

How One Institution Used a YouVisit Virtual Tour to Increase Their Inquiry Pool, Application Rate, and Out-of-State Yield

Private, Hispanic-Serving Institution in the South with 6,600+ Undergraduate Students

Challenge:

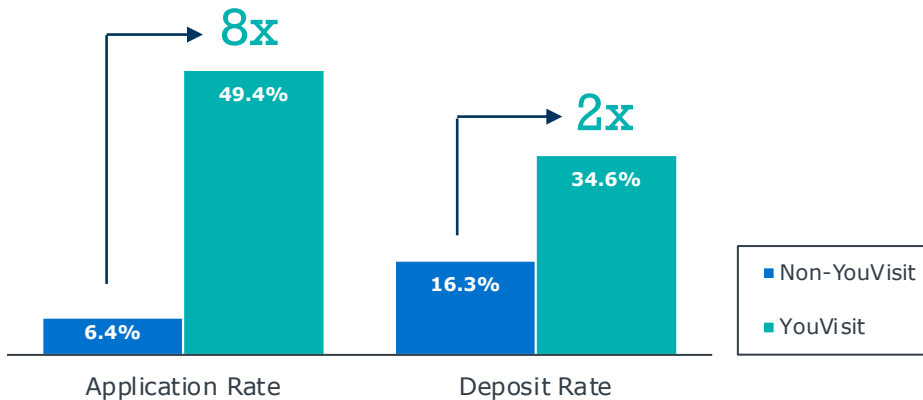
While this institution was experiencing consistent funnel growth, they wanted to continue to grow their inquiry pool. Specifically, with a 68% in-state student population, they were looking for ways to improve their out-of-state marketing efforts and drive high-quality out-of-state inquiries.

Solution:

This institution partnered with EAB's YouVisit Virtual Tour to attract prospective students nationwide. In 2022, they added a progressive Conversational Inquiry Form (CIF) to their virtual tour experience to improve inquiry capture.

Impact:

Over the past two years, this institution has seen impressive results from YouVisit inquiries. Students who inquire through the virtual tour have consistently higher application, admit, and deposit rates.



Impact Highlights

Entering Class 2022

8x

Higher application rate for students who inquired through YouVisit compared to students who did not

2x

Higher deposit rate for students who inquired through YouVisit compared to students who did not

1.8x

Higher deposit rate for out-of-state students who inquired through YouVisit compared to students who did not

When taking a closer look at YouVisit's impact on out-of-state students, the school found that out-of-state inquiries had a 10% higher admit rate and 12% higher deposit rate when compared to out-of-state students who did not inquire through the YouVisit Virtual Tour.

13x Higher application rate (40% vs. 3%)

1.8x Higher deposit Rate (28% vs. 16%)