

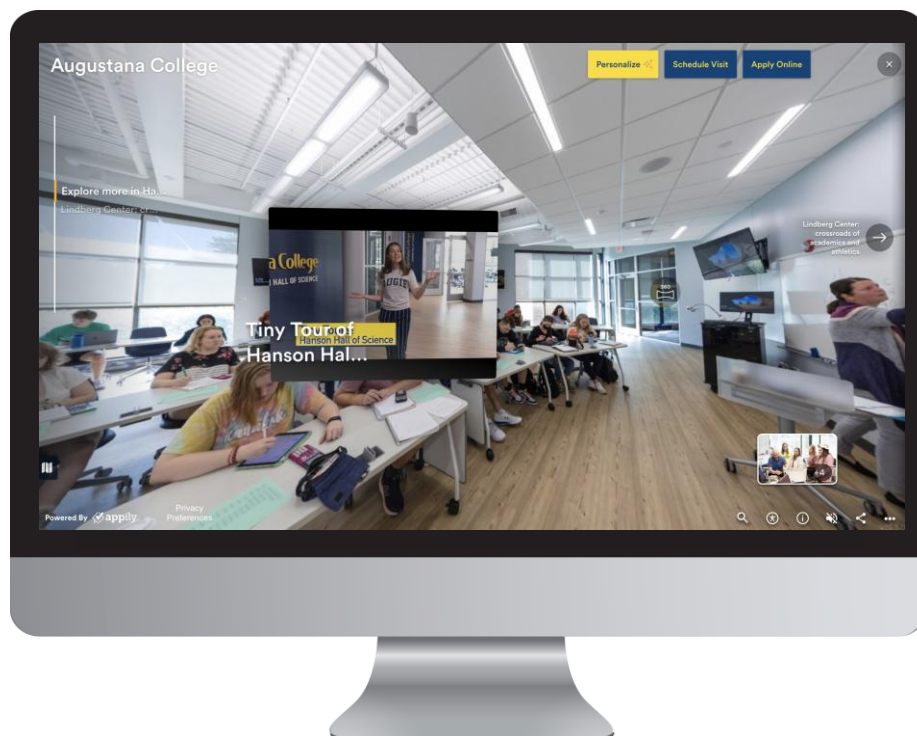
A Captivating Digital Experience Designed for Impact

APPILY TOURS 2025 IMPACT

Over the past year, millions of students and families have turned to Appily Tours to explore their college options.

By combining immersive visuals, personalized pathways, and intuitive calls to action, Appily Tours transform exploration into meaningful engagement—and engagement into measurable enrollment impact.

The results speak for themselves:



Deep Student Engagement

12k



Average annual visits per tour

7:09



Average time on tour

3.9X



Higher campus visit rate

Strong Conversion Across the Funnel

16%



Average inquiry rate

49%



Average inquiry-to-application rate

14%



Average inquiry-to-deposit rate

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PERSONALIZATION THAT DRIVES ACTION

When students personalize their tour, they stay longer—and move forward with more confidence.

+49%

More time
on tour

+12%

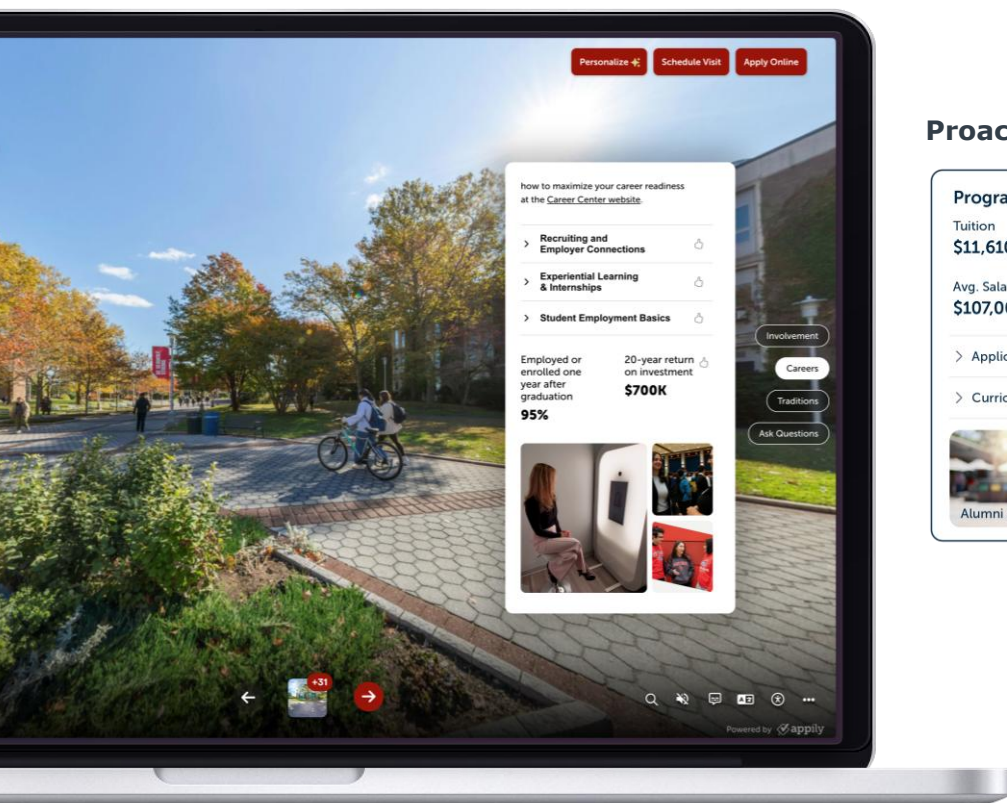
Higher
application rate

+30%

Higher
deposit rate

COMING SOON: AI TOUR NAVIGATOR

This Spring, we are taking personalization to the next level with our AI Tour Navigator. Acting as a dynamic guide, it will anticipate questions, surface relevant information from your .edu and collect valuable visitor data—making each tour experience more personalized and engaging.



3 ENGAGEMENT MODES

Proactive Guidance

Program Stats
[Save to Appily](#)

Tuition
\$11,610/year

US News Ranking
#21

Avg. Salary after Graduation
\$107,000

> Application Requirements

> Curriculum



Alumni Story

On-Demand Answers

Where do students usually hang out?

The Quad — it's frisbee and hammock central!



South State Park — take a hike and explore the outdoors



Contextual Questions

Are you interested in an engineering major?

Yes

No

Interested in learning more? Request a demo on [EAB.com](https://eab.com)