

CASE STUDY

Growing Degree Completer Enrollment Through a Data-Backed Intent Marketing Strategy

Bamboo University¹, a Medium-Sized, Private University in the West

- About:** Bamboo University is a private, religiously affiliated institution in the West with a total enrollment of about 7,000 students.
- Challenge:** Bamboo aimed to grow enrollment in their adult degree completer program. However, they struggled to consistently reach and recruit students due to issues with email deliverability, leading to a lack in engagement.
- Solution:** EAB helped Bamboo increase application volume, enrollment, and yield by launching strategic, multichannel campaigns that implemented intent marketing at scale. EAB's experts ensured that outreach was consistent and timely, while providing access to years of best practice and custom market research and hosting workshops focused on communication strategy, website optimization, program design, and more.
- Impact:** Bamboo's adult degree completer enrollment increased by 26% from 2020 to 2021.

Impact Highlights

+26%

Increase in adult degree completer enrollment from FY 2020 to FY 2021

\$520K

Estimated tuition revenue gain in FY 2021

How EAB Helped Bamboo Engage Prospects Through the Student Journey



Awareness

Because adult degree completers typically spend 1 to 3 years passively researching programs, EAB's enrollment strategy focused on persistent and data-driven ads to high-affinity prospects to ensure each prospective student received the most relevant message.



Consideration

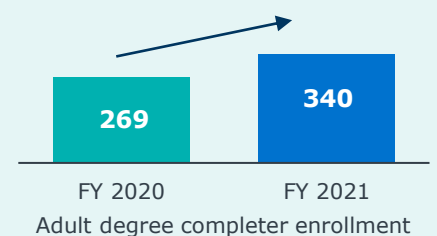
Using data from EAB's survey on adult degree completers' mindset and unique insights about Bamboo's audience, EAB's experts launched multi-channel campaigns with an above-average deliverability rate that nurtured each applicant according to their individual intent signals and preferences.



Decision

EAB worked with Bamboo to develop strategically timed deadline campaigns to boost deposit activity. EAB then deployed a micro-survey to help Bamboo's limited staff determine accepted students' enrollment intentions and prioritize follow-up outreach to increase yield.

RESULTS



77%

Yield from admit to enrollment in FY 2021

21%

Enrollments influenced by EAB in FY 2021