

CASE STUDY

How One University Expanded Their Prospect Audience and Grew Graduate Enrollment

Dogwood State University¹, a Large, Public University in the South

- About:** Dogwood State University is a public research university located in the South, with a total enrollment of approximately 27,000 students, including 3,500 graduate students.
- Challenge:** Dogwood State’s graduate enrollment strategy relied heavily on the re-recruitment of current undergraduate students and alumni. However, due to a plateau in undergraduate enrollment in recent years, as well as limited marketing resources and staff, Dogwood State struggled to expand graduate enrollment.
- Solution:** Dogwood State partnered with EAB to find and engage new graduate audiences. EAB expanded Dogwood State’s audience of best-fit students across multiple sources and supported Dogwood State in nurturing prospects across the student journey with multichannel, intent-based campaigns.
- Impact:** After their first year of partnership with EAB, Dogwood State’s application volume increased by 10%. In addition to promoting application and enrollment growth in Dogwood State’s high-priority education and health sciences programs, EAB’s campaigns contributed to growth across 8 other target programs. Overall, graduate enrollments grew by 6%.

Impact Highlights

\$1.2M

Net tuition revenue influenced by EAB

+6%

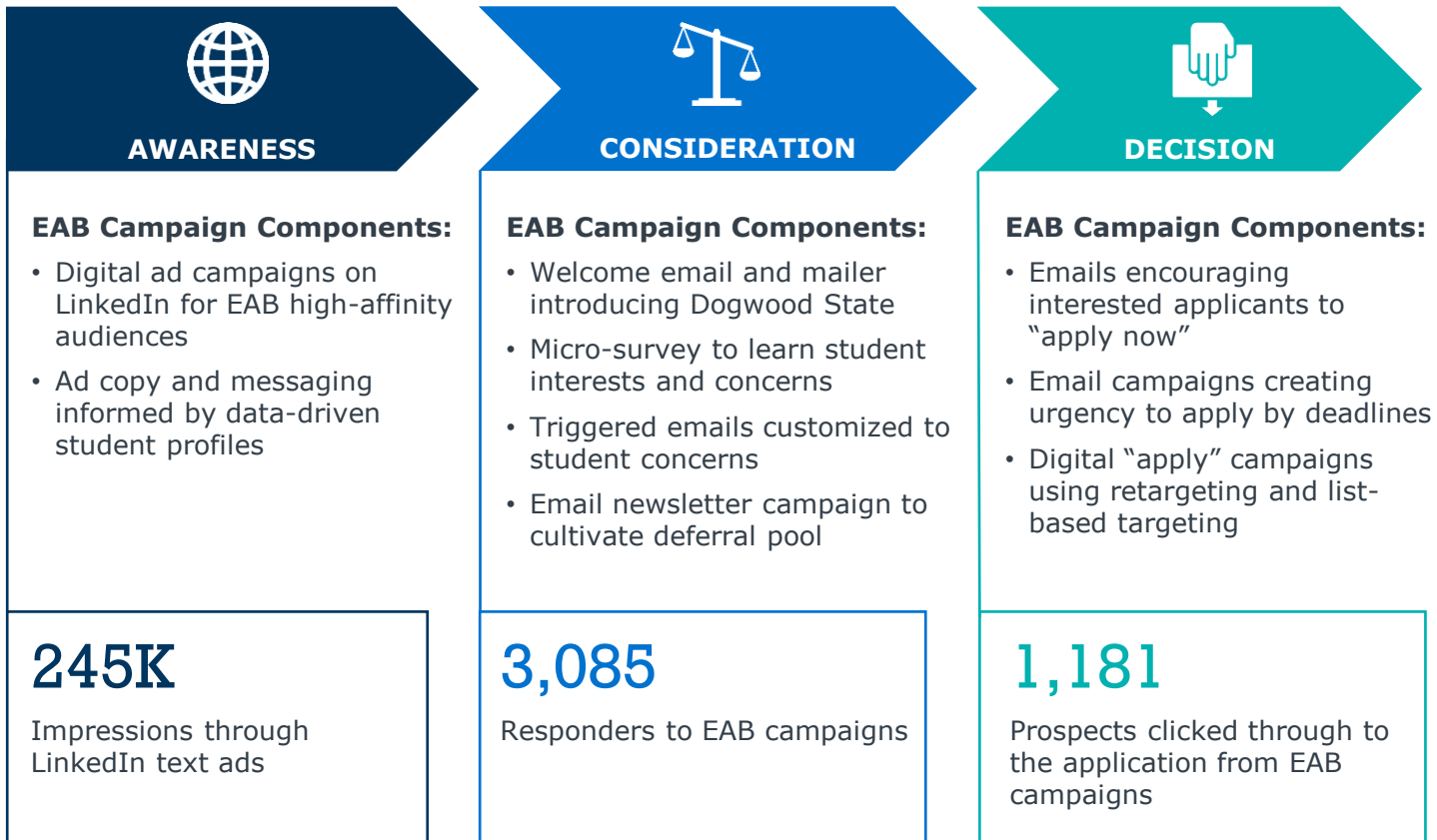
Growth in enrollment in 2020

EAB Helped Dogwood State Expand Their Prospect Pool Across Multiple Sources

Audience	GRE and GMAT	Digital Marketing	Inquiry Pool and Undergrads	Additional Audiences
Previous Strategy	2,000-5,000 names purchased annually for select programs	Intermittent and limited digital campaigns	CRM follow-up and limited recruitment campaigns	N/A
Strategy with EAB	Accessed almost 17,000 names based on EAB’s data-driven recommendations	Multi-step digital strategy, including LinkedIn and Facebook campaigns	Augmented follow-up with intent-based nurture campaigns across the student journey via email, digital ads, and mailers	Generated new high-affinity audience with consumer analytics

1) A pseudonym.

EAB's Intent-Based Marketing Campaigns Supported Prospect Journeys



First Year of EAB Partnership Led to Growth Across the Funnel

