

PARTNER CASE STUDY¹

How a Longtime Partner Maximized Reach with a Multifaceted Audience-Generation Strategy

Private University in the Northeast with 6,600 Undergraduate Students

Challenge

Over the course of their longtime partnership with EAB, the university **achieved strong growth despite challenging contexts with EAB’s Enroll360 premier solutions:** Cultivate, Apply, and Yield. But in 2020, like many other colleges across the country, **they experienced a decrease in interest from their national audience.** Test taking among prospective students dropped, which, when coupled with uncertainty among students about what their first term would bring, **caused the institution’s inquiries to fall by 7% and their enrollment to drop by 9%.**

Solution

Through research conducted with their EAB Marketing and Enrollment Strategic Leader, the university uncovered an alignment between their primary in-state markets and their secondary and tertiary out-of-state markets. They realized that many of their out-of-state markets produced high-affinity inquiries and applicants to the level of their long-primary in-state markets. **They also realized that 80% of their inquiries and applicants were in Naviance.** EAB then saturated the university’s primary markets by finding and engaging right-fit students through Intersect and Cappex.

Impact

By realigning their alternative list source strategy with EAB’s help and combating declining availability of test-takers the university **saw a 15% increase in inquiries, of which 9,300+ were sourced from Cappex and 10,000+ were sourced from Intersect.** Among its 10 peer institutions, the university was one of only 4 to increase enrollment and strengthen yield between 2020 and 2021.

Impact Highlights

Entering Classes 2020–2021

*As of August 2021

15%

Increase in inquiries

19%

Increase in enrollment

17%

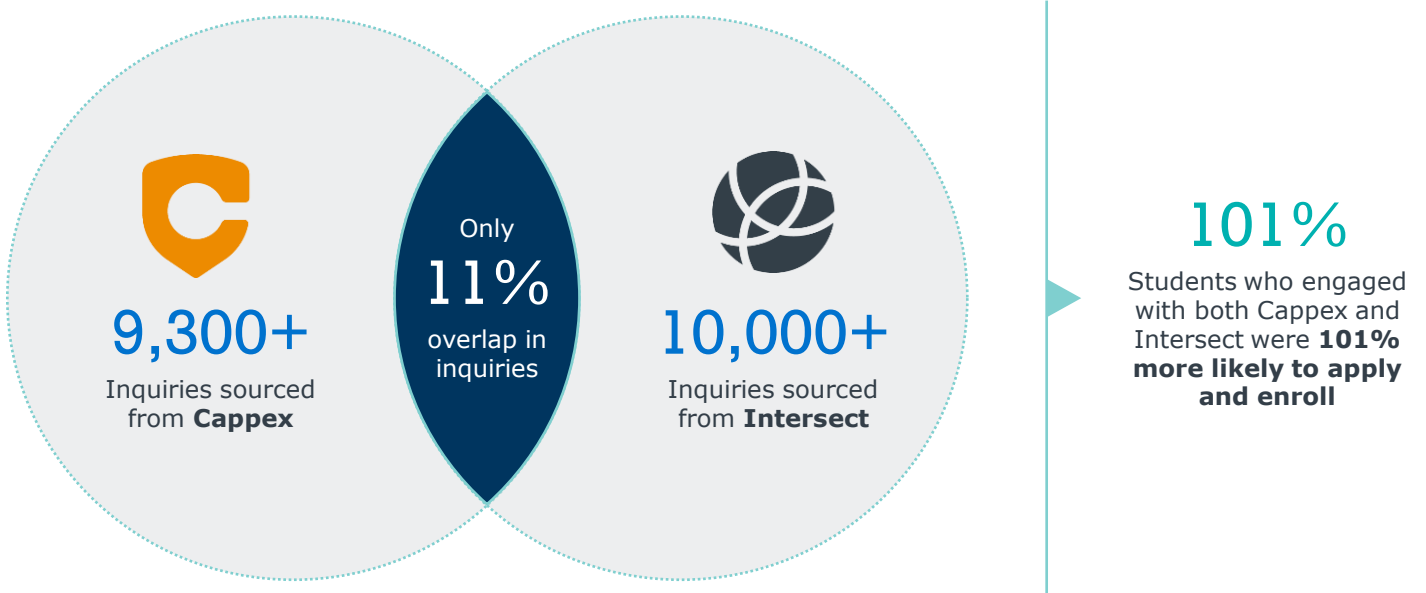
Increase in yield rate

EAB’s Connected Recruitment Ecosystem Tailored to University’s Specific Goals



1) University will remain anonymous.
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Expanding the University's Reach in Top-Tier Markets Through Cappex and Intersect



Ongoing Strategy Refinement Leads to Strong Enrollment Results

Fall Freshman Enrollment

Entering Classes 2010–2021

*As of August 2021

