

CASE STUDY

How Switching Online Growth Partners Helped Northeastern Increase Online MBA Enrollment +300%

BACKGROUND

Northeastern University is a private institution based in Boston, MA. They serve ~4,000 graduate students, both online and in-person.

OPPORTUNITY

Northeastern did not see desired outcomes from their OPM vendor and decided to seek a new, full-funnel partner.

Northeastern University was not seeing the increase in enrollments, the transparency, nor the collaboration they had hoped for from their OPM partner. The Northeastern team saw an opportunity to reach their goals by partnering with EAB instead, with the main objectives of lowering their cost of lead acquisition, increasing enrollment in their online MBA (OMBA) program, and innovating rapidly to respond to market changes.

SOLUTION

EAB helped Northeastern meet their goals through both proven marketing best practices and piloting new, innovative strategies.

With added flexibility and visibility, the EAB partnership provided Northeastern with the ability to innovate regularly. To help Northeastern increase enrollment in their online MBA, EAB's Adult Learner Recruitment team introduced new lead sources, supported their team in introducing performance-based admissions, piloted the use of AI for hyper-personalized marketing outreach, and launched micro-surveys to learn more about their prospects' goals, concerns, and intent to enroll.

IMPACT

Northeastern saw outsized results from EAB's strategies, leading to a 386% increase in enrollment in less than two years.

In under two years, Northeastern saw over a 300% increase throughout the enrollment funnel for their OMBA. EAB campaigns influenced 59% of enrollments in 2024, allowing Northeastern to significantly reduce their cost per enrollment compared to costs associated with their former partner.



Impact Highlights

FY 2022 - FY 2024

+349%

Increase in applications

+386%

Increase in enrollments

59%

of enrollments influenced by EAB campaigns in 2024



“

Having a trusted partner like EAB provides credibility and new thought processes that I didn't have internally on my team. EAB has become an extension of the work we are doing as a university.

”

Rob Towner

Associate Vice President, EDGE
Northeastern University



EAB Best Practices and New Innovations Drive Engagement and Enrollment

EAB Marketing Best Practices



Expanded Lead Generation

Introduced new lead sources including a proprietary consumer database and expanded digital targeting



Responsive Marketing Campaigns

Consistent and personalized outreach to prospective students, including triggered emails customized to students' concerns



Micro-Surveys to Gauge Intent

Brief admitted student surveys to understand their interests, concerns, and likelihood of enrolling, allowing Northeastern's team to more efficiently triage resources

EAB-Led Pilots



Performance-Based Admissions

New admissions process that more quickly and easily allows students to be admitted and enroll, pending good performance



AI Hyper-personalization

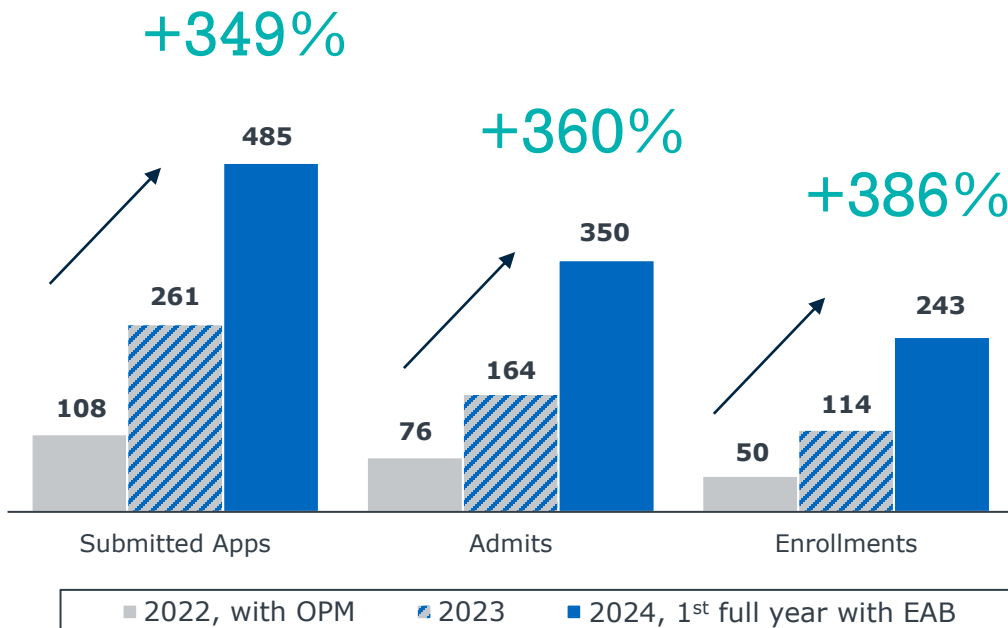
Email messaging, imagery, and cadence adjusted based on AI-suggestions to improve engagement with content



Conversion Rate Testing

Tested collection of additional data points on Paid Search landing pages in exchange for a more personalized user experience, leading to an improved conversion rate

Impact of EAB Partnership on Northeastern's Online MBA Enrollment



EAB Impact

FY 2024

61%

of applications influenced by EAB campaigns

59%

of enrollments influenced by EAB campaigns



To find out how EAB can support your graduate and online program goals, visit eab.com/ALR or email LexRubyHowe@eab.com.