

# How One University Sourced High-Intent Leads to Make an Immediate Impact on Application Rates

Sapphire State University<sup>1</sup>, a Medium-Sized, Public University in the Midwest



## Challenge

Sapphire State University is a public state institution in the Midwest. They offer over 40 online and in-person graduate programs and have a regional reach. Sapphire State's graduate enrollment has seen a sharp decline due to concerns around ROI. They sought a high-volume boost of high-intent leads to inflect conversion as soon as possible.



## Solution

Sapphire State partnered with Apply Advance to boost their top-of-funnel volume and impact conversion. Apply identified students within Sapphire State's region who indicated an interest in graduate programs like theirs and delivered the institution a custom list of high-intent names. After lead delivery, EAB worked with Sapphire State to review results and adjust their strategy as necessary.



## Impact

Within the first year of partnership, the Apply leads that Sapphire State received proved to be highly responsive. Early response data has shown that Apply Advance leads have generated a **57% inquiry-to-application rate**, as well as a **52% inquiry-to-enrollment conversion rate** and a **1.7% lead-to-enrollment conversion rate**. Apply helped to quickly optimize Sapphire State's lead generation strategy by providing a reliable source of high-intent leads and a **5:1 ROI**.

## Impact Highlights *Year 1 of Partnership*

**57%**

Inquiry-to-application rate

**52%**

Inquiry-to-enrollment conversion rate

**1.7%**

Lead-to-enrollment conversion rate

**5:1**

Return on investment

## Generate High-Intent, Responsive Leads with Apply Advance

Apply Advance has wide reach and strong engagement rates that can help you and your team fill in potential gaps in your lead generation strategy, without straining your lead budget.

### Engage Your Audience

**15%**

**Higher response rate** than test-taker names

### Make the Most of Your Budget

**3.5x**

**Higher lead volume** compared to Meta, LinkedIn, and paid search direct acquisition

### Find High-Intent Prospects

**27%**

Apply leads **respond to marketing 27% faster** than leads from a school's inquiry pool

<sup>1</sup>) A pseudonym.