

How One University Expanded Its Graduate Funnel with High-Intent Domestic Leads

Howlite University¹, a Large, Public Institution in the Western U.S.

- About:** Howlite University is a large public institution in the Western U.S., offering over 100 graduate programs spanning health sciences, business, and other high-demand fields.
- Challenge:** Howlite needed to strengthen its domestic graduate pipeline, but existing lead sources were not delivering the volume or quality required to support enrollment growth. The university had limited visibility into high-intent students actively researching programs like theirs, making it difficult to identify qualified prospects early and engage them before students narrowed down their options.
- Solution:** Howlite partnered with Apply Advance to identify and engage prospective domestic graduate students beyond the university's existing channels. Apply sourced students actively exploring relevant programs, validated their interest, and applied data modeling to prioritize right-fit prospects with stronger likelihood to enroll. Leads were delivered on a rolling basis, giving Howlite's enrollment team a more consistent stream of qualified prospects to nurture. EAB also provided communications guidance to help the team refine outreach and improve conversion from lead to applicant.
- Impact:** Apply Advance helped Howlite strengthen both the volume and productivity of its graduate recruitment pipeline. Apply leads outperformed several existing sources across key conversion points: responders were **67% more likely to apply** than Meta leads, admitted students **enrolled at a rate 41% higher** than paid search leads, and **application-to-enrollment rates were 254% higher** than leads from test-taker lists. By pairing high-intent lead delivery with improved outreach strategy, Howlite built a more reliable path from early student interest to enrollments.

Impact Highlights

+67%

Higher responder-to-application rate for Apply Advance leads than Meta

+41%

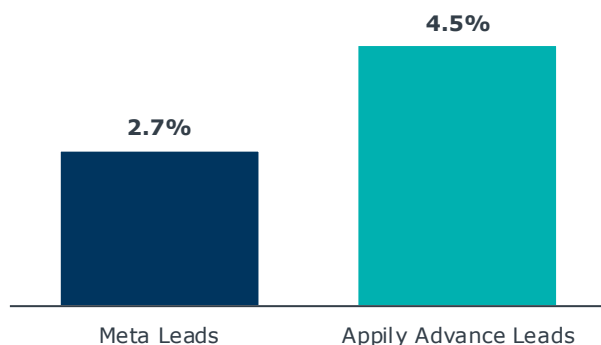
Higher admit-to-enrollment rate for Apply Advance leads than paid search

+254%

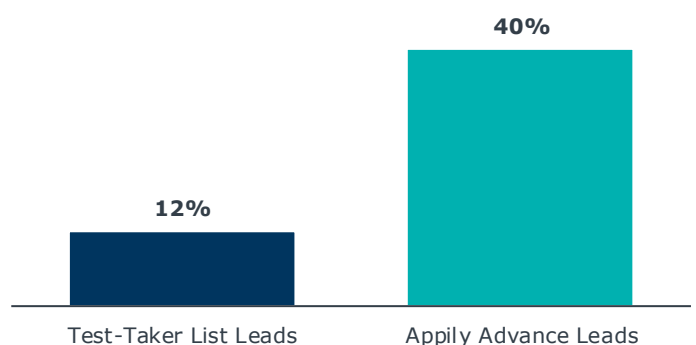
Higher application-to-enrollment rate for Apply Advance leads than leads from test-taker lists

How Apply Strengthened Howlite's Graduate Recruitment Outcomes

Apply Leads Engage at the Top of the Funnel Responder-to-Application Rate



...And Convert into Enrolled Students Application-to-Enrollment Rate



1) A pseudonym.