

CASE STUDY

Targeted Marketing Leads to Increased Class Quality and Diversity at Partner Law School

Teak University¹, a Large, Public University in the West

- **About:** Teak University is a large public university in the West, with a law school enrollment of about 1,000 students.
- **Challenge:** Teak University aimed to increase the academic profile and diversity of their entering class but did not have sufficient resources or a strategic marketing plan in place. Teak partnered with EAB to amplify their reach and attract top applicants.
- **Solution:** EAB helped Teak University expand their pool of best-fit prospects, increase campaign channels and cadence of messaging, and identify benefits to attract high-priority candidates.
- **Impact:** EAB helped Teak increase diversity in their applicant pool 6%, average applicant GPA by 0.31 points, and average LSAT score by 2.5 points. Overall, they saw an 11% increase in enrollment.

Impact Highlights

2019 vs. 2020

+11%

Increase in enrollment

+100%

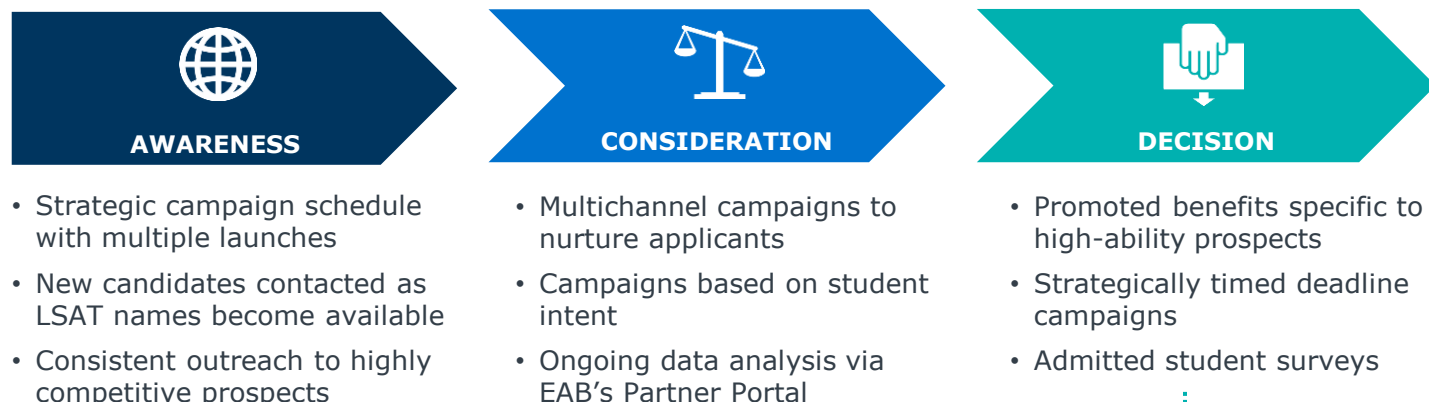
Increase in deposits from LSAT top quartile candidates

+6%

Increase in applications from students of color

Multi-Channel Campaigns Drove Results Across the Funnel

How EAB Campaigns Increased Engagement Overall



EAB's Admitted Student Surveys Allowed Teak University To...

- 1 Gauge students' intent to enroll
- 2 Triage admissions resources
- 3 Uncover competitive intel

1) A pseudonym.

Diversity Increased Through Customized and Highly Targeted Marketing

How EAB Helped Teak Recruit More Diverse Students



Expanded Teak's Best-Fit Prospect Audience

- Identified Teak's best-fit students from LSAT and future test-taker lists
- Segmented prospects according to Teak's academic and diversity goals
- Engaged out-of-state students, especially students of color



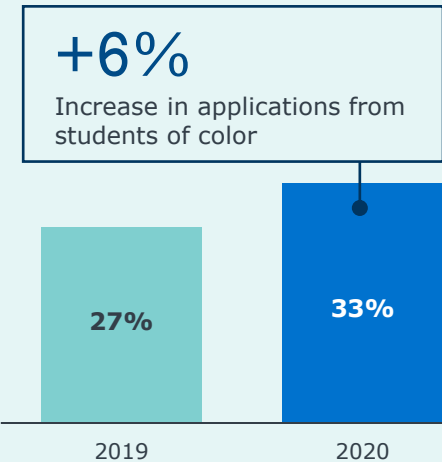
Inquiry Cultivation at Scale

- Crafted personalized messaging to engage diverse candidates throughout the student journey
- Deployed timely campaigns with interactive content to nurture diverse prospects, including a strategic deadline schedule



Increasing Class Diversity

2019 vs. 2020

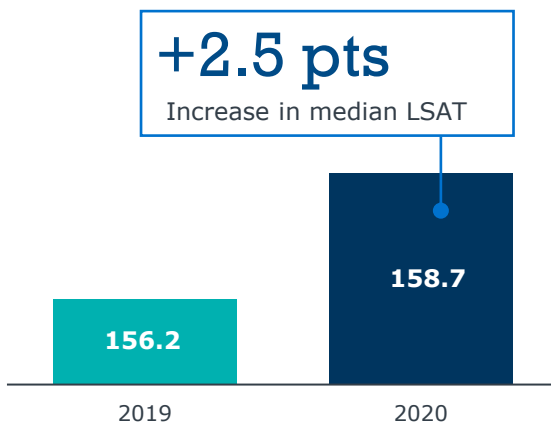


Results: Applicant Academic Profile and Enrollment Increased

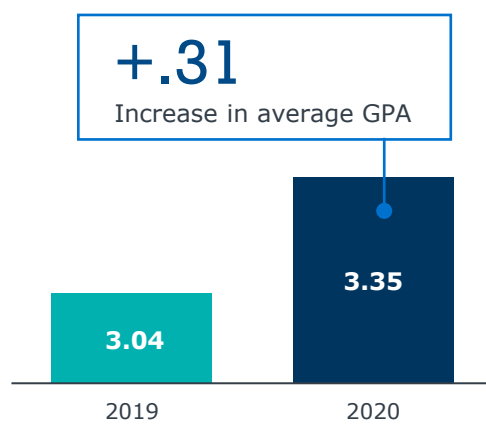


Increasing Applicant Quality

Average LSAT, 2019 vs. 2020



Average GPA, 2019 vs. 2020



Enrollment Results

2019 vs. 2020

+11%

Increase in enrollment

+100%

Increase in deposits from LSAT top quartile candidates