

CASE STUDY

How One Law School Grew Enrollment and Class Quality in a Highly Competitive Market

Maple University¹, a Medium-Sized, Private University in the Northeast

- **About:** Maple University is a private university located near a large city in the northeast, with a law school enrollment of about 800 students.
- **Challenge:** Due to intensifying competition in the region, Maple’s law school experienced multiple years of enrollment declines and struggled to maintain its standing in national rankings.
- **Solution:** Maple partnered with EAB to grow law school enrollment and raise the academic profile of their incoming class. EAB helped Maple better engage prospects and increase application volume by launching strategic, multichannel campaigns that implemented intent marketing and other proven best practices in recruitment marketing.
- **Impact:** Over four years of partnership, Maple’s application volume increased by 41% and median LSAT score improved by four points.

Impact Highlights
+34%

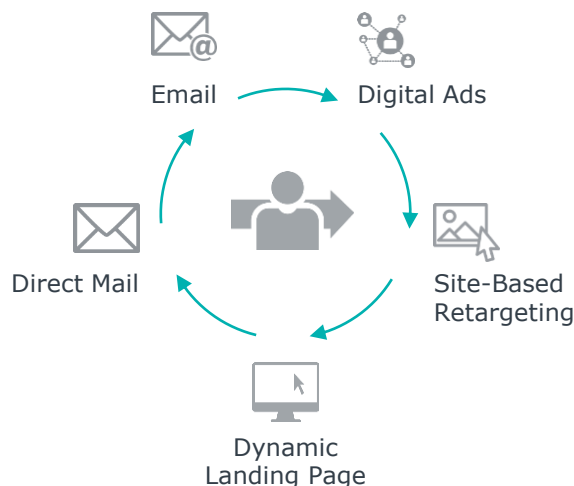
Total increase in entering class enrollment

+4 points

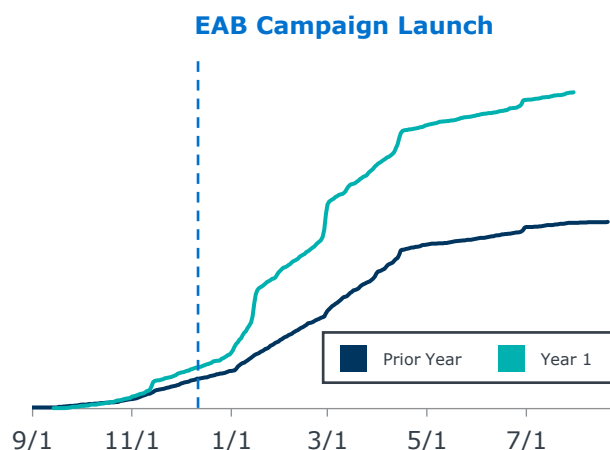
Increase in median LSAT score

Multichannel Campaigns Spurred 72% Lift in Application Volume in Year 1

EAB Developed and Deployed Integrated Campaigns to Encourage Test-Takers to Apply

Elements of Integrated Campaigns

LSAC Applications by Date

1 Year Prior to Partnership vs. Year 1



1) A pseudonym

Implement Marketing Best Practices to Raise the Academic Profile of the Class

Maximize Engagement with High-Performing Prospects

How EAB Helped Maple Enroll Highly Sought-After Prospects



Deployed Intent Marketing Campaigns

EAB launched multichannel campaigns that nurtured each applicant according to their unique intent signals.



Precisely Timed Launches

EAB crafted a strategic campaign schedule with multiple launches so that new candidates were contacted as soon as LSAT names became available.

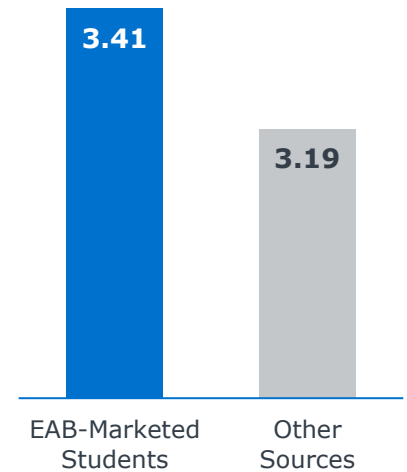


Persistent Communication

Consistent, engaging outreach helped Maple University capture the attention of highly competitive prospects and drive them to apply.

Average GPA

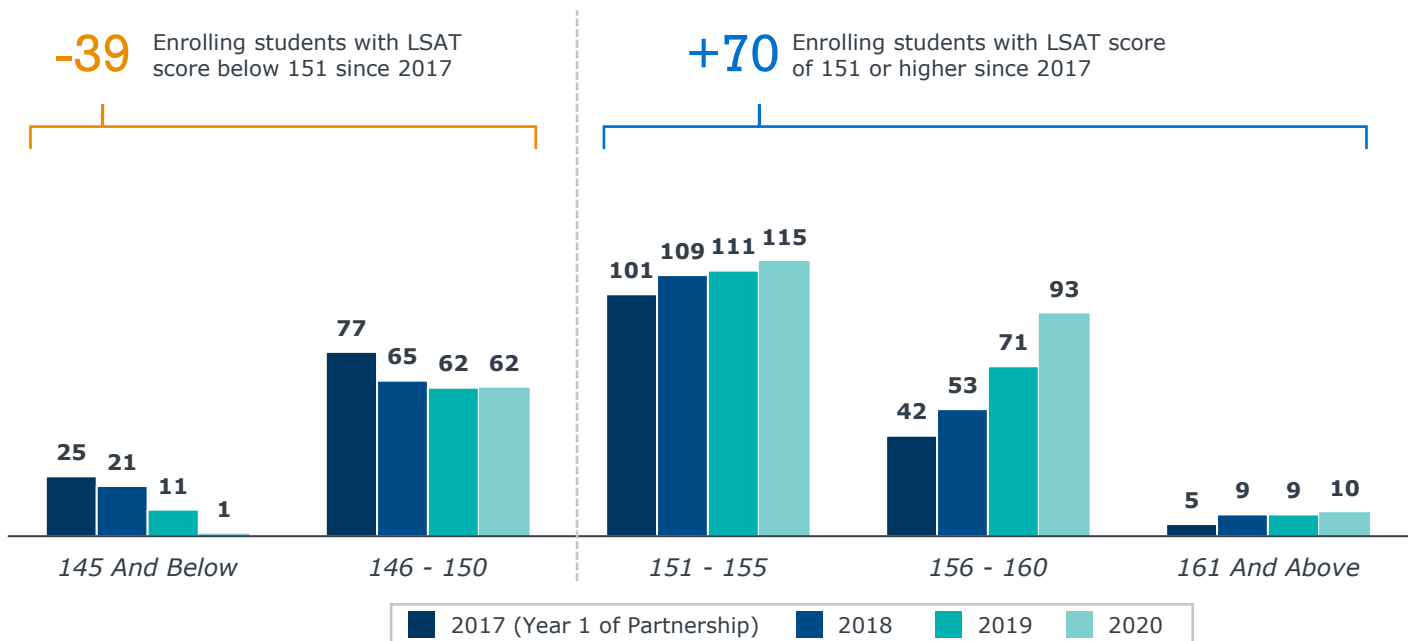
Second-Seat Deposits, Year 2



Multiyear Results: Growth in Enrollment and Academic Quality

Enrollment Increased Among Higher LSAT Bands

Enrollments by LSAT Score Band, Entering Classes 2017-2020



Impact Highlights

+4 pts Increase in median LSAT over 4 years

+34% Increase in enrollment over 4 years

64% Share of EAB-influenced enrollments since 2018