

Enroll360 Virtual Tours

How UVM Effectively Drives Inquiries, In-Person Visits, and Deposits Using an Immersive Virtual Tour

Public, 4-Year University in the Northeast

Challenge:

The University of Vermont (UVM) is a prestigious public research university known for its strong commitment to environmental sustainability and academic excellence. While UVM has been meeting their enrollment goals year-over-year, they were looking for a way to expand top-of-funnel inquiry capture and increase applications from outside their traditional admissions territory. One area of opportunity for UVM was to offer a more compelling virtual visit option. For years, they relied on picture slide shows to convey campus life, but they needed a better way to help students picture themselves at UVM.

Solution:

In 2021, UVM partnered with EAB to craft an immersive virtual tour. During the creation process, UVM worked closely with EAB's Creative team to capture imagery and video content that, when layered within scenes, made students and places come to life. Given the capabilities of their new tour platform, UVM prioritized highlighting year-round views of beautiful Vermont and surrounding areas.

UVM also enlisted current students to be part of this new virtual tour. They asked the students to speak about specific programs, support options available on campus, and their "Why UVM" story.

To promote their tour, UVM embedded it throughout their .edu and shared it regularly on social media. They also displayed it prominently on their admitted students page, which supported yield efforts.

Impact Highlights

Virtual Tour Results

8+ mins

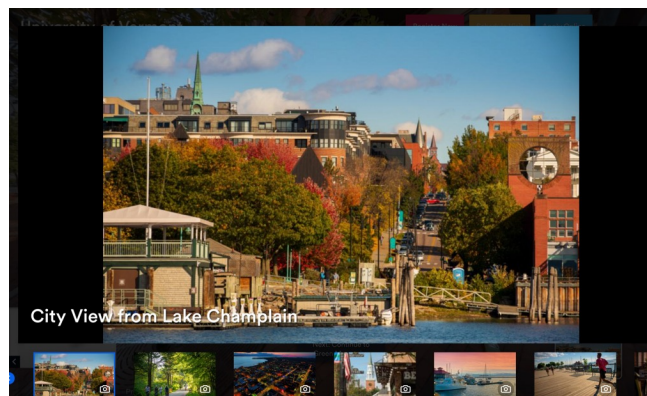
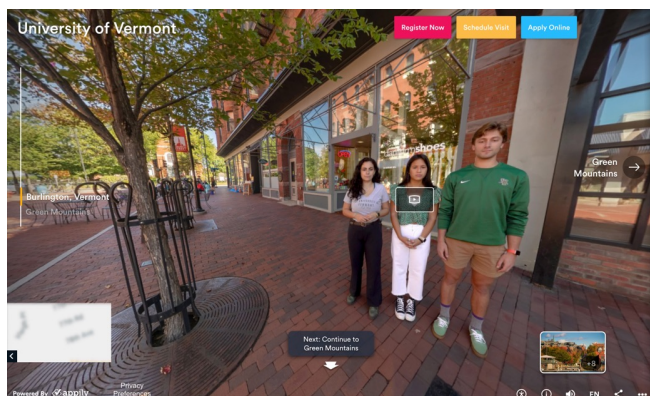
Average time spent in the virtual tour

71%

Inquiry-to-application rate

17%

Inquiry-to-deposit rate



Impact:

In the first year of partnership, there were almost 19,000 tour visitors. These visitors spent, on average, more than 8 minutes engaging with the virtual tour and inquired at a rate of 28%. For the Entering Class of 2023, students who inquired through the virtual tour applied at a rate of 71% and deposited at a rate of 17%. In addition, students who inquired through the virtual tour also visited campus at a higher rate than most other inquiry sources—indicating the quality of inquiries that came through the virtual tour.

