PARTNER CASE STUDY

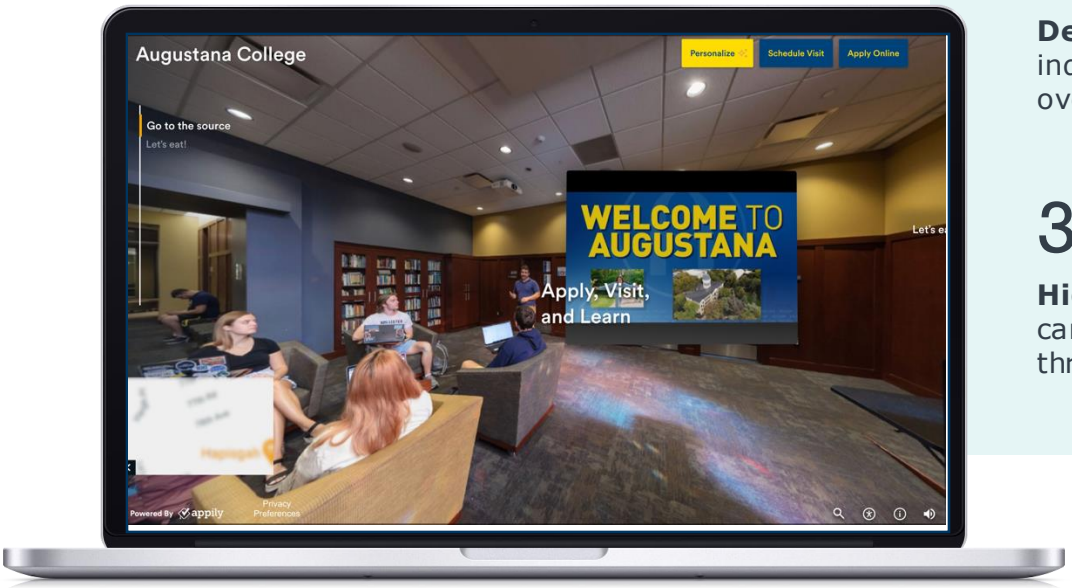
How Augustana College Leverages Their Appily Tour for Maximum Impact

Private Lutheran College in Illinois with 2,400+ Undergraduate Students

With a keen eye on evolving college-search trends, including a delayed timeline for in-person campus visits, Augustana College knows just how important it is to offer students an engaging digital experience that they can access from the comfort of their own home.

To accomplish this, Augustana leverages their **Appily Tour**, an interactive virtual experience that provides students with relevant and personalized content.

To maximize impact, Augustana promotes their tour regularly on a wide variety of channels. This strategy has proven incredibly successful resulting in 11% of their EC24 deposits having inquired through their Appily Tour.



Impact Highlights

Entering Class of 2024

85%

Admit rate for virtual tour inquiries (Compared to an overall admit rate of 56%)

34%

Deposit rate for virtual tour inquiries (Compared to an overall deposit rate of 12%)

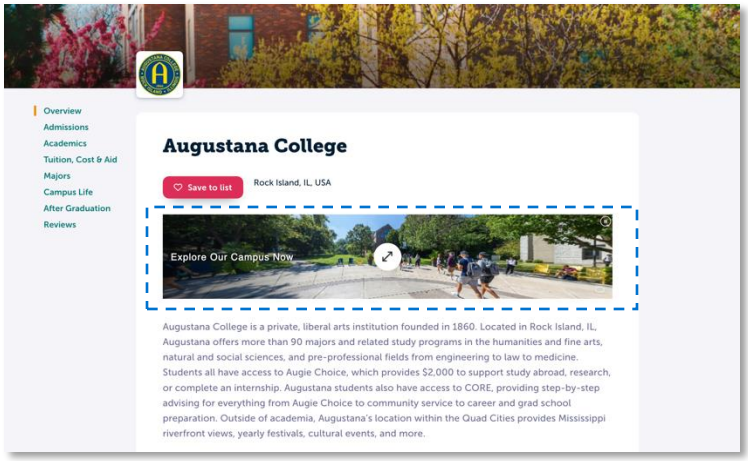
3X

Higher deposit rate for campus visitors who inquired through the virtual tour

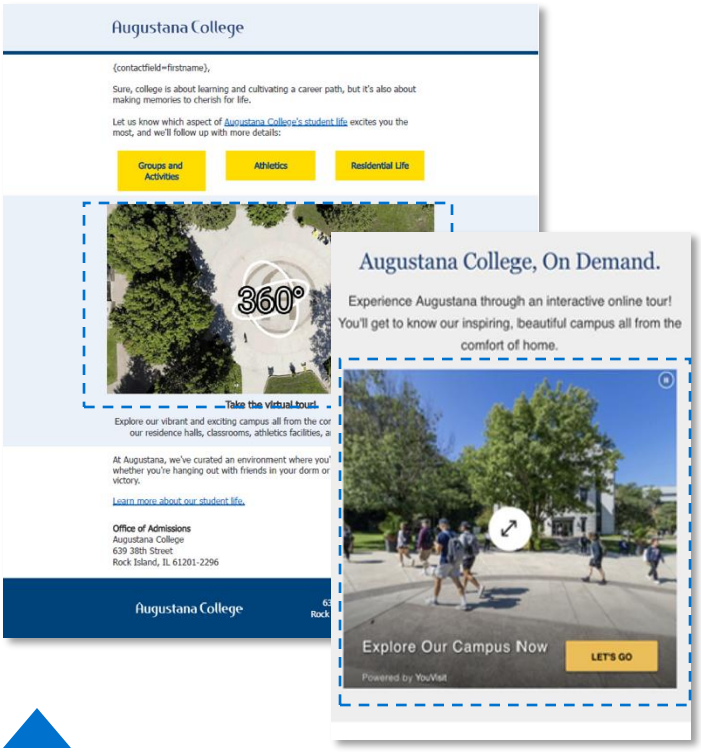
How Augustana Delivers a Compelling Digital Experience to Prospective Students

- ✓ Use **thematic titling** that draws students into their virtual tour
- ✓ Provide **authentic and relevant content** that students want to see
- ✓ Allow students to **personalize their virtual tour** experience

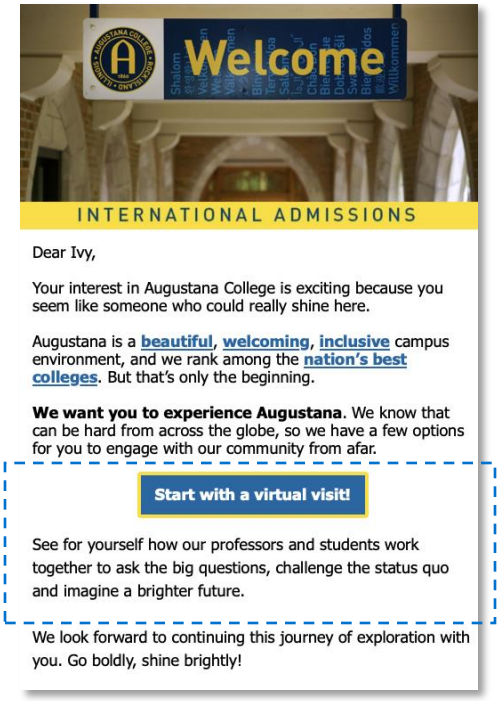
Consistant and High-Quality Tour Promotion Is Also Critical for Success

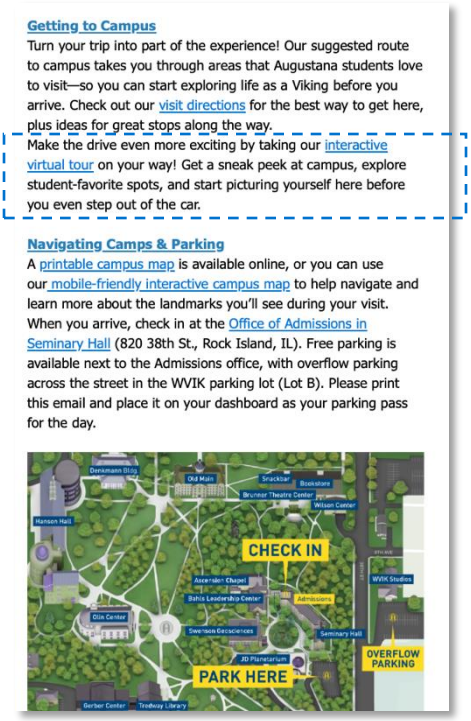


*Augustana's virtual tour is prominently displayed on their school's **Appily profile**, which can be accessed by over 3.5M students.*



*Augustana also leverages their tour in a comprehensive **marketing campaign** for sophomores, juniors, and seniors.*





*The college also promotes their tour in **international and pre-visit communications**.*

To learn more about our virtual tour and how it can support your enrollment goals, please visit **eab.com/solutions/virtual-tours**