

CASE STUDY

How EAB Helped a College of Health Sciences Transition From an OPM and Grow Graduate Enrollments

College of Health Sciences at Parsley University¹, a Large, Private University in the South

BACKGROUND: Parsley University is a large, private research university in the South with a graduate student population of nearly 6,000 students.

OPPORTUNITY: Prior to EAB, Parsley University partnered with an OPM but found that leads generated by the OPM were not converting into applications. Due to enrollment declines, they decided to seek a new partner who could help them increase engagement, yield, and enrollments.

SOLUTION: EAB audited and improved Parsley University's lead generation strategy, enhanced their marketing campaigns using hyper-personalized and tailored content, and improved prospect engagement by using an AI conversation agent to provide 24/7 support.

IMPACT: In the first two years of partnership with EAB, Parsley's College of Health Sciences increased graduate applications by 19% and enrollments by 42%. EAB campaigns influenced 83% of enrollments in year 2 of the partnership and led to a 6% increase in yield from admit to enrollment.



Impact Highlights

First 2 Years of Partnership

+19%

Increase in applications

+42%

Increase in enrollments

Lead Generation Strategy Audit and Redistributed Investments

▶ To grow the graduate prospect pool for Parsley's College of Health Sciences, EAB's team of lead generation experts audited their existing strategy to see how they were distributing their investments, which lead sources were under or overperforming, and if there were any untapped sources they could introduce. Based on this assessment, EAB's team then modified their existing strategy to optimize their investments.

Expanding Existing Sources		Introducing New Audience Sources		
GRE and GMAT	Inquiry Pool and Current Seniors	NSC Matches	Paid Search	Appily Advance
				
Parsley had a sporadic approach to list buying. EAB made data-driven list buys to expand names.	EAB helped Parsley engage this audience and keep building affinity, improving upon their decentralized approach.	EAB matched former Parsley undergraduate prospects with data mined from National Student Clearinghouse.	EAB introduced paid search remarketing campaigns to reengage leads with a below average cost-per-click rate.	Parsley used Appily Advance to tap into a new source of high-intent prospects.

¹) A pseudonym

EAB’s AI-Driven Nurture Stream Allowed Parsley to Improve Engagement

Although its former OPM partnership generated leads, Parsley had limited support to nurture them into applications and enrollments. To improve Parsley’s ability to engage their prospective students in a timely and personalized way, EAB strategically embedded AI into their long-tail enrollment campaigns. EAB used AI to help hyper-personalize student interactions at scale, create multiple versions of high-value program pages, and deploy an AI chat agent to ensure that students could get accurate and tailored responses at any time. Together, these tools helped keep Parsley’s students moving through the enrollment journey.

Hyper-Personalized Content to Improve Engagement



Always-On AI Chat Agent to Provide 24/7 Student Support

Agentic Impact

- Created program pages personalized to prospects’ interests
- Personalized emails, content gives, and ads across Parsley’s audiences, including different imagery, messages, timing, and calls to action based on where the prospect is in their enrollment journey

Agentic Impact

- Provided Parsley’s prospective students with clear next steps and tailored answers to guide them through to enrollment
- Up-to-date information with automatic refreshes to knowledge sources, meaning no manual upkeep for Parsley’s team



43K

Clicks from digital campaigns in year 2 of partnership



+6%

Increase in yield from admit to enrollment

Full-Funnel Impact of EAB Partnership on Parsley’s Graduate Health Programs

