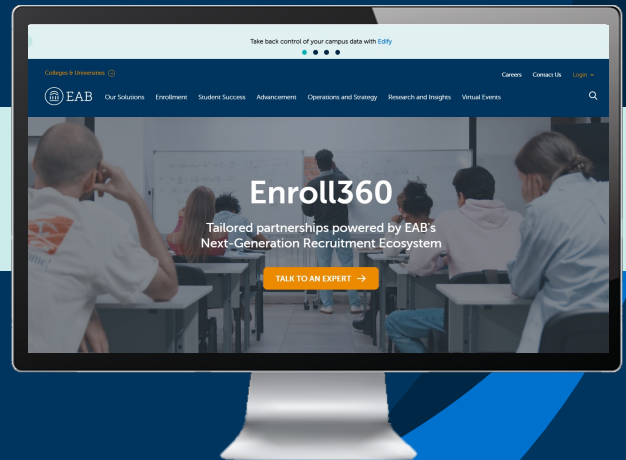# Subscribe to EAB's Enrollment Blog

Let our team keep you updated on the latest enrollment trends and research. Sign up here for blog alerts and never miss another insight:
pages.eab.com/enrollment-blog-subscribe.html

Have you seen our newly enhanced Enroll360 page?

eab.com/products/enroll360/

2022 Wisr Enhancements

A Look into Wisr's New Mobile App and Upcoming Innovations

Connecting to Audio

Refer to the **webinar confirmation email** you received in your inbox.

Brief Exit Survey

We'd appreciate your **feedback** on today's presentation.

John Knific

Managing Director, Product

Email: JKnific@eab.com

Ian Watt

*Managing Director, Partner Success
Enroll360*

Email: IWatt@eab.com

Enroll360 Premier Solutions to Help You Succeed at Each Stage of the Funnel

Our solutions deliver outsize results despite challenging demographics and a complicated channel environment

Cultivate

Apply

Aid

Yield

Enroll360 Products for Specific Challenges

Expanded Reach and New Audience Channels

Build awareness and cultivate engagement with prospects using leading influence and inquiry-generation platforms

Intersect

Cappex

Digital and Web Strategy

Optimize your website and digital strategy to help engage and convert high-intent prospective student audiences

TransformEDU

SEO

1,100+

Enrollment partners
working with EAB, with no two partnerships alike

Virtual Engagement and Digital Immersion

Engage Generation Z in virtual environments that help sell your brand story in a competitive market

YouVisit Virtual Tours

Wisr Virtual Communities

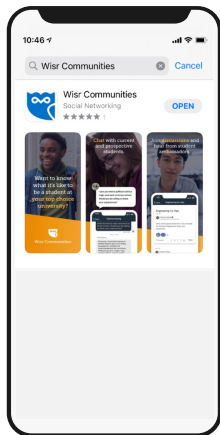The Enroll360 portfolio can be **tailored** to each school's unique goals

EAB Tracking Script & Common Tech Platform

1 Wisr Mobile App

2 Wisr Integrations with Enroll360

3 Product Roadmap

Introducing the Wisr Communities Mobile App

Wisr Site Traffic Sources

System	% of Users
iOS	40%
Macintosh	35%
Windows	19%
Android	3%
Other	3%

Meeting 40% of Wisr users where they are

Improving the Wisr User Experience

A Look into Mobile App Benefits

1
SITE SWITCHING

Allow users to easily toggle between Wisr sites

2
PUSH NOTIFICATIONS
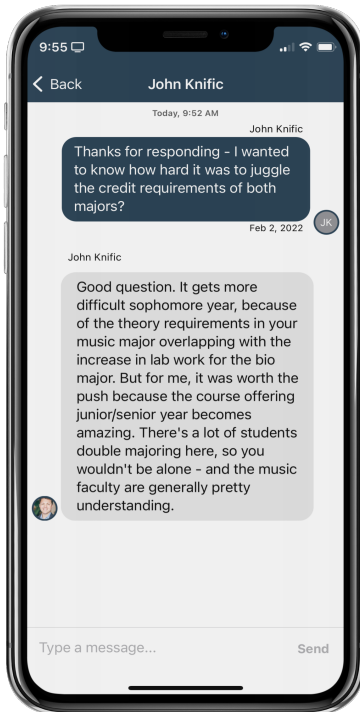
Keep Wisr top of mind and communicate in real time

3
NATIVE MOBILE

Allow access to chats, discussions, events in one click

Source: Wisr site traffic: 1/1/21-1/1/22.

Native app available now in the Apple App Store

Central login with 'magic' email code to enable site switching

Push notification support for topics, posts, and chats

Banner prompt to download the Wisr Communities app on iOS devices

Automatic ambassador nudges based on login, posting, and connection activity

VIEW FULL DEMO HERE

Institution Type:

Small Private Liberal Arts College in the Midwest

Solution:

This partner implemented Wisr's iOS mobile app and drove admitted students to connect with current students

Impact:

One-quarter of admitted students downloaded the app and **increased average chats by 46%** and **average topic views by 216%** compared to their web experience

	Count	Avg Chats	Avg Topic Views	Avg Topic Creation
iOS App Participants	118	1.35	16.88	0.19
All Others	415	0.92	5.35	0.1
Increased Usage on iOS		**46%**	**216%**	**93%**

1   Wisr Mobile App

2   **Wisr Integrations with Enroll360**

3   Product Roadmap

The Market Has Evolved and So Have We

enroll 360

Enroll360 *Premier Solutions*

| Cultivate | Apply | Aid | Yield |

Enroll360 *Products*

Expanded Reach and New Audience Channels

| Intersect | Cappex |

Virtual Engagement and Digital Immersion

| YouVisit Virtual Tours | Wisr Virtual Communities |

Cultivate

➢ **Wisr invitations** to prospective students in email communications
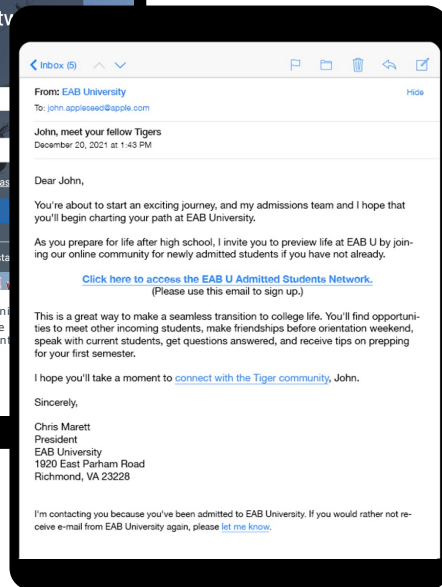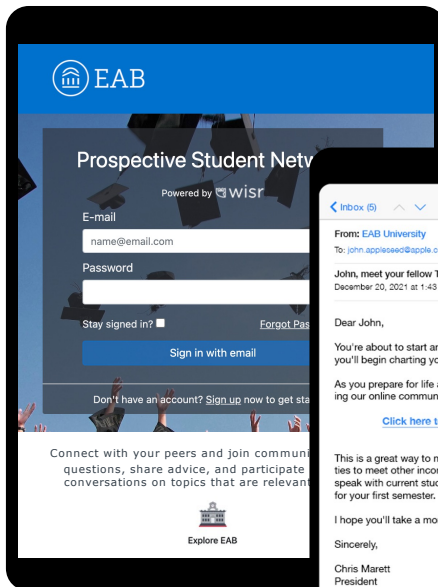
Apply

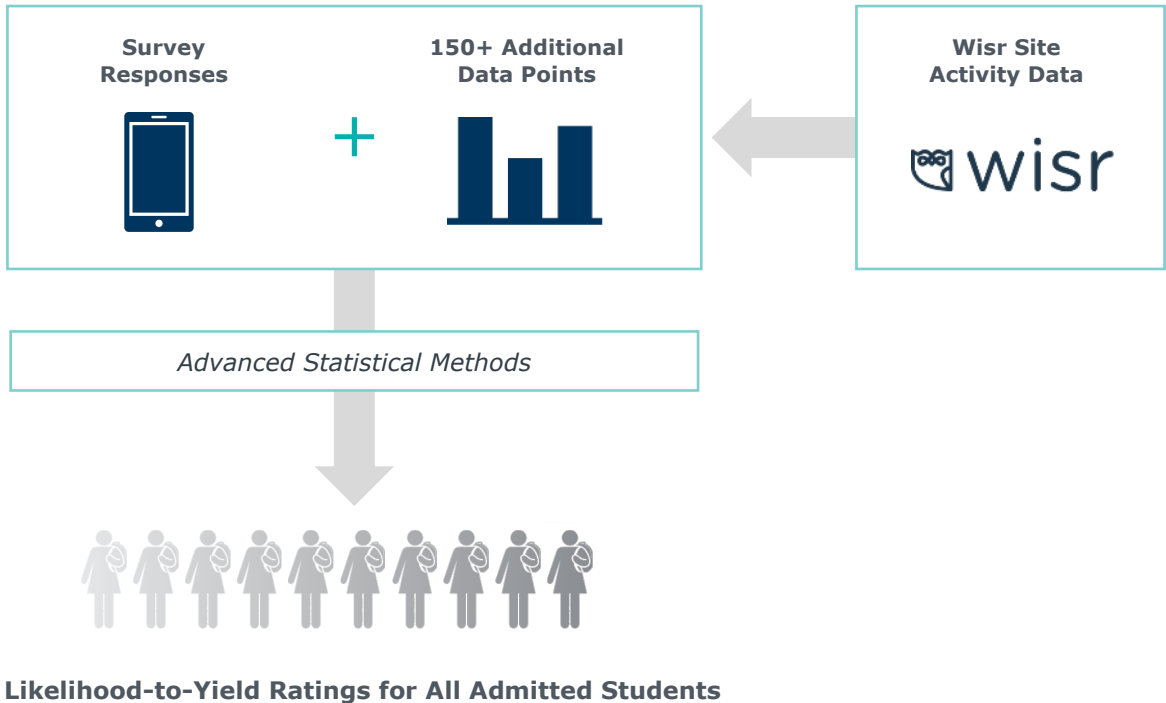➢ **Wisr invitations** to admitted students email communications

Yield

➢ **Wisr invitations** in the Deposit IQ communication stream

➢ Integration of **Wisr activity data** in our Yield model (highly predictive of yield behavior)

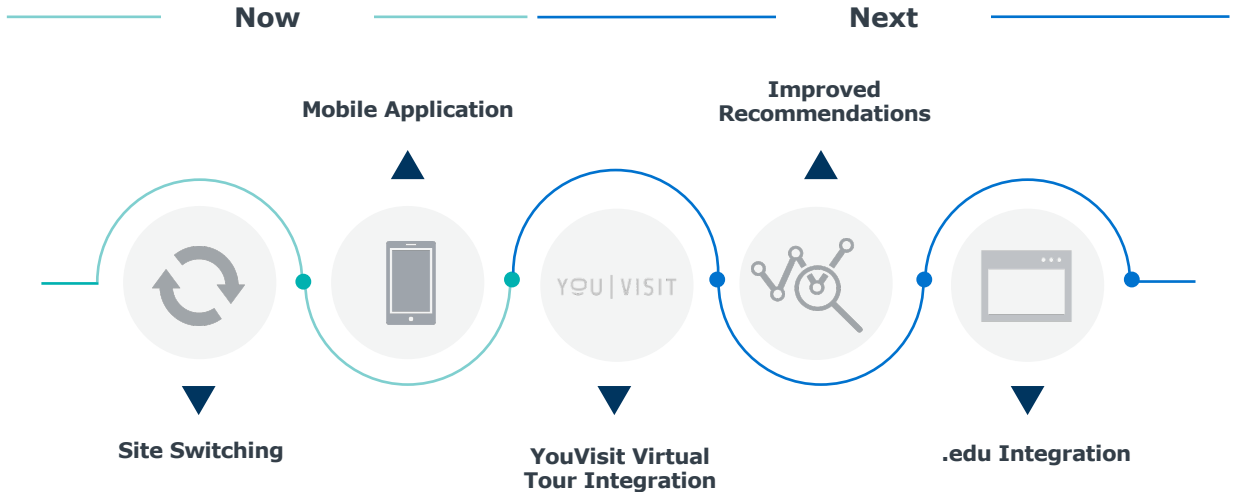## Advanced Predictive Analytics That Focus On Outreach to Admitted Students

Survey Responses

+

150+ Additional Data Points

Wisr Site Activity Data

wisr

Advanced Statistical Methods

Likelihood-to-Yield Ratings for All Admitted Students

1   Wisr Mobile App

2   Wisr Integrations with Enroll360

3   **Product Roadmap**

Innovation Doesn't Stop Today

Now

Next

Mobile Application

Improved Recommendations

YOU|VISIT

Site Switching

YouVisit Virtual Tour Integration

.edu Integration

What's Next?

1

Go Live

The Wisr Communities App will be **flipped live Friday, February 11**

2

Resources

Your **Partner Success Manager will be in touch** with mobile app resources

Don't forget to sign up at eab.com to take advantage of EAB's robust content library for education leaders.