

CASE STUDY

How One Online Graduate School Grew Enrollment by 15% with Expanded Targeting and Marketing

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

- **About:** Olive State University is a public research university located in the South, with a total enrollment of approximately 30,000 students, including about 1,600 online graduate students.
- **Challenge:** Olive State University launched a portfolio of online graduate programs with high aspirations for enrollment. In part due to a lack of adult learner marketing expertise and limited staff capacity, they did not meet their online enrollment goals and turned to EAB as an extension of their team.
- **Solution:** Olive State University partnered with EAB to expand their audience, target best-fit prospects, and appeal directly to adult learners with customized and responsive marketing for their online graduate programs.
- **Impact:** Despite the uncertainty of the COVID-19 pandemic, working with EAB allowed Olive State University to increase their new online graduate enrollment by 37%, contributing to about 15% overall growth in online graduate enrollment.

Impact Highlights

2020 vs. 2021

+15%

Growth in total online graduate enrollment

+37%

Growth in new graduate enrollment

How EAB Helped Olive State Reach Their Growth Goals

BEFORE

Olive State's Previous Approach to Recruitment



- Lack of expertise in adult learner audience generation strategy
- Limited capacity to conduct comprehensive outreach

AFTER

EAB's Strategies to Increase and Nurture Olive State's Prospect Pool



Expand Audience Sources and Targeting

EAB targeting experts used data-driven market selection strategies to identify prospects from sources such as young alumni, current undergraduates, GRE registrants and test-takers, and high affinity marketing respondents.

1) A pseudonym.



Personalize Marketing Throughout the Funnel

EAB's analytics and marketing teams used prospects' psychographic, demographic, and real-time behavioral data to develop responsive and customized marketing throughout the student journey.

RESULTS

2020 vs. 2021

+37% → 872

638

New Graduate Enrollments

47%

Of applications influenced by EAB

41

Growth in enrollment across 41 states