

# How One School Improved Enrollment Outcomes with High-Intent Domestic Leads

Moonstone University<sup>1</sup>, a Medium-Sized, Public Institution in the Southeast

- About:** Moonstone University is a public state institution in the Southeast U.S. They offer over 100 undergraduate programs, as well as 14 graduate business programs and nearly 40 graduate healthcare programs.
- Challenge:** Moonstone’s graduate programs were facing enrollment pressure as international student volume declined. At the same time, traditional inquiry channels were yielding fewer identifiable prospects due to increased stealth shopping behavior. As a result, the institution had limited visibility into high-intent domestic students early in their decision process and needed a more effective way to build a qualified pipeline.
- Solution:** Moonstone partnered with Appily Advance to expand its reach and identify high-intent domestic graduate prospects beyond its existing sources. Appily engaged students who were actively exploring relevant graduate programs to verify program interest and applied large-scale data modeling to prioritize students with the strongest institutional fit and likelihood to enroll. Custom sets of high-intent leads were delivered daily across the partnership, and ongoing performance analysis from EAB enabled a more informed and effective enrollment strategy over time.
- Impact:** In the first year of the partnership, Moonstone expanded its domestic graduate funnel and improved enrollment performance. Appily generated 3.5x more domestic leads than Meta, the university’s previous top channel. Those leads converted at higher rates, with responders applying at a rate 160% higher than Meta responders and admitted students depositing at a rate of 78%. Together, greater reach and stronger conversion drove more efficient domestic enrollment growth.

## Impact Highlights

*Year 1 of Partnership*

**+160%**

Higher responder-to-application rate for Appily leads than Meta

**3.5X**

more deposits from Appily Advance leads compared to Meta

**78%**

Admit-to-deposit rate for Appily Advance leads

## Strengthening Moonstone’s Graduate and Adult Recruitment Outcomes

### CHALLENGE #1



International enrollment has declined due to visa restrictions and travel bans.

### SOLUTION



Appily Advance delivered high-intent domestic prospects to help offset international enrollment volatility.

### CHALLENGE #2



Increased stealth shopping behavior made it harder to identify and engage prospective students early.

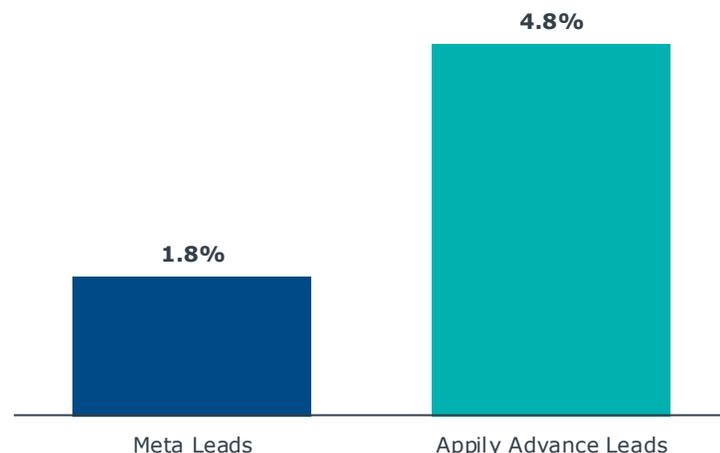
### SOLUTION



Appily Advance provided a targeted group of students actively researching relevant programs.

### Responder-to-Application Rate

*Year 1 of Appily Partnership*



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