

CASE STUDY

How One Institution Grew Graduate Enrollment 48% with Intent-Based Marketing

Cyprus University,¹ a Medium-Sized, Private University in the Midwest

- **About:** Cyprus University is a private, religious university located outside a large city in the Midwest.
- **Challenge:** Located in a highly competitive market, Cyprus Graduate School struggled to expand enrollment to meet their ambitious goals for on-the-ground and online program growth. They turned to EAB, their longtime undergraduate enrollment partner, for an innovative new approach to graduate targeting and recruitment.
- **Solution:** During the first 13 months of the partnership, EAB's Adult Learner Recruitment division used consumer analytics to identify a large new audience of Cyprus's right-fit students, then launched multichannel campaigns to grow awareness among that population. For the 2019 cycle, EAB supported new and existing program growth by launching highly personalized, full-funnel multichannel campaigns to guide prospects through the student journey.
- **Impact:** By fall 2019, Cyprus had increased headcount by nearly 400 students, with 30% of all enrollments that year influenced by EAB's Adult Learner Recruitment campaigns.

Impact Highlights

+48%

Growth in enrollment in two years

10K

Total clicks from EAB's 2019 digital campaigns

Building Awareness Among Right-Fit Students in 2017 and 2018

EAB Identified Key Audiences with Consumer Data, then Launched Awareness Campaigns

STEP 1

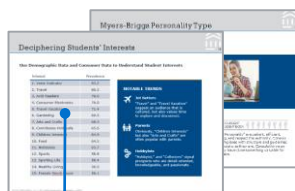
Generate Audience of New Right-Fit Prospects

190K+

Students identified from EAB's national consumer database

STEP 2

Build Data-Driven Student Profiles

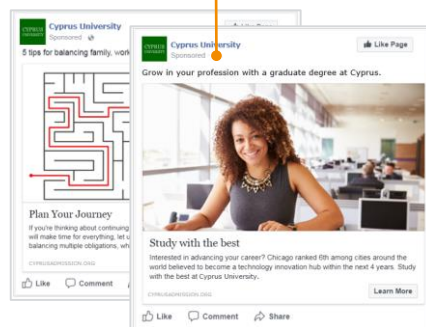


EAB used advanced analytics to pinpoint the attributes and interests of Cyprus's right-fit students

STEP 3

Launch Digital, Email, and Mail Campaigns Based on Profile Insights

"Grow in your profession with a graduate degree at Cyprus"



Campaigns incorporated messaging and imagery designed to resonate with Cyprus's audience, largely comprised of urban professionals motivated by career growth.

RESULTS

Campaigns Drove Awareness and Influenced Enrollments

175K+

Total digital ad reach

46K+

Total digital ad clicks

74

Enrollments influenced in 2017

161

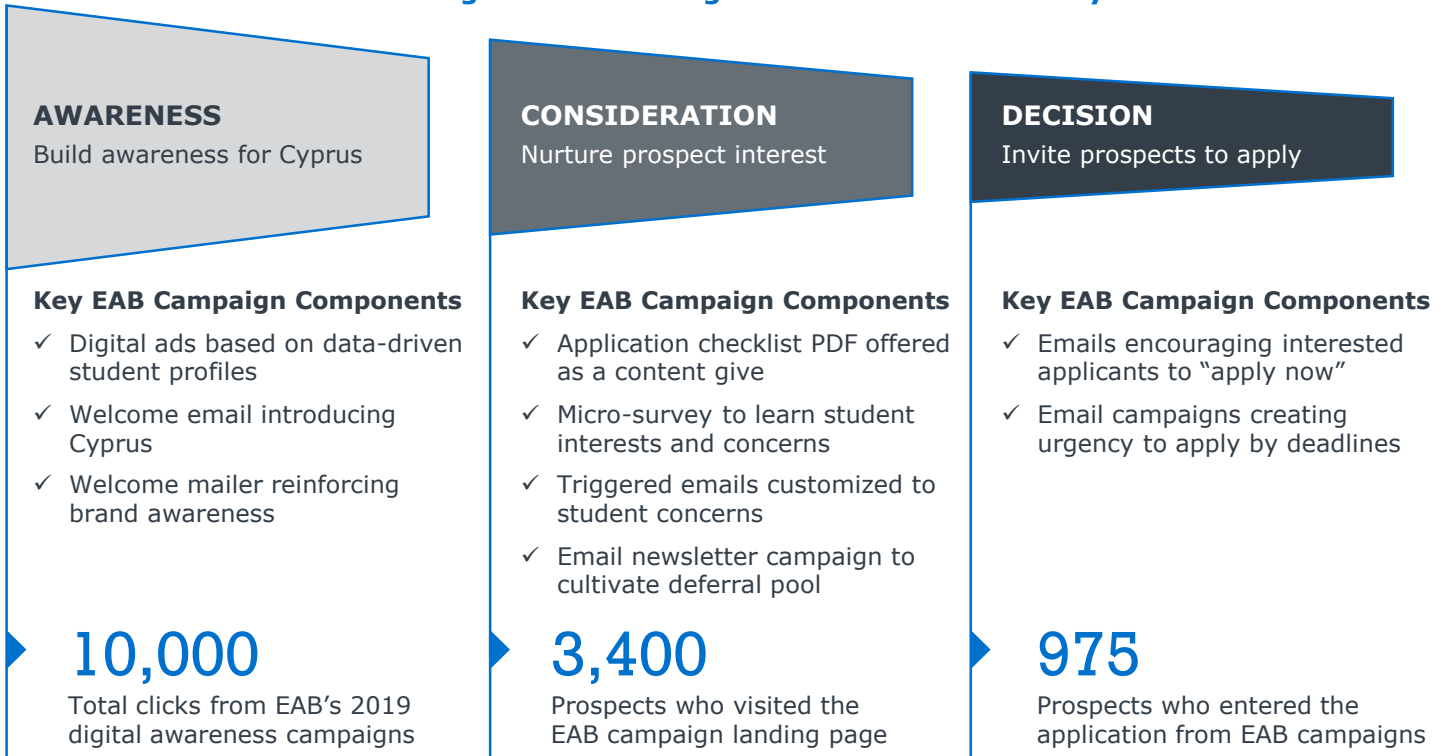
Enrollments influenced in 2018

1) A pseudonym

Student Journey Marketing Catalyzed Rapid Enrollment Growth in 2019

EAB Launched Highly Personalized Campaigns to Guide Prospects from Awareness to Enrollment

Marketing Across the Stages of the Student Journey

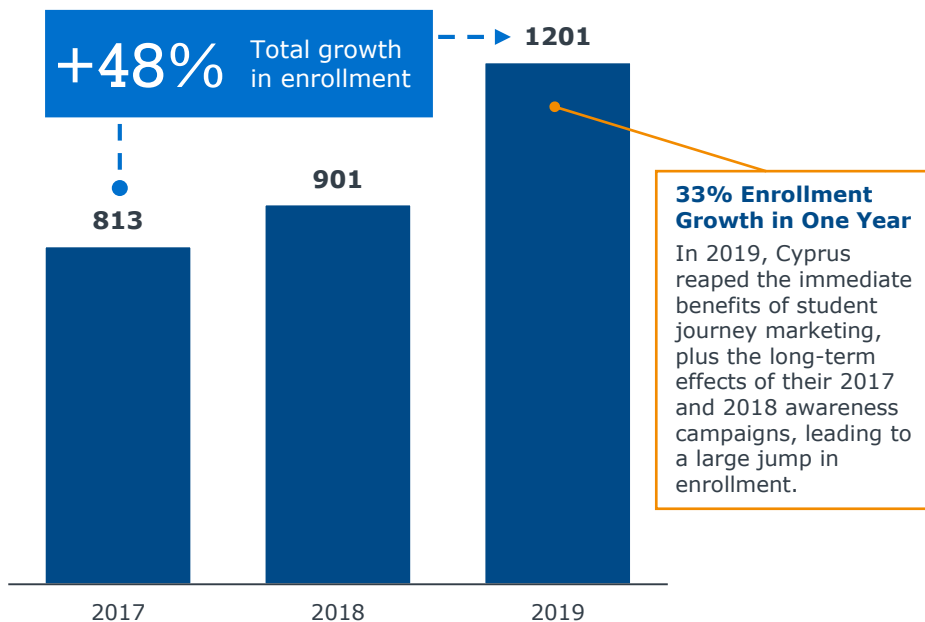


Results: Enrollment Increased 48% in Two Years

EAB's Adult Learner Recruitment Campaigns Supported Gains in New and Existing Programs

Enrollment by Year

All On-Campus and Online Graduate Programs



EAB Adult Learner Recruitment Impact

18%

Of enrollments were influenced by EAB in 2018

30%

Of enrollments were influenced by EAB in 2019