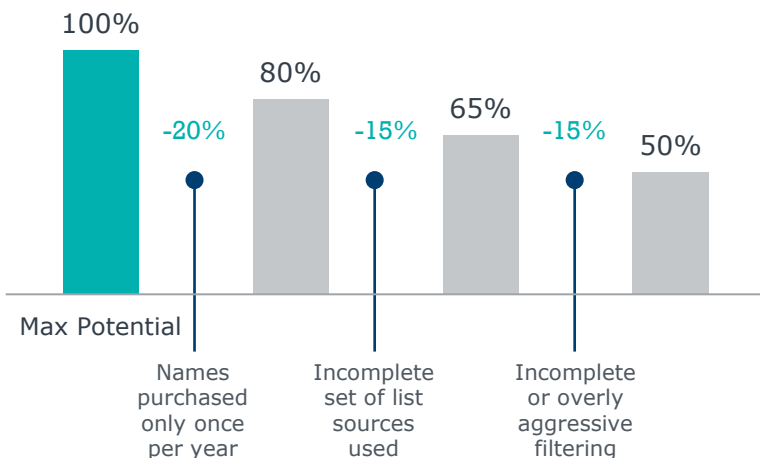
**335K**

Ahead of net tuition revenue goal for 2020

## EAB's Core Search Campaigns Drive Local Market Enrollment

### Double Down in Immediate Backyard

*Percentage of Best-Fit Students Available for Recruitment-Marketing Outreach*



### College's Growth in Local Market Enrollment

*Entering Classes 2019–2020*



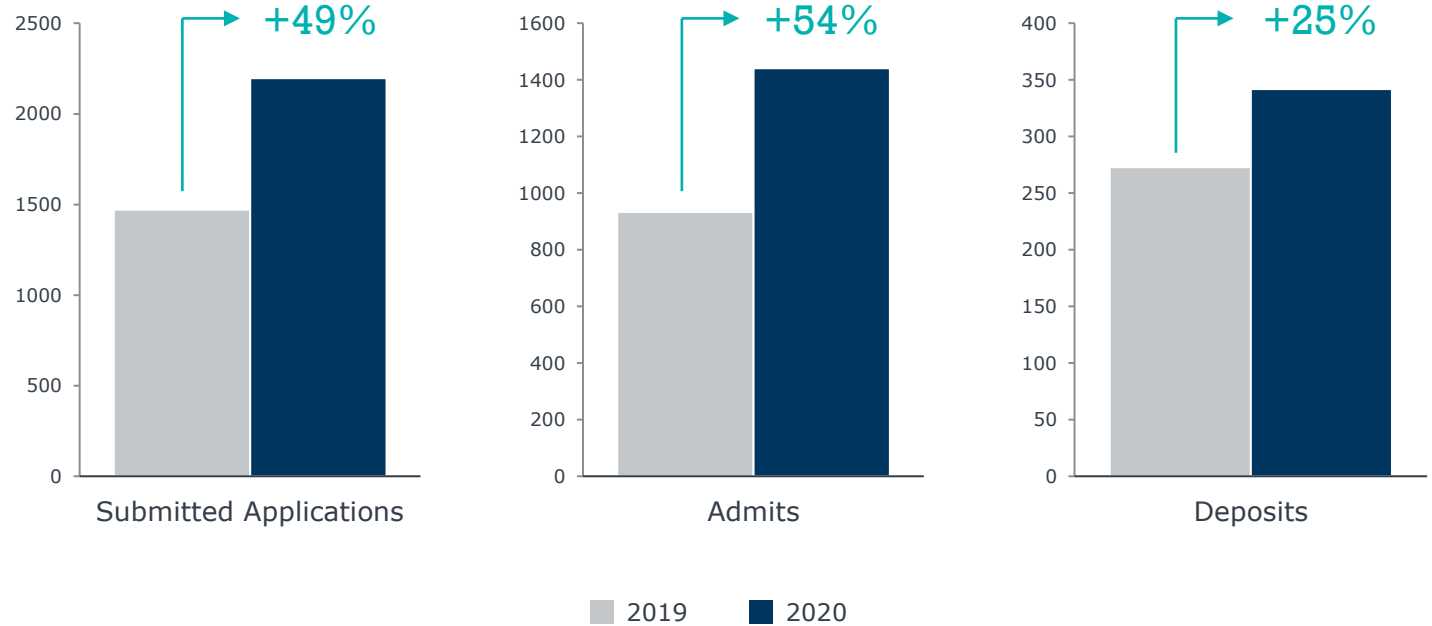
**50%**

Increase in local market enrollments from 2019 to 2020

## Making Impressive Gains Across the Funnel

### Fall Freshman Enrollment Funnel

Entering Classes 2019–2020



## EAB's Custom Financial Aid Model Helps College Surpass Net Tuition Revenue Goal

### Net Tuition Revenue Goal

2019–2020

