

Building Enrollment Journeys That Convert

A Discussion Guide Based on EAB's Analysis of 7M Student Journeys

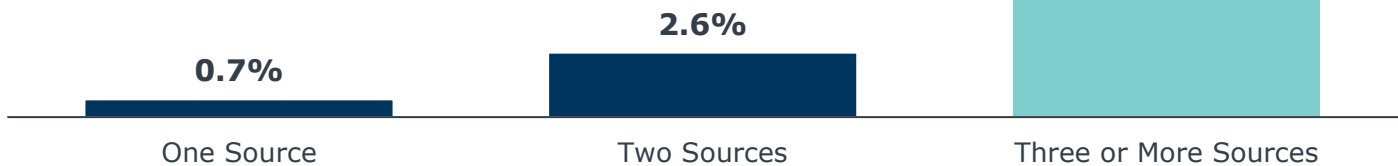
Today's students engage with schools in multiple ways over time, discovering, exploring, and building trust gradually before they decide where to apply and enroll. Yet most schools aren't engaging with students as robustly as they could be across this complex journey. This resource offers insights derived from our research and a conversation guide to help you move toward a more cohesive enrollment ecosystem.

Insight 1: First-Source Attribution Missed What Actually Drives Enrollment

Multisource Journeys Perform Better

Deposit Rate¹ by Number of Distinct² Source Categories in the Student Journey

Journeys with **three or more distinct source types** are substantially more likely to result in deposits than journeys with one or two sources.



1) The deposit rate is the percentage of all student journeys within each bin that resulted in deposit.

2) Each source category is counted only once per student journey, allowing us to examine how layering across distinct engagement types relates to enrollment outcomes.

Despite clear evidence (and a common understanding among enrollment and marketing leaders) that interacting with students through multiple venues leads to better enrollment outcomes, most schools only measure the success of the list source where they initially obtained a student name. This is insufficient for understanding the many steps students take before they make a final enrollment decision. Our research indicates that it is beneficial to:

Think beyond the first place you acquired a student lead

Assessing the success of only the first source through which you obtained a lead gives incomplete credit and **misses what truly drives enrollment decisions.**

First-source tells you how a student entered your funnel but not what influenced their final decision.



Consider all the ways students can enter your funnel and engage

Instead of stopping at "where did we first get this lead and did the student go on to enroll," start looking at **everything else that happened along the way.**

Students who engage across multiple channels enroll at significantly higher rates, so it's worth optimizing more than just your list buys.



See additional interactions as new opportunities

It's easy to assume that obtaining a student name through multiple sources (e.g., through two name sources or via a list source and as an inquiry) is redundant.

But sourcing the same student through multiple channels means you are **engaging that student in different ways and at different points** in their enrollment journey.



Want to read more? Check out the full insight paper at eab.com/source-strategy.

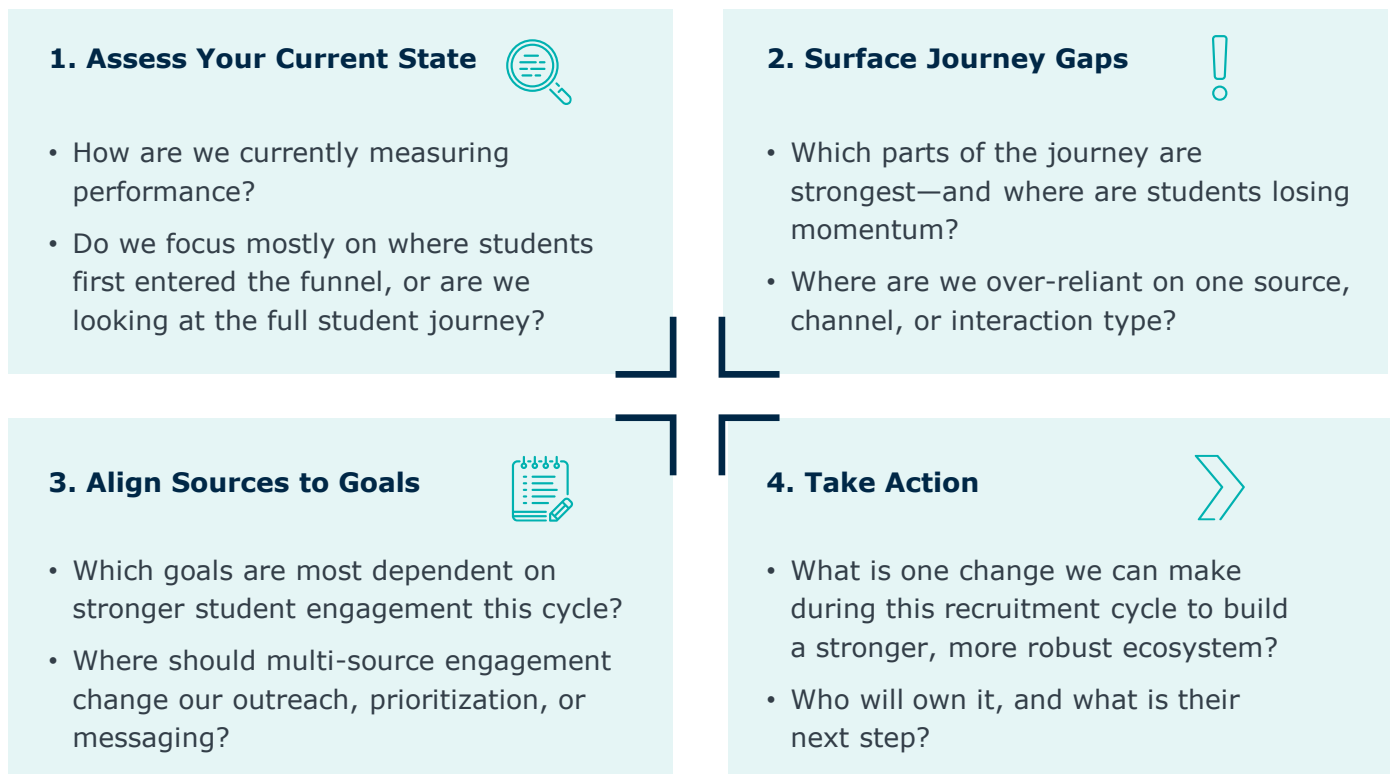
Insight 2: High-Converting Journeys Consistently Combine Three Distinct Engagement Functions

The most effective strategies combine sources that play different roles across the enrollment journey, dedicating attention across these three categories:

 Acquisition Fill the Funnel Reach enough right-fit students early enough in their search. Examples: • National name lists • Alumni lists • CBOs • Local scholarship lists	 Connection Multiply Pathways Give students multiple ways to engage and inquire at your school. Examples: • Your .edu site • College search sites • Virtual tours • Scholarship sites	 Reinforcement Deepen Affinity Move conversations toward meaningful enrollment actions. Examples: • Direct email • Counselor engagement • Personalized outreach • Phone calls
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Discussion Guide: Building a Coordinated Enrollment Ecosystem

Use the questions below to guide a conversation with key stakeholders and identify concrete steps to take toward building a comprehensive ecosystem.



How EAB Can Help



APPLY LEADS

Fill your funnel with high-intent, right-fit students who are more likely to apply, be admitted, and enroll at your school.



VIRTUAL TOURS

Engage students anywhere, at any time, with immersive, AI-personalized campus experiences.

Visit eab.com/apply to learn more.