



ENROLL360

2023 Case Study Compendium

Outstanding Results from 11 Partner Institutions



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PARTNER CASE STUDY

State University Gains National Recognition and Triples Enrollments with Enroll360 Partnership

Montana State University, Public Research University with 15,000 Undergraduates

Challenge: Montana State University (MSU) once struggled to make a national name for themselves as they faced a declining recruitable market. Their institutional stability was threatened by a dwindling number of out-of-state inquiries and fewer in-state commitments. The university also wanted to realign their financial aid awards to better serve prospective students. MSU decided they needed expert guidance to address these complex challenges and reinvigorate their team.

Solution: EAB used a multistep approach to help MSU become a national brand while improving their financial and enrollment outcomes. EAB’s Cultivate and Apply solutions assisted MSU in finding and engaging with more right-fit students, both locally and in new markets. In 2019, MSU added EAB’s Yield solution, which enabled them to maximize staff efficiency and focus on those students most likely to yield at their institution. Finally, through the addition of EAB’s Aid solution in 2016, MSU was able to more efficiently and impactfully award aid packages, increasing their appeal with a growing pool of prospective students.

Impact: MSU’s long-term partnership with EAB, along with their eagerness to innovate, has given them an unparalleled advantage over their competitors. Since 2010, the university has grown freshman enrollment by 1,300 students and increased minority enrollment by five percentage points. In 2021, the university enrolled their largest class to date, with 73% of those enrollments being influenced by EAB outreach. Their net tuition revenue has also grown by 23% since the onset of the pandemic, stabilizing MSU amid a historically challenging enrollment period.

Impact Highlights

36%

Increase in freshman net tuition revenue 2016–2021

176%

Increase in enrollments from students of color 2019–2021

73%

of 2021 freshman enrollments influenced by EAB outreach

The Partnership Effect

EAB

- ✓ Hosted professional workshops for MSU administrative teams
- ✓ Introduced industry innovations to accelerate enrollment growth
- ✓ Provided strategic guidance through the pandemic



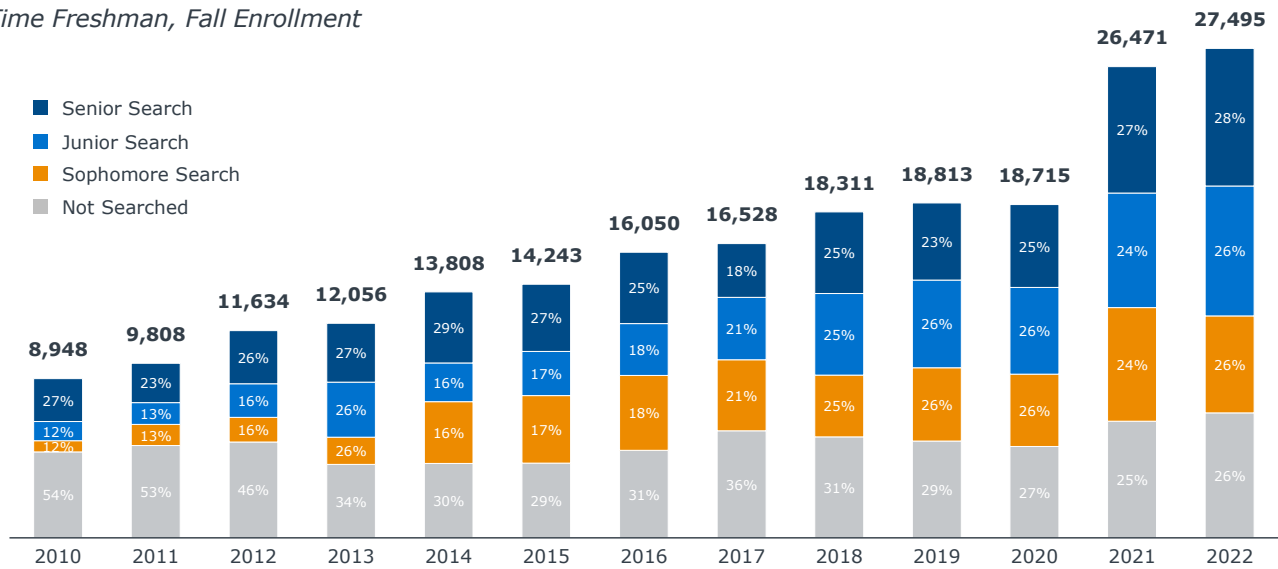
MSU

- ✓ Embraced change and innovated for future success
- ✓ Piloted “earlier is better” initiative to secure commitment from incoming students
- ✓ Leveraged full suite of EAB solutions for heightened success

Application Gains Driven by Early Affinity Building and Strong App Marketing

Submitted Applications by Influence

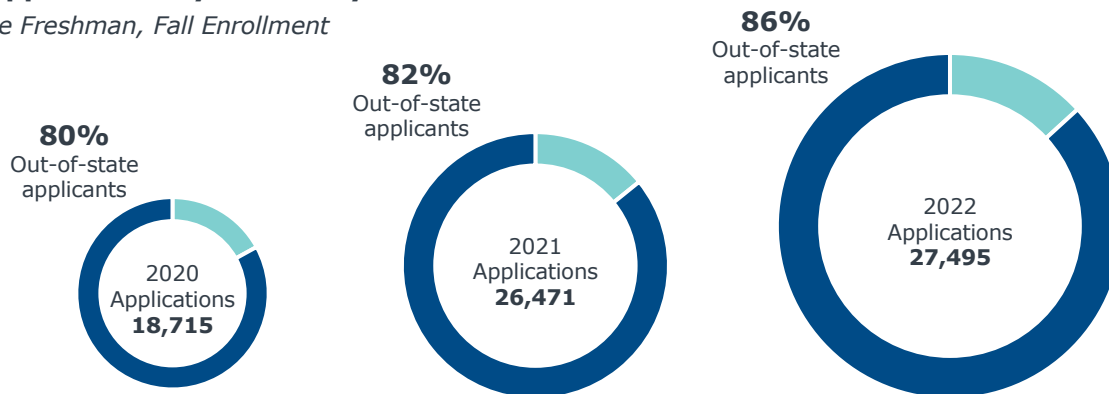
Full-Time Freshman, Fall Enrollment



Growing Their Out-of-State Applicant Pool During the Pandemic

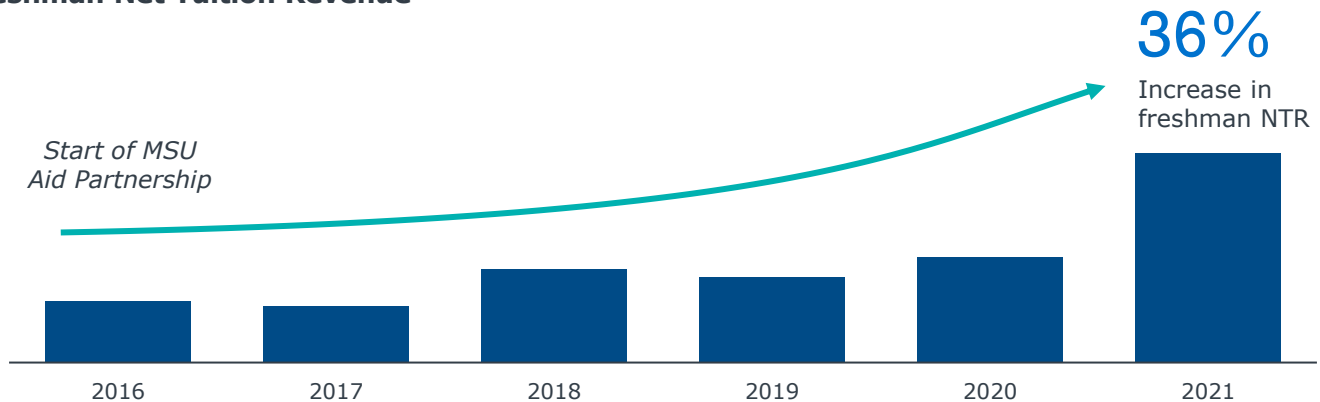
Total Applications by Residency

Full-Time Freshman, Fall Enrollment



Net Tuition Revenue Growth After Adding EAB's Aid Solution

Freshman Net Tuition Revenue



PARTNER CASE STUDY

University Outperforms Competitors and Accelerates Enrollment Through the Pandemic with Enroll360 Partnership

Public Research University in the Midwest with 6,200 Undergraduate Students

Challenge: Foxglove University, a small public research institution located in the competitive Midwest market, faced application and enrollment declines well before the pandemic. In 2018, they reached out to EAB to make a mid-cycle course correction.

Solution: EAB quickly deployed a senior search and application marketing campaign. The senior search used data-driven audience selection strategies to identify missed opportunities in the university’s primary market while the application marketing campaign leveraged new creative and messaging to appeal to more prospects and build stronger student relationships. When the pandemic struck in early 2020, EAB provided strategic guidance to help Foxglove University overcome unprecedented enrollment challenges and prepare to excel despite effects of the pandemic.

Impact: In less than a year of partnership, EAB helped Foxglove University increase their enrollment by 4 percent. And while the pandemic drove negative enrollment impacts across higher education in 2020, EAB’s strategic guidance helped Foxglove University to outperform their regional competitors by four percentage points that year. EAB’s support, underscored by consistent and reliable inquiry growth throughout a historically tumultuous enrollment period, positioned the university for a 23% enrollment increase from 2020 to 2021.

Impact Highlights

As of June 2021

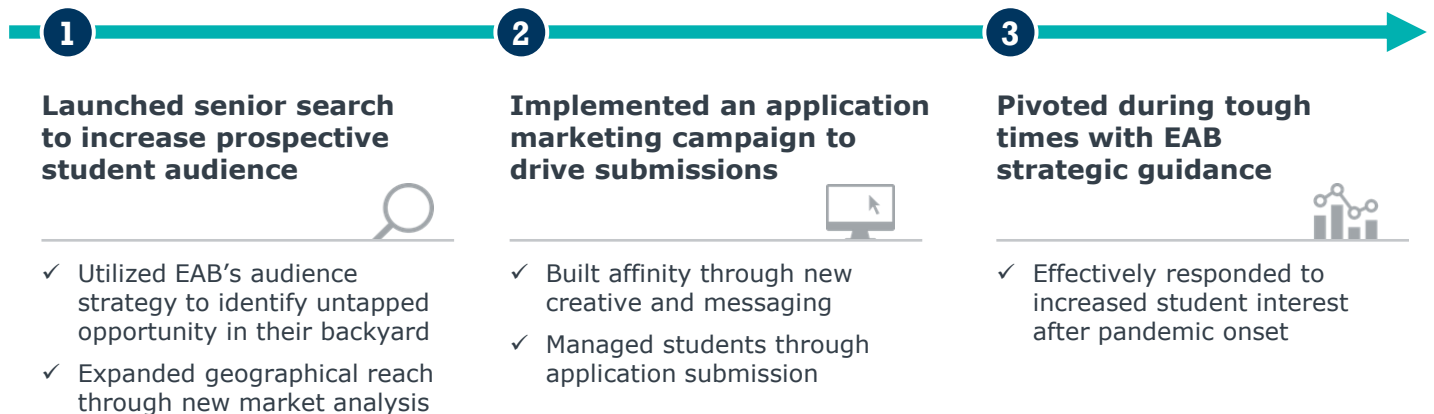
18%

increase in first-time freshman enrollment from 2018–2021

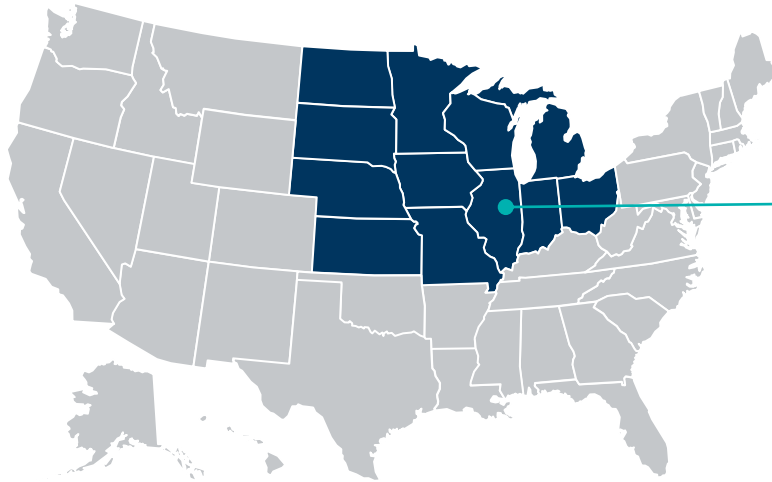
4-pt

greater first-time freshman enrollment than peers in the Midwest for EC20

Recovering Enrollments and Engineering Post-pandemic Success



Outpacing Competitors Amid Unprecedented Enrollment Crunch



Outperforming the Market

From 2019 to 2020, Foxglove University outperformed their peers in the Midwest market **by four percentage points.**

“

*Working with EAB offers the opportunity to fight with both hands in a challenging ring—we are no longer fighting with one hand tied behind our backs in a crowded market. When we signed with EAB, we had heard stories that we could expect 25–35% increases in apps. Almost three years into our relationship, **we're going to realize closer to a 40% increase in applications since 2019.** So, it certainly has fully met our expectations of feeding the top of the funnel.*

Vice President for University Relations and Enrollment

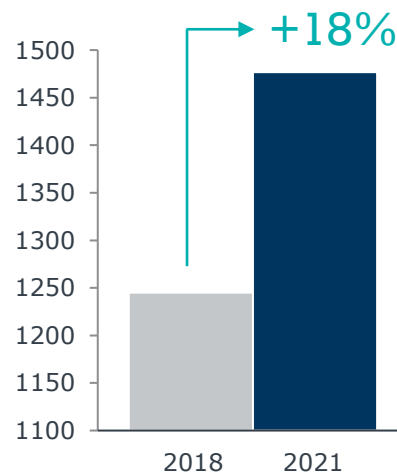
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Strong Enrollment Gains Since the Start of EAB Partnership

First-Time Freshman Enrollments

Entering Class 2018 to 2021

Since their Enroll360 partnership began, Foxglove University has seen an 18% increase in freshman enrollments.



Reclaiming Market Share and Strengthening Financial Sustainability with Enroll360

Public University in the Southwest with 12,000 Undergraduate Students

Challenge: In 2019, Goldenrod University faced significant demographic challenges: the number of in-state high school graduates was declining, with those graduating increasingly leaving for out-of-state opportunities. The school needed to create the right mix of enrollments that would provide financial sustainability for their institution while remaining a cost-effective option for students in their region. To increase enrollments and expand resources for in-state students, the university needed to simultaneously attract a greater share of students from out-of-state markets while reclaiming their in-state market share.

Solution: Goldenrod University partnered with EAB in 2019 with Cultivate, Apply, and Aid solutions. First and foremost, EAB identified untapped pockets of enrollment potential within core in-state markets as well as high-potential out-of-state opportunities. EAB then worked alongside the university to build and execute comprehensive marketing campaigns. Simultaneously, EAB developed both in-state and out-of-state financial aid strategies designed to amplify the impact of the university’s enrollment recruitment approach.

Impact: EAB helped Goldenrod University stabilize their in-state markets while also increasing their out-of-state application pool by 43% over two years. Despite the impact of COVID-19 in 2020, the university continued to grow out-of-state enrollments. With a strong financial aid plan in place, the university decreased its discount rate by four percentage points and grew net tuition revenue by more than half a million dollars in just two years of partnership.

Impact Highlights

Fall 2020–Fall 2022

43%

Increase in out-of-state applicants

4-pt

Decrease in discount rate

23%

Increase in deposits since 2020

Strengthening the Bottom Line



10%

Increase in NTR per student

Strengthened value of each admitted student to the university



\$500K

Increase in overall NTR

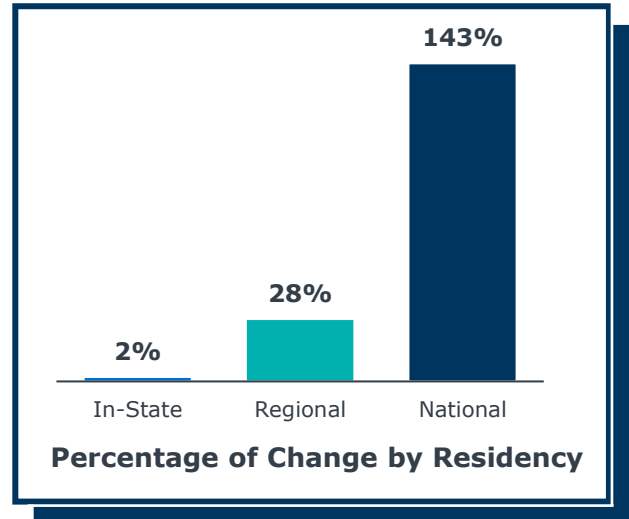
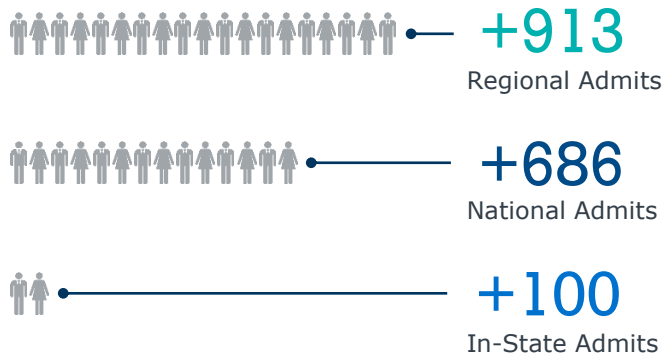
Supported university goal of remaining cost-effective for in-state students

Admits Rebound After Only One Year of Partnership

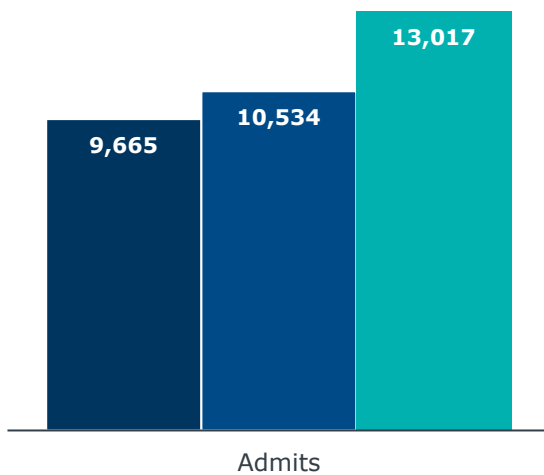
In the first year of partnership, EAB helped Goldenrod University reverse enrollment declines across each type of residency. By using in-state student demographics to model their out-of-state search, the university gained significant market share within their region.

Fall Freshman Admits by Residency²

Entering Class 2020 Versus 2019



Consistent, Quality Enrollment Gains Throughout Partnership



Increase in Admitted Students

From 2020 to 2022, Goldenrod University sourced and admitted **3,352 more students** while maintaining a 3.55 average admitted-student GPA.



²) Regional admits are students within the Southwest region, while national admits are students from states outside of the Southwest.

Rural University Sees Record Enrollment and Net Tuition Revenue Gains with Enroll360 Partnership

Public University in the Southeast with 8,300 Undergraduate Students

Challenge: After decades of sluggish freshman enrollment, Jacksonville State University (JSU) decided it was time to reinvent their recruitment strategy. They wanted to build their reputation as an affordable higher education option within their local market and scale their communications and admissions process to reach more students.

Solution: In late 2018, JSU implemented all four Enroll360 solutions—Cultivate, Apply, Yield, and Aid—to grow enrollments and maximize revenue. In partnership, EAB worked with JSU to optimize their audience strategy, create a seamless application experience, and execute new relationship-building strategies. Through these improvements, several other CRM innovations, and a robust communication plan including SMS, JSU’s admissions staff expanded their capacity to reach more right-fit students and nurture them from inquiry through enrollment.

Impact: Over the past four years, JSU has nearly doubled their freshman enrollment—going from 1,086 students in 2018 to well over 1,900 in 2022. Freshman net tuition revenue also increased from \$4.7M pre-partnership to \$14.2M in 2022, while their discount rate has decreased over 13 percentage points. These record-breaking enrollment and revenue numbers have given JSU the opportunity to expand their campus and become an even stronger choice for college-seekers in Alabama and beyond.

Impact Highlights

Fall 2018–Fall 2022

79%

Increase in freshman enrollments

13-pt

Decrease in discount rate

201%

Increase in freshman net tuition revenue

3.4+

Average GPA of enrolled students



Article from WBRC News can be found [here](#).

Enroll360 Solutions Help JSU Find and Enroll More Right-Fit Students



Cultivate

An audience-identification and inquiry-generation solution designed to transform the recruitment pipeline. This includes a behaviorally responsive marketing campaign for sophomores, juniors, and their parents that builds brand awareness, generates inquiries, and nurtures interest.



Aid

The Aid solution helps teams understand their inquiry pools and optimize their financial aid strategy to successfully seat incoming classes. Our team constructs aid models, designs policy strategy, and monitors award activity.



Apply

An audience-identification and application-generation solution that builds immediate demand and drives submission activity. Apply campaigns use a proven call-to-action approach that successfully engages academically qualified seniors and their parents.



Yield

Our Yield solution combines advanced surveying techniques with big data to deliver best-in-class prescriptive analytics. Over 150 data variables from across the EAB Ecosystem generate lead scores, which guide the workflow of busy admissions teams and maximize the impact of every student interaction.

Collaborative Approaches to Harness Technology and Build Relationships

To improve enrollment outcomes, JSU needed more than a vendor; they needed a trusted enrollment partner. EAB's combination of unmatched insights and execution excellence along with JSU's student-first admission strategies helped the university enroll more students.

EAB

- Diversified audience strategy to include multiple list sources
- Created a seamless application experience with collateral and a custom web application
- Marketed to both prospective students and parents
- Led annual admission trainings on relationship building



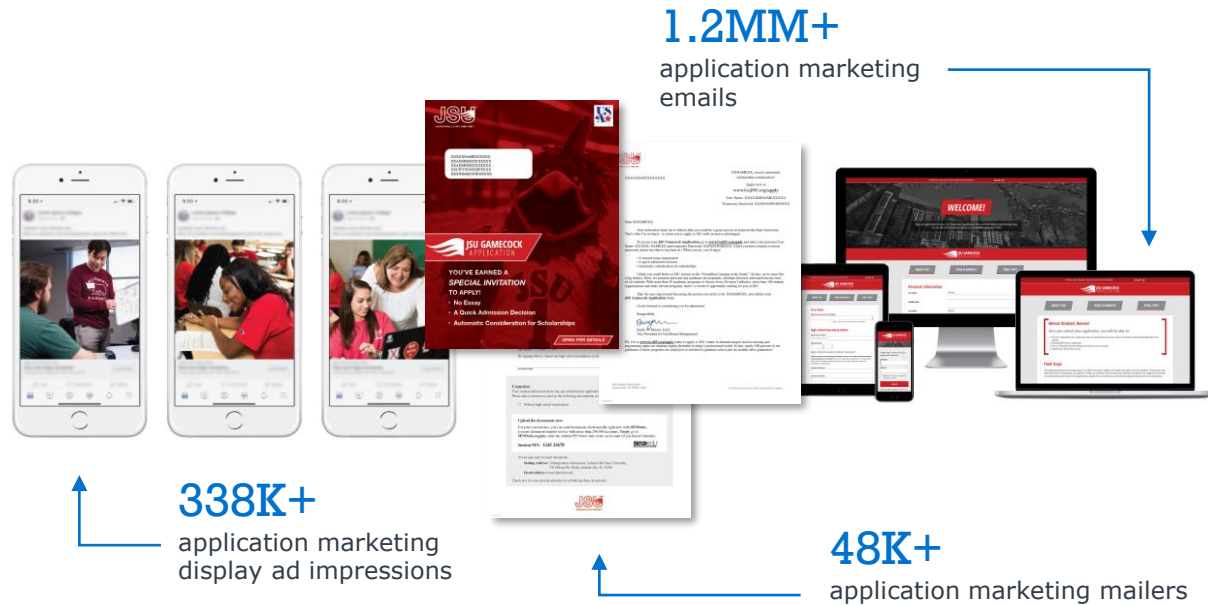
JSU

- Configured new data load to auto-admit qualified students
- Offered incentives, including institutional need-based grants as well as merit-based institutional scholarships
- Waived application fee with counselor verification to accommodate low-income applicants
- Collaborated across campus on recruitment and yield events

Cultivate and Apply Help JSU Reach More Students in Their Own Backyard

Application Marketing Amplifies Admission Team Outreach

Through display advertisements, emails, and paper mailers, EAB's Apply campaign was able to generate a combined total of **over 1.58 million impressions** to extend JSU's admission outreach.

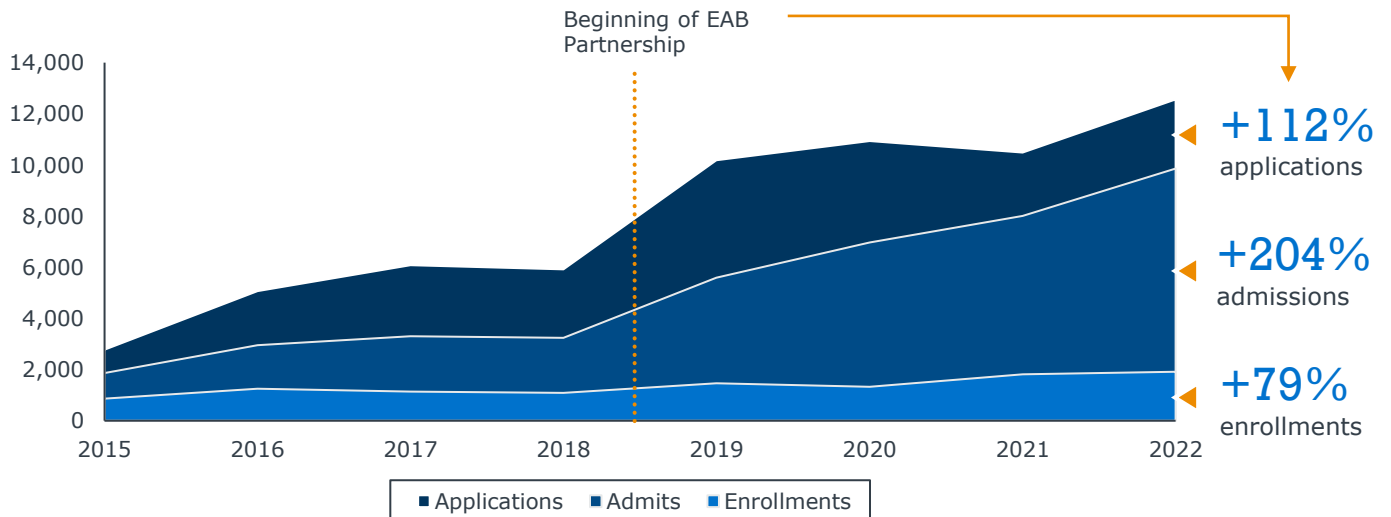


Sophomore, Junior, and Senior Search Campaigns Expand JSU's Enrollment Funnel

Consistent outreach as early as 10th grade helped JSU grow their applications, admissions, and enrollments in record amounts. In alignment with their institutional goals, JSU wanted to enroll more local students. With EAB's guidance, **Alabama residents accounted for 87% of freshmen enrollments**. Notably, their admissions growth did not conflict with student academic readiness, with an average freshman GPA that was above 3.4.

Enrollment Funnel

Full-Time Freshmen



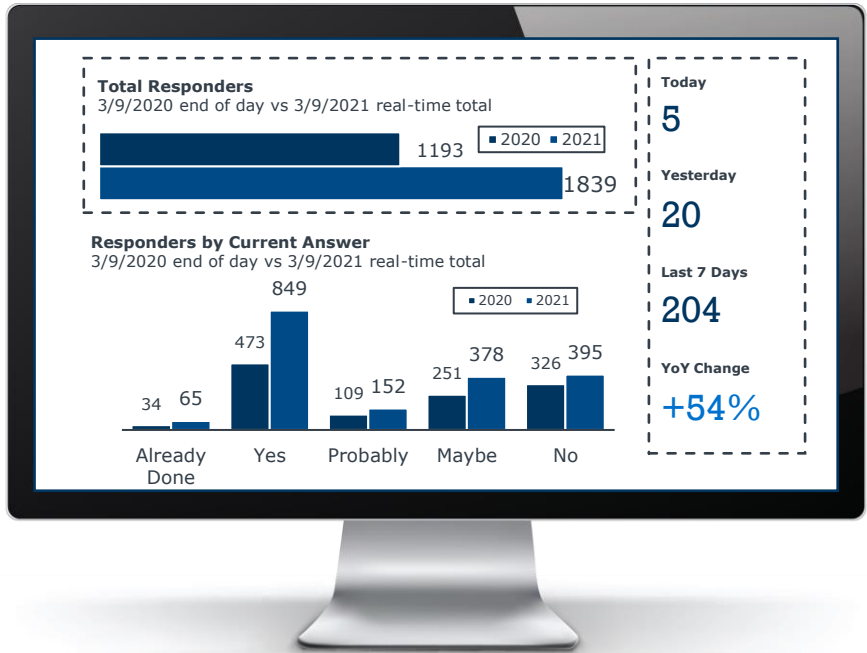
Yield Helps JSU Track Student Intent from Admit to Enrollment

To support their yield effort, EAB sent surveys to admitted students to gauge their interest and intent to enroll. JSU then used the survey results to help them gauge which admits needed more direct outreach in order to influence their college decision.

JSU Improved Yield with Admitted-Student Survey Results

Through advanced surveying techniques and predictive modeling, EAB's Yield solution helped JSU to more effectively yield their class.

More than **3,000 students** replied to JSU's surveys in 2020 and 2021, with a 54% increase in response rate year over year. This information helped JSU determine the right level of follow-up for each survey respondent.



Probably		Year Over Year Change	
2020	2021	Change	% Change
Initial Response	124	+79	+63.7%
Deposits Paid Through EAB	0	0	--
Changed to Yes	22	+45	+204.5%

Maybe		Year Over Year Change	
2020	2021	Change	% Change
Initial Response	260	+175	+67.3%
Deposits Paid Through EAB	0	0	--
Changed to Yes	16	+29	+181.2%
Changed to Probably	0	+9	--
Changed to No	5	+7	+140%
Changed to Already Done	0	0	--
Unchanged	239	+130	+54.3%

Survey Reports Allow JSU to Monitor Admits Who Haven't Yet Decided

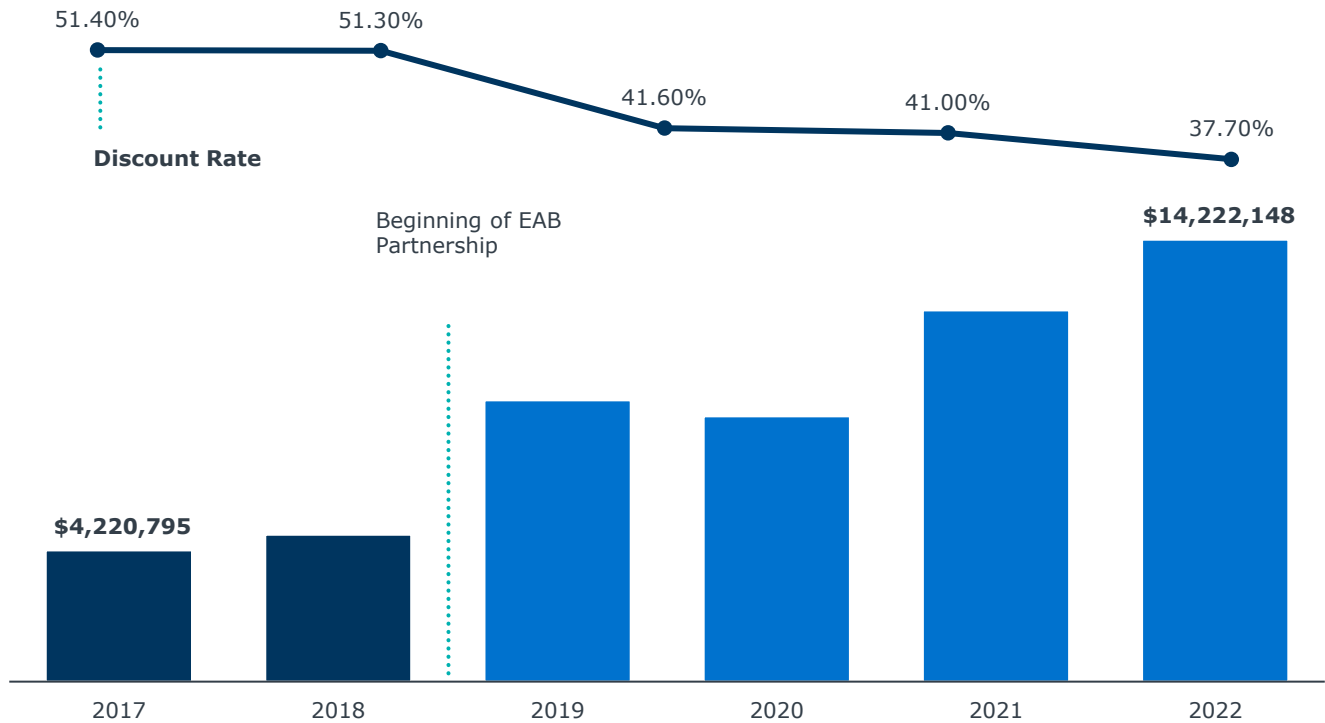
JSU's admitted-student surveys helped them better understand student intent as accepted students weighed their options.

Using these surveys, **JSU tracked 1,022 undecided students** in 2020 and 2021, ultimately receiving a "yes" response from 150 undecided students.

Aid Solution Helps JSU Optimize Award Structure For Record NTR Gains

JSU enrolled a record-breaking class in 2022, which more than tripled their NTR since before partnership.

Net Tuition Revenue and Discount Rate Full Time Freshmen



Financial Impact

Full partnership



\$3K+

Increase in net tuition revenue per student



13-pt

Decrease in discount rate



201%

Increase in overall freshman net tuition revenue



The insight, expertise, and services that EAB has provided to JSU allowed us to experience undergraduate enrollment growth over the past five years. Beyond just the enrollment growth, our team has been inspired to produce extensive and constant innovation regarding recruitment, yield, and aid packaging practices.

Associate Vice President
of Enrollment Management

State College Increases Enrollments by 47% in One Cycle with Enroll360 Apply Campaign

Rural State College in the Southeast with 4,100 Undergraduate Students

Challenge: Penstemon College is a small state institution in the rural Southeast that experienced a steep decline in their inquiry pool and fierce competition in their backyard. They began to search for an enrollment partner that could help them make the most of their limited budget and find more prospective students in their local markets.

Solution: Due to budgetary constraints, Penstemon College decided to implement an email-only Apply campaign in April 2021. This investment helped the school get in front of more right-fit seniors and compete for students who were either looking at other institutions or considering college alternatives. EAB also worked closely with the college’s leadership to solidify their long-term enrollment strategy and provide expert guidance on enrollment events.

Results: Despite launching their initial Apply campaign late in the enrollment cycle, Penstemon College was able to grow their 2021 entering class by more than 50 students, accounting for almost 10% of enrollments. After their first full cycle with Apply, the college increased their enrollments by 47% for EC22. Of their 2022 freshman applicants, 42% were influenced by EAB marketing.

Impact Highlights

As of June 2022

65%

Increase in freshman applications 2021–2022

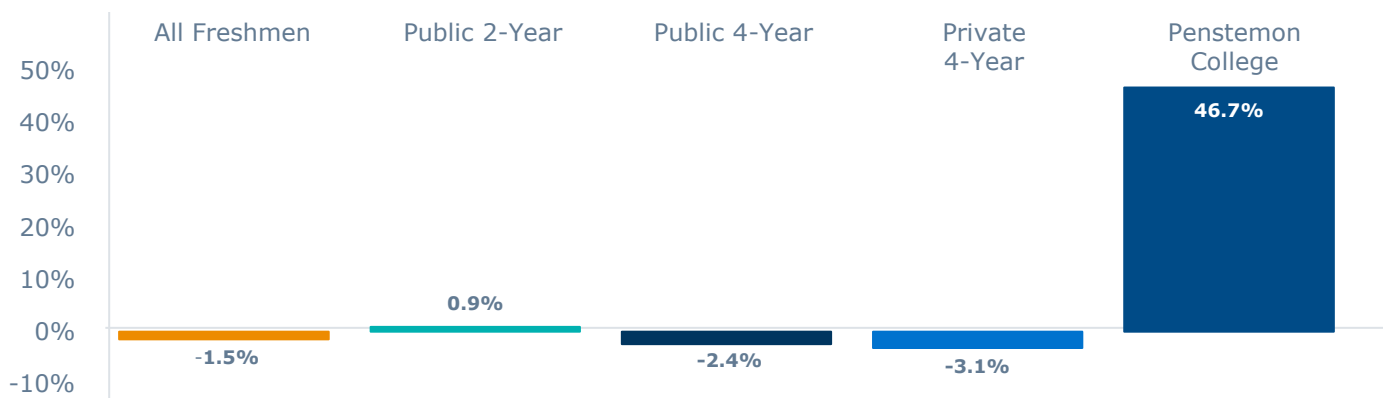
42%

of 2022 freshman enrollments influenced by Apply campaign

Apply Campaign Helps College Greatly Outpace All Market Segments

While other market segments are experiencing stagnant and declining enrollments, Penstemon College has greatly increased their enrollment outcomes.

Fall 2022 Freshman Enrollment, Percentage Change from 2021 to 2022

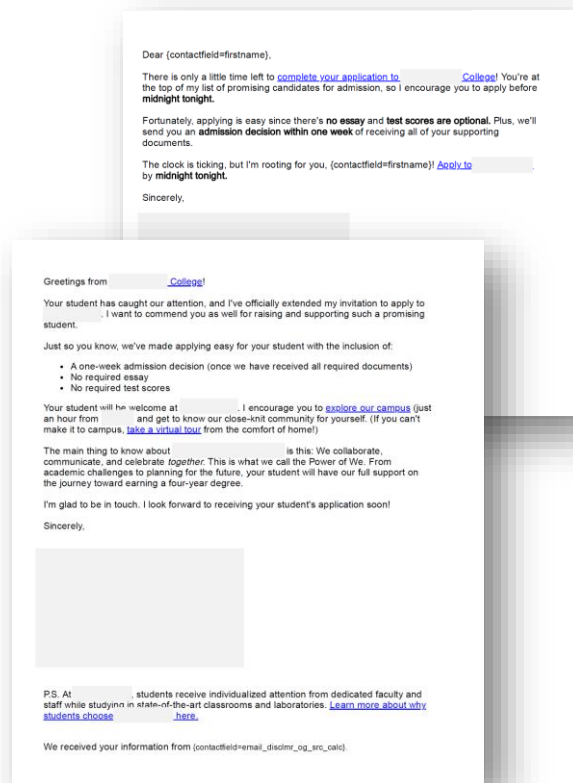


How an Email-Only Campaign Helped Penstemon College Turn a Corner

Conversational Emails

EAB's Enrollment Marketing team helped Penstemon College craft a robust email communication campaign to engage new students and their parents in their backyard.

The emails emphasized the students' impressive academics, introduced the institution, and established connection with a member of the enrollment team.



*Identifying information has been censored for this blinded case study

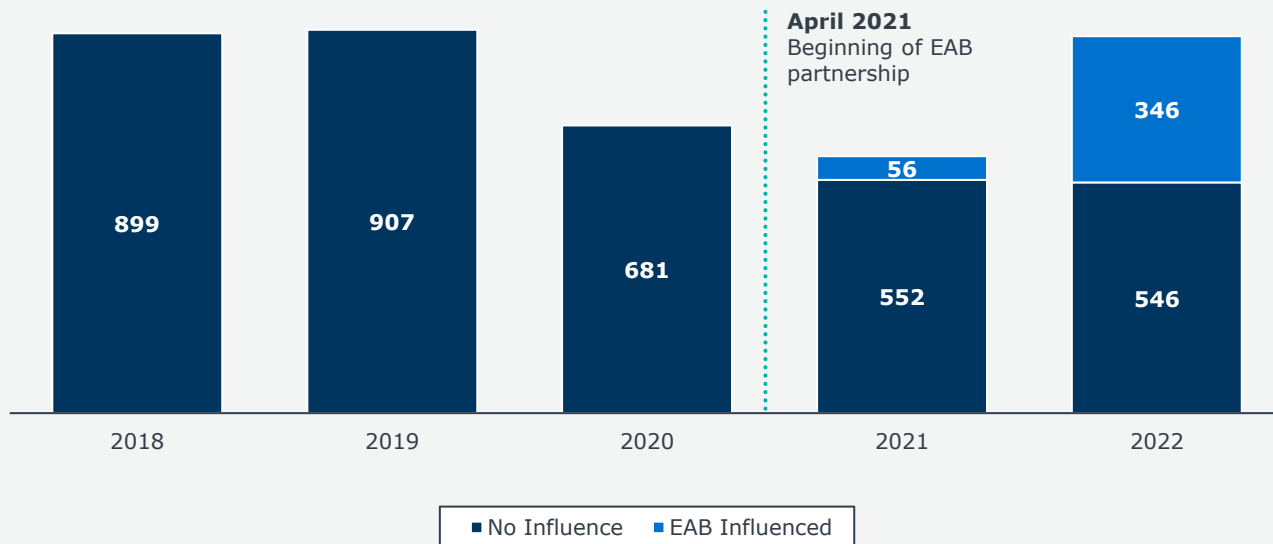
Right-Fit Students

By leveraging EAB's market-savvy audience selection strategy, Penstemon College was able to communicate with the students who were most likely to apply.

Additionally, students who were influenced by EAB's application marketing campaign had a higher academic profile than non-influenced students.

Enrollment by EAB Influence

Full-Time Freshmen–Fall



How One School Leveraged a Wisr Virtual Community to Support and Yield More Underrepresented Students

Public University in the Northeast with 6,000+ Undergraduate Students

Challenge:

This institution was looking for a way to centralize their admitted-student communications and allow admitted students to connect with one another. They also wanted to provide a virtual space where admitted students could socialize and build community, even before stepping foot on campus.

Solution:

In 2021, this school partnered with Wisr Virtual Communities to build an Admitted Student Network that:

- ▶ Extended their reach beyond traditional social media with the added benefits of privacy and security
- ▶ Allowed students to engage in public and private conversations specific to their needs, interests, and identities (e.g., honors program community)
- ▶ Provided data and analytics to inform their overall recruitment strategy and individual outreach

Impact:

By engaging with relevant public and private communities on the Wisr platform, admitted students not only developed a greater sense of belonging but also deposited at a much higher rate than their peers who did not join Wisr.

The platform also supported underrepresented students, including first-generation and international. Their engagement on the platform was a strong indicator of intent to enroll and allowed this institution to further improve its campus diversity.

A Closer Look at Wisr’s Impact with Underrepresented Students

EC22 yield rates for students who joined Wisr before depositing compared to those who did not join Wisr:

3.4x
higher for **first-generation** students (47% vs. 14%)

3.5x
higher for **Black/African American** students (35% vs. 10%)

3.8x
higher for **Hispanic/Latinx** students (34% vs. 9%)

Impact Highlights

Entering Class 2022

4.6x
Higher yield rate for students who joined Wisr before depositing compared to students who did not join Wisr

3.4x
Higher yield rate for first-generation students who joined Wisr before depositing compared to first-generation students who did not join Wisr

Early Results from First Year of Enroll360 Partnership: Application, Admit, and Enrollment Growth

Private Christian University in the Southeast with 2,900 Undergraduate Students

Challenge: Palm Beach Atlantic University (PBA) recently positioned itself for growth after ranking nationally in the 2019 *U.S. News & World Report* and welcoming a new president and VPEM in 2020 and 2021, respectively. To fully realize their enrollment potential, PBA knew they would need a proven enrollment marketing partner.

Solution: A longtime EAB partner at their prior institution, PBA's new VPEM brought in multiple Enroll360 services—Cultivate, Apply, Wisr Virtual Communities, YouVisit Virtual Tour, Intersect, and Cappex—to partner on strategic enrollment management planning and ensure timely execution of their vision. With a suite of support from EAB, PBA could focus their team's energy on building student relationships, maximizing yield, and welcoming their incoming class.

Impact: Despite launching late-cycle in July 2021, PBA increased applications by 208% and admits by 223% in less than one year of partnership. Enrollments grew 37%, with more than 693 first-year students enrolling at census (Aug 2022). PBA will continue to see growth over the next cycle as their initial Cultivate contacts (previously high school sophomores and juniors) matriculate. As of January 2023, PBA is up in applications 25% year over year.

Impact Highlights

As of January 2023

208%

Growth in applications in first year of partnership

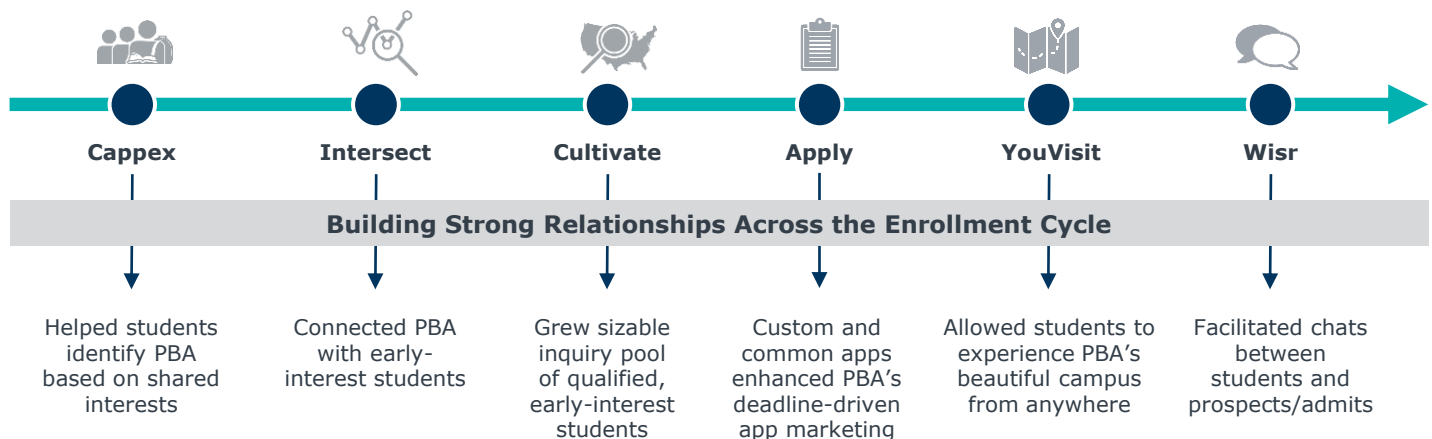
223%

Growth in admits in first year of partnership

37%

Growth in enrollments in first year of partnership

Enroll360 Helps PBA Find and Engage More Right-Fit Students



Research University Boosts Enrollment, Academic Quality, and NTR with Enroll360 Solutions

Hollyhock University,* Private R2 University with 7,000 Students

Challenge: As part of their 10-year strategic plan, this private, East Coast university set out to compete with other premier STEM institutions in the Mid-Atlantic and Northeast. To accomplish this goal, Hollyhock University knew they would need to increase their academic profile while also improving the diversity of their student body.

Solution: In 2013, the university partnered with EAB to execute multichannel marketing campaigns for sophomores, juniors, and seniors. This approach allowed them to build greater affinity with students over time and increased their applications by 4–24% each cycle thereafter. In 2017, EAB substantially expanded the university’s audience selection strategy in order to build an even larger pipeline of engaged students. Impressed with the results, the university then asked EAB to help them reach an institutional goal of 12k freshman applications in 2022.

Impact: EAB’s audience selection and marketing strategy enabled this university to increase submitted applications by 151% over 10 years. The university translated that opportunity into a 105% increase in freshman net tuition revenue, a 153% increase in students with a 4.0+ high school GPA, and a four-percentage-point increase in applications from students of color from 2020 to 2022. At the same time, the university established itself nationally as a premier institution, increasing the number of applications from 500+ miles away by 52%.

Impact Highlights

4-pt

Increase in applications from students of color from 2020 to 2022

153%

Increase in enrolling students with a 4.0+ GPA from 2013 to 2022

80%

of EC22 applications were influenced by EAB outreach

Success Began with Substantial Application Growth



Began a multiyear, full-funnel strategy



Expanded their audience selection



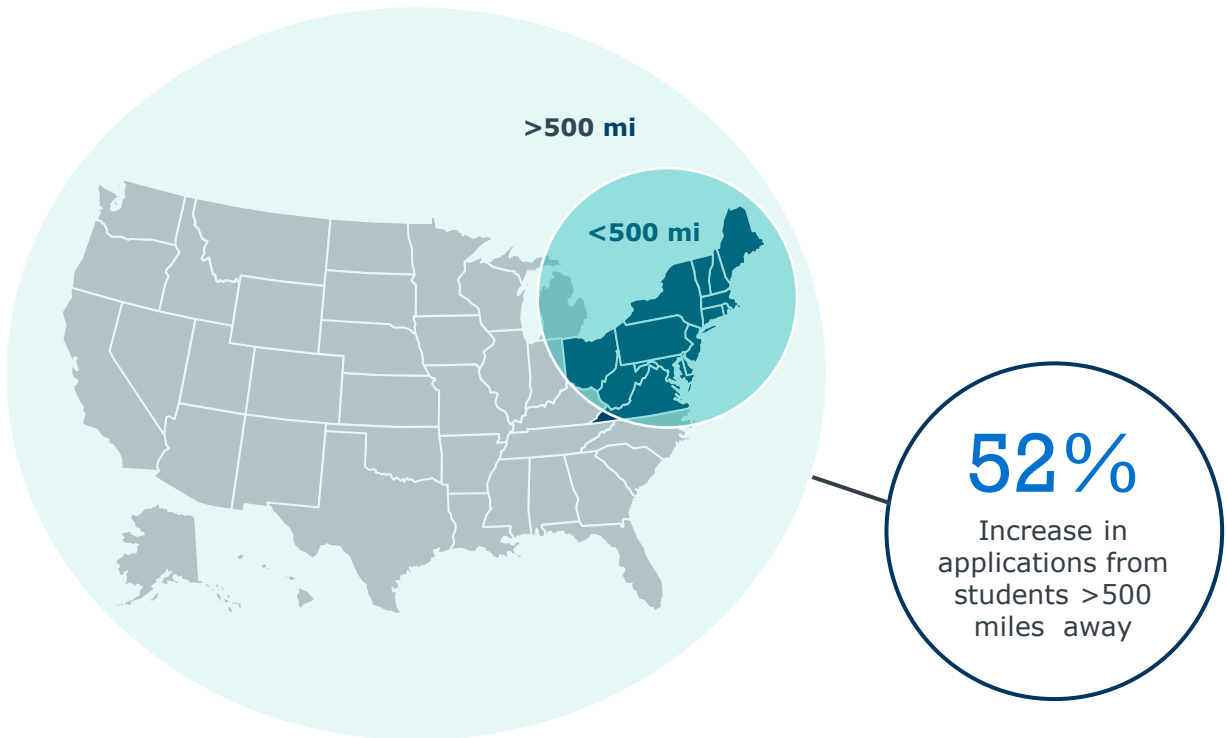
Reached 12k freshman applications in 2022

151%

Increase in freshman applications from 2013 to 2022

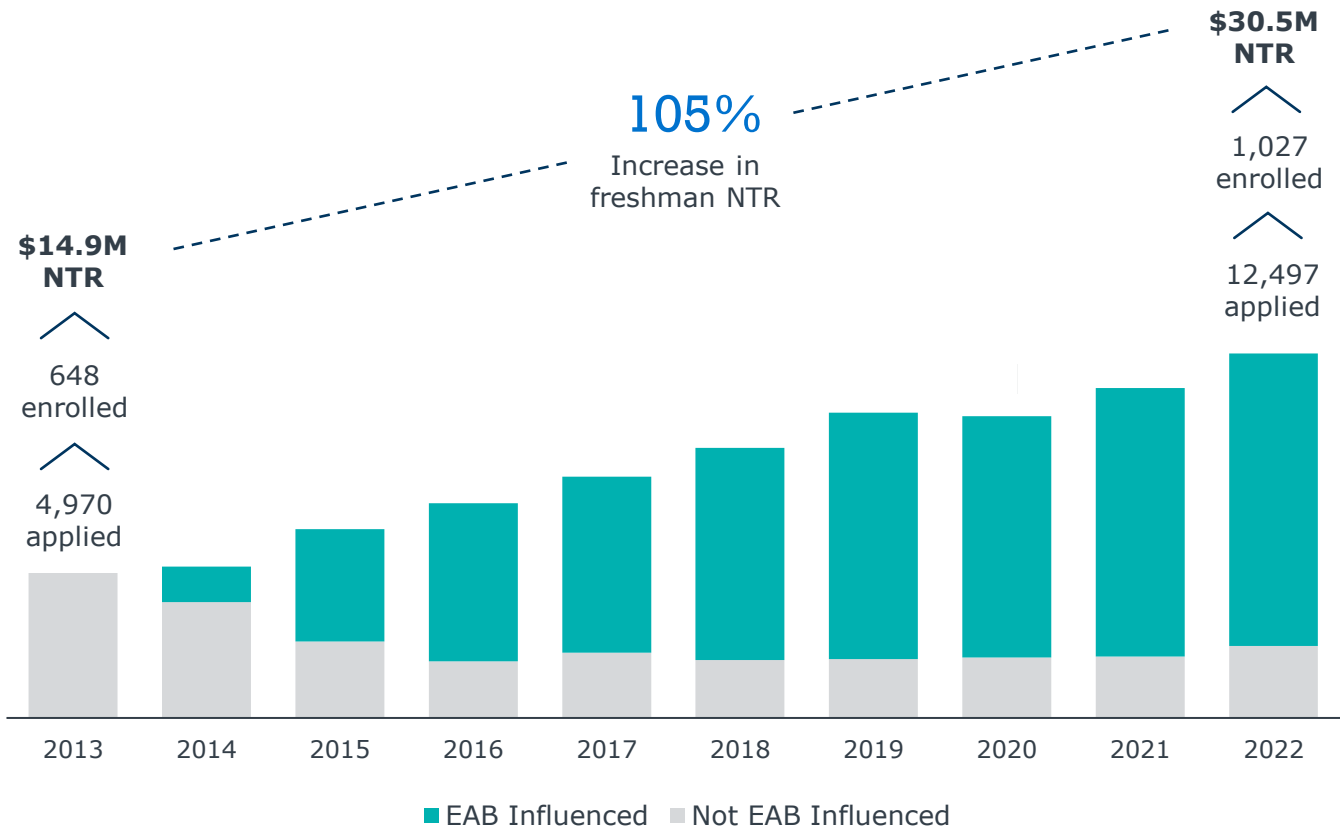
University Translates Application Growth into Increased Enrollments and NTR

Building a National Footprint



Submitted Applications, Enrollments, and Net Tuition Revenue Growth

Full-Time Freshmen, Full EAB Partnership



PARTNER CASE STUDY

Small University Sees Gains Throughout Enrollment Funnel with Cultivate, Apply, and Yield Solutions

Private Roman Catholic University with 1,200 Undergraduates

Challenge: Posey University is located in a highly competitive tri-state market, which has become even more challenging as students consider lower-cost options and college alternatives. The university wanted to stabilize their presence in the tri-state area while also exploring new out-of-state markets. Working with limited CRM capabilities, the university also needed assistance with maximizing their application pool.

Solution: Posey University partnered with EAB late in the 2020 cycle. The university first utilized EAB’s Yield solution to quickly poll accepted students on their intent to enroll. Beginning in the 2021 cycle, Posey used EAB’s Cultivate and Apply solutions to find more right-fit students in key markets and nurture them from suspect to applicant. EAB also helped the university to recategorize their primary and secondary markets, providing clarity in their recruiting practices and enrollment reporting. Posey University also utilized EAB’s Enrollment IQ dashboard to access meaningful and timely insights about different markets, allowing them to recruit more effectively.

Results: Amid one of the most unpredictable enrollment periods in recent history, EAB helped Posey University improve their enrollment outcomes. Despite significant budget constraints, the university was able to increase their presence in the tri-state area and grow their out-of-state enrollments by nine percentage points since before partnership.

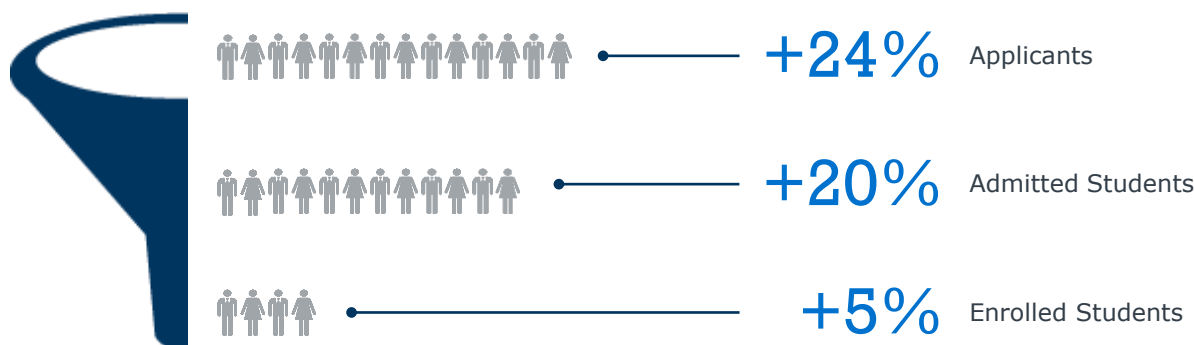
Impact Highlights

49%
of 2021 apps generated by Apply Solution

9-pt
increase in out-of-state enrollments because of EAB partnership

Filling the Enrollment Funnel

Full-Time Freshmen, 2019–2021



Three Solutions for Enrollment Growth in a Competitive Market

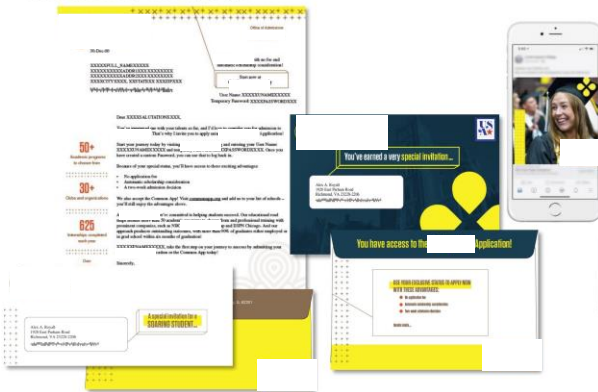
1

Cultivate

- EAB's multichannel, behavioral-based marketing to right-fit sophomores and juniors generated a substantial increase in student inquiries
- 1,800+ students inquired about Posey University through EAB's Cultivate campaigns in 2021**



2



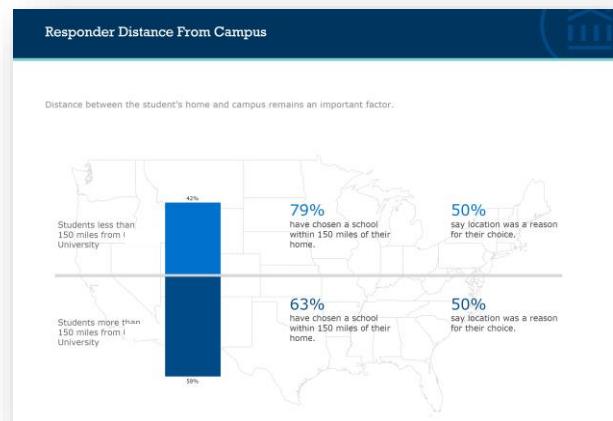
Apply

- EAB's digital, electronic, and print campaigns provided multiple touchpoints that invited high school seniors to apply for admission
- A custom web application reinforced Posey University's branding and offered an invitation-only, user-friendly application experience
- 1,200+ Posey University applications have been influenced by EAB's Apply campaigns since 2020**

3

Yield

- EAB's admitted-student survey results, along with student-specific yield scoring, helped Posey University increase yield and secure more enrollments
- Almost one-third of admitted students replied to Posey University's survey, providing unparalleled competitive intelligence to the university



How One Institution Improved Yield with an Admitted-Student Network

Small, Private 4-year Institution in the Midwest

Challenge:

This institution was looking for a way to build a greater sense of belonging among admitted students. They wanted to enable admitted students to connect with their peers, including both student ambassadors and fellow admits. They also wanted to support underrepresented student populations more effectively.

Solution:

This institution partnered with EAB’s Wisr Virtual Communities to create a branded admitted-student network that gave admitted students an opportunity to hear directly from their peers about important topics. The school was also able to engage specific student populations by creating interest- and identity-based communities that were personalized to their unique needs. This included a parent community, which generated meaningful engagement. They also used their Wisr site to promote relevant events and campus activities.

Impact:

Through active promotion of their Wisr site via emails, texts, QR codes, and ambassador outreach, this school was able to achieve an 83% Wisr onboarding rate. They also leveraged Wisr’s CRM integration capabilities to scale timely and relevant outreach to admitted students. Ultimately, students who joined Wisr before depositing were 6x more likely to yield than students who did not join Wisr. The school also saw strong engagement from parents and families, who were often looking for information within Wisr to support their students. Logistic-oriented posts such as “Fall Checklist” and “Move-In Day” had some of the highest interaction.

Impact Highlights

83%

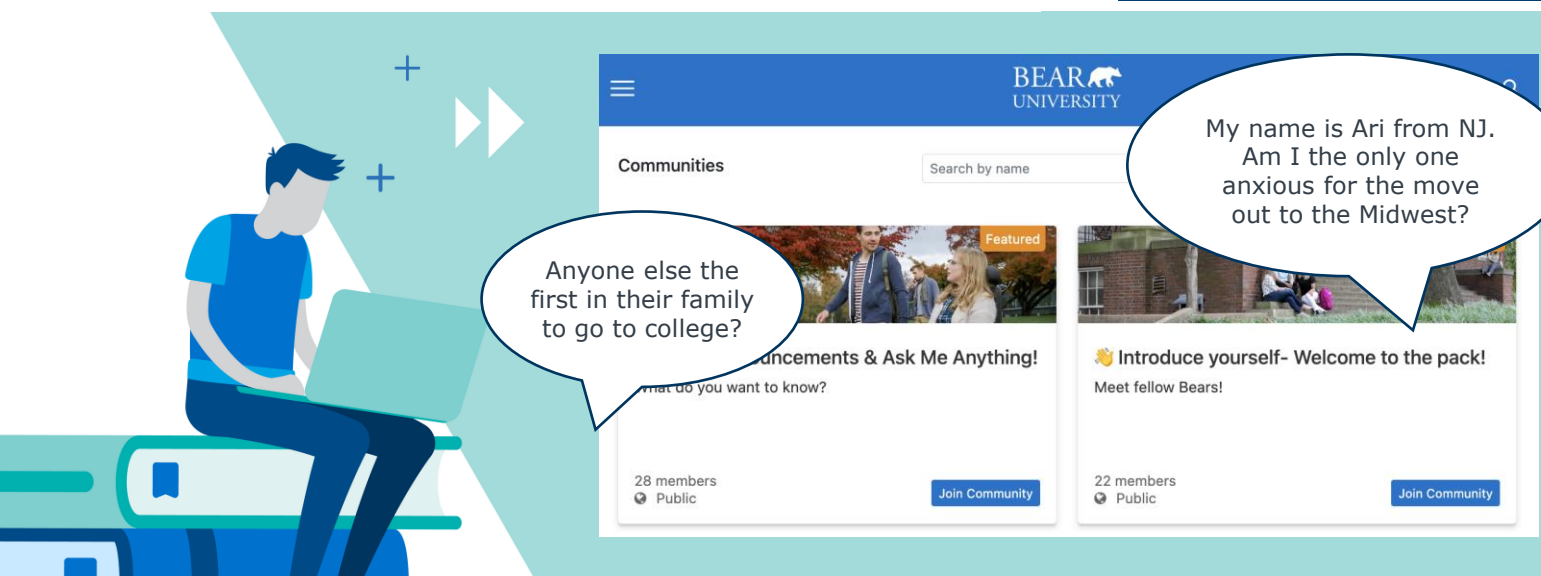
of students who were invited to join Wisr created a profile

79%

Yield rate for all students who joined Wisr before depositing compared to 13% for non-Wisr users

62%

Yield rate for students of color who joined Wisr before depositing compared to 11% for non-Wisr users



PARTNER CASE STUDY

How One Institution Used a YouVisit Virtual Tour to Increase Their Inquiry Pool, Application Rate, and Out-of-State Yield

Private, Hispanic-Serving Institution in the South with 6,600+ Undergraduate Students

Challenge:

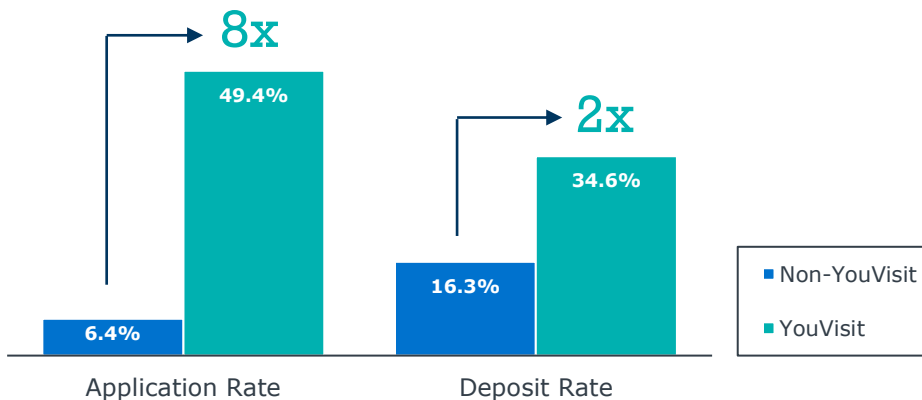
While this institution was experiencing consistent funnel growth, they wanted to continue to grow their inquiry pool. Specifically, with a 68% in-state student population, they were looking for ways to improve their out-of-state marketing efforts and drive high-quality out-of-state inquiries.

Solution:

This institution partnered with EAB's YouVisit Virtual Tour to attract prospective students nationwide. In 2022, they added a progressive Conversational Inquiry Form (CIF) to their virtual tour experience to improve inquiry capture.

Impact:

Over the past two years, this institution has seen impressive results from YouVisit inquiries. Students who inquire through the virtual tour have consistently higher application, admit, and deposit rates.



Impact Highlights

Entering Class 2022

8x

Higher application rate for students who inquired through YouVisit compared to students who did not

2x

Higher deposit rate for students who inquired through YouVisit compared to students who did not

1.8x

Higher deposit rate for out-of-state students who inquired through YouVisit compared to students who did not

When taking a closer look at YouVisit's impact on out-of-state students, the school found that out-of-state inquiries had a 10% higher admit rate and 12% higher deposit rate when compared to out-of-state students who did not inquire through the YouVisit Virtual Tour.

13x Higher application rate (40% vs. 3%)

1.8x Higher deposit Rate (28% vs. 16%)

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- ▶ Wisr Virtual Communities

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