Adult Learner Recruitment

Outperform the Market at Every Stage of the Funnel

Marketing Engine to Orchestrate Enrollment Growth

Demand
Expand and diversify your prospect audience pool

Digital
Orchestrate organic and paid digital

Conversion
Customized campaigns to drive action

A True Strategic Partnership

Research
Insights to help you place smarter bets

Strategy
Expert guidance on your top challenges

Intelligence
Prove and scale results at every stage

What Makes Us Different

Unrivaled Mix of Proprietary and Known Lead Sources

Full-Funnel Enrollment Ecosystem Built for the AI Era

24/7, Transparent Access to Campaign Data

Strategic Support— While Your Team Maintains Control

Proven Impact in a Dynamic Landscape

+12%
Average **enrollment growth** in the **first year** of partnership

6:1
Average **ROI** for multiyear partnership

200+
Institutions partner with our Adult Learner Recruitment team

90%
of institutions **continue their work with us** year after year

To discuss how EAB can help you meet your graduate and adult enrollment goals, email **LexRubyHowe@eab.com**. Learn more at **eab.com/ALR**.