

CASE STUDY

How One Graduate School Increased Fall Enrollment by More Than Double the National Average

Pecan State University¹, a Medium-Sized, Public University in the Northeast

- **About:** Pecan State is a public research university in the Northeast, with a graduate enrollment of approximately 2,000 students.
- **Challenge:** Given resource constraints, Pecan State’s marketing team was spread thin and focused primarily on undergraduate recruitment and marketing, while graduate recruitment efforts were deployed on an ad hoc basis. Pecan State did not have the bandwidth for consistent graduate recruitment efforts across channels, making it difficult for Pecan State to meet their graduate enrollment goals.
- **Solution:** EAB’s team of experts used digital advertising, consumer analytics, and list buys to expand Pecan State’s audience of right-fit students. As an extension of Pecan State’s marketing team, EAB also launched multichannel, highly personalized campaigns to nurture prospects through to enrollment.
- **Impact:** Pecan State’s growth exceeded the national average in their first two years of partnership with EAB. In that time period, EAB influenced 415 graduate enrollments, helping Pecan State increase fall enrollment by 8%, and achieve a 5:1 return on investment.

Impact Highlights

Fall 2019 to Fall 2021

+8%

Increase in enrollment

5:1

Return on investment

\$2.7M

Net tuition revenue influenced by EAB campaigns

How EAB Supported Pecan State’s Enrollment Goals

EAB Experts Serve as Extension of Pecan State’s Team, Expanding Their Audience and Engagement



BEFORE EAB

- **Lack of resources** in graduate audience generation strategy
- **Limited capacity** to conduct comprehensive marketing

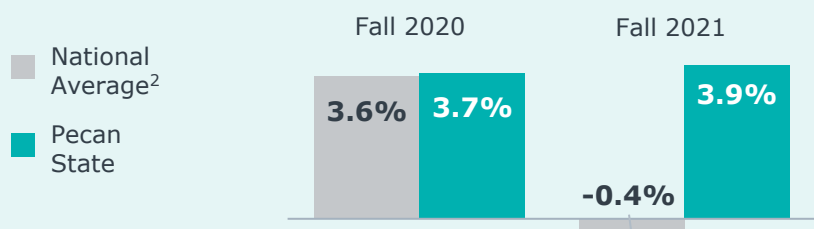


WITH EAB

- EAB’s experts used data-driven selection strategies to identify prospects from a **diverse range of sources**, with **significant impact from high-affinity** marketing respondents.
- EAB’s team of ~30 used prospects’ psychographic, demographic, and real-time behavioral data to develop **responsive messaging**, generating **3.83M digital impressions** to influence both current and future pipeline.

RESULTS

Percent Change in Graduate Enrollment from Previous Year



1) A pseudonym
 2) National Student Clearinghouse, [Current Term Enrollment Estimates: Fall 2021](#)