

CASE STUDY

Multichannel Marketing Drives Graduate Growth in a Highly Competitive Market

Elm University,¹ a Private Medical School in the Midwest

- About:** Elm University is a private, graduate university in the Midwest that specializes in medicine and biomedical sciences.
- Challenge:** After several years of steady growth, Elm's MS in Biomedical Sciences program suddenly faced stiff competition for the 2019 enrollment cycle due to the launch of 12 similar programs from competitors in one year. At the same time, enrollment in their PsyD program had experienced a 33% drop in 2018 due to increased local competition. To meet ambitious growth goals, Elm decided they needed to expand recruitment efforts nationally.
- Solution:** Elm partnered with EAB to add expertise and capacity to their relatively small staff in support of their growth goals. Using data-driven targeting strategies, EAB helped Elm identify new right-fit students for their PsyD and MS in Biomedical Sciences programs, then launched integrated, multichannel campaigns to drive applications and enrollment.
- Impact:** EAB's campaigns quickly generated large application volumes from existing and new markets, helping Elm enroll their largest cohort ever.

Impact Highlights

+4%

Growth in enrollment in year one

7:1



ROI from EAB partnership

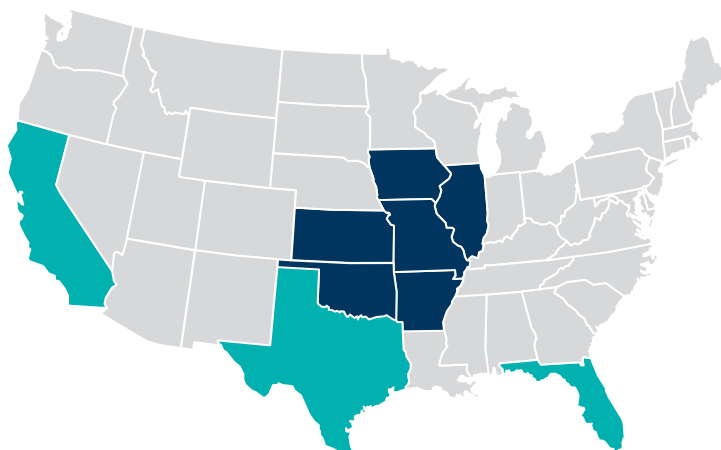
EAB Used Data-Driven Strategies to Help Elm Target New Right-Fit Students

Moving Beyond Core Markets to a National Recruitment Model

Targeting New Geographic Areas

MS in Biomedical Sciences and PsyD Programs

-  Neighboring areas historically targeted by Elm
-  Additional areas identified as high-potential by EAB



Building a Robust Prospect Audience

MS in Biomedical Sciences and PsyD Programs

Audience	Volume
GRE Bioscience	3,609
GRE PsyD	9,030
MCAT	15,700
Total	28,339

A Much Larger Prospect Pool

+89%

Increase in prospects targeted from 2018 to 2019

1) A pseudonym

Engaging Prospects and Building Application Volume

EAB Introduced Sophisticated, Multichannel Campaigns to Propel Application Activity

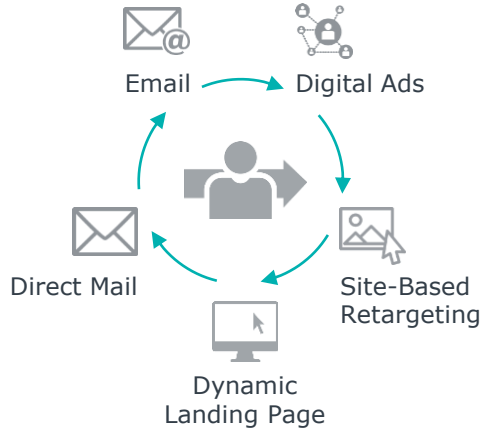
Before EAB: Basic Campaigns Enrollment Marketing, Fall 2018



Emails to application

Marketing activity was limited by staff capacity and expertise, as all campaigns were managed by two staff members with multiple other responsibilities.

With EAB: Multichannel Campaigns Enrollment Marketing, Fall 2019



Campaigns were fully developed, managed, and analyzed by EAB's large staff of marketing and data specialists.

EAB Campaign Engagement

6,089

Total EAB campaign responders

2,630

Responders who entered the application

332

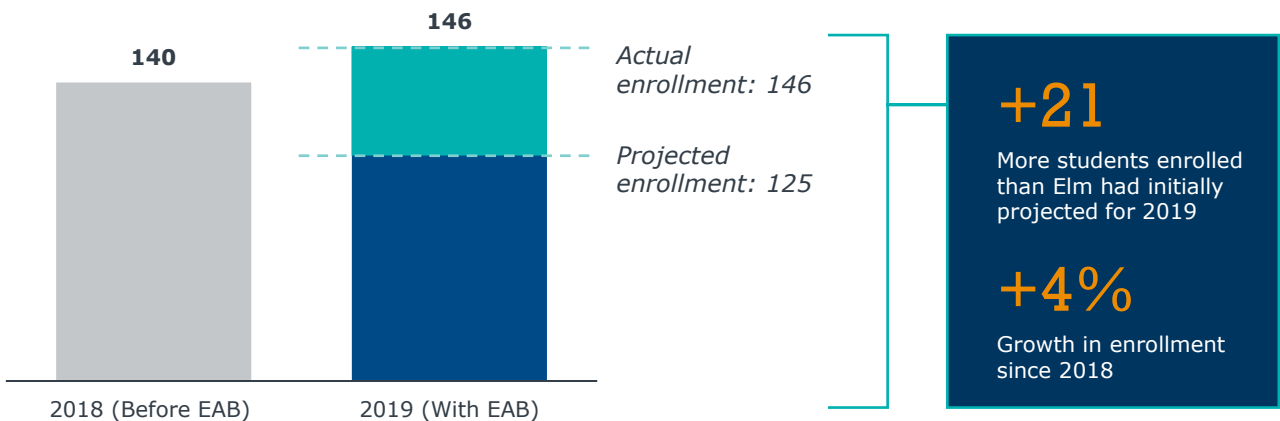
Inquiries cultivated for future terms

Results: Enrollment Grew by 4%, Far Surpassing Elm's Expectations

Due to Increased Competition, Elm Had Anticipated an 11% Decrease in Enrollment for 2019

Enrolled Students

Entering Classes 2018 and 2019, MS in Biomedical Sciences and PsyD Programs



EAB Helped Elm Grow Application Volume and Enrollment, Delivering Outsized ROI

+143%

Increase in submitted applications in 2019

74%

Share of applications influenced by EAB

+21%

Increase in share of out-of-region students¹

7:1

ROI from Elm's partnership with EAB

1) Percentage-point increase