

PARTNER CASE STUDY¹

How The University of Idaho Grew Enrollment with Enroll360 Audiences and Virtual Tours

Large Public University in the West with 11,849 Undergraduate Students

Challenge

In 2019, faced with a substantial budget deficit, the University of Idaho recognized the need to increase their freshmen enrollment number. However, given their rural location, they struggled to promote their school and secure influential campus visits. As a result, they began to look for new, virtual ways to showcase their campus and connect with more right-fit students.

Solution

With a new President and Director of Enrollment Marketing in seat, the university decided to partner with **Enroll360 Audiences** to engage with students on Appily.com. They leveraged their Premium Appily Profile to showcase the most relevant and compelling information about the University of Idaho. They also purchased Appily Inquiries from states in the Western Undergraduate Exchange, which allows out-of-state students to access a tuition discount.

In addition to their Appily investment, the university also decided to partner with **Enroll360 Virtual Tours**. They worked with EAB's Creative Team to design an immersive campus experience that helped students learn about the university from the comfort of their own home. To promote the tour, they embedded it within their Appily Profile, featured it prominently on their own website, and shared it regularly through social media.

Impact

In 2022, the university's virtual tour produced over 20 more interactions per visit than the platform's average and they saw a 12% inquiry rate, securing more than 3,000 inquiries. They also received 408 inquiries from Appily, 92% of whom went on to submit an application. Ultimately, 31% of the students they admitted chose to deposit, helping the university enroll 1,951 students—their largest class to date.

How U of I Leveraged Appily to Enroll Their Largest Class Ever

The University of Idaho engaged with students on Appily through:



A Premium College Profile



HS Inquiry Subscription



Enroll360 Virtual Tour

Impact Highlights

Entering Class of 2022

6:12

Average minutes spent on their Enroll360 Virtual Tour

+8%

YoY growth in admitted students between 2021-2022

+18%

YoY growth in first-year enrollment between 2021-2022

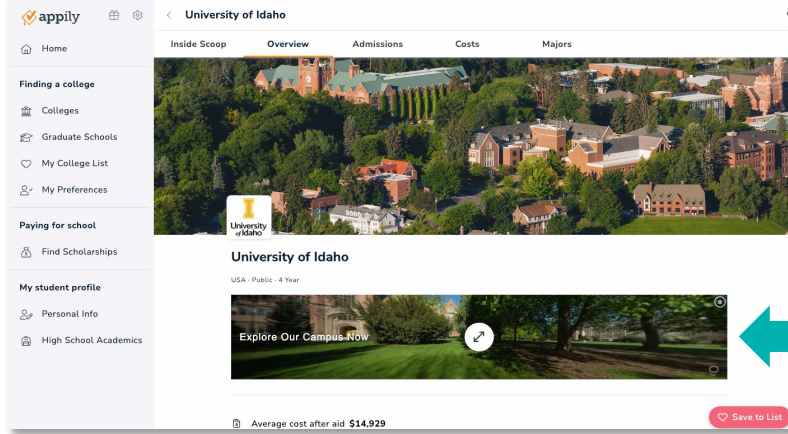
92%

of the partner's Appily inquiries chose to apply



Driving Results with Strategic Placement

To increase student engagement and generate inquiries, the university ensured that their virtual tour was prominently displayed on all possible channels.

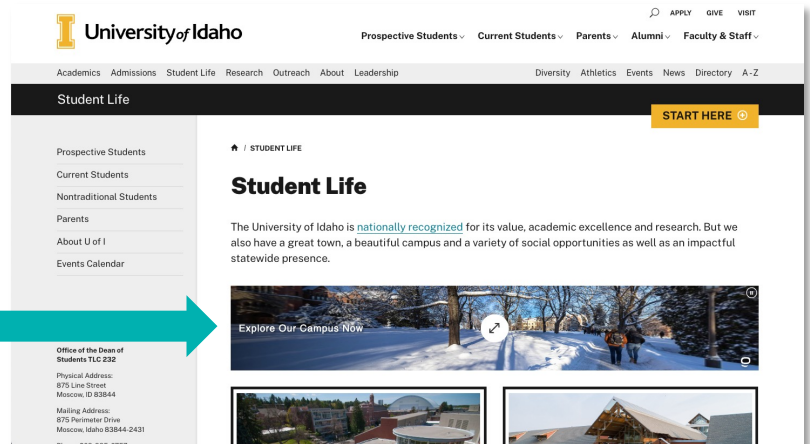


Apply Profile

To maximize the impact of their Apply Profile, the university included their Enroll360 Virtual Tour, along with other compelling photos and engaging videos.

School Website

The university also featured their virtual tour prominently on their Student Life webpage.



“

As a relatively rural campus with our largest market being several hours away, we knew that growing enrollment would be an uphill climb. Part of the reason that **we enrolled our largest class ever** was because we had so many people come to visit. I don't think we could have done it had it not been for Enroll360 Audiences and Tours helping us raise awareness with students both near and far.

 **University of Idaho**

- Adam Stoltz, Ed.D
Director of Enrollment Marketing

”