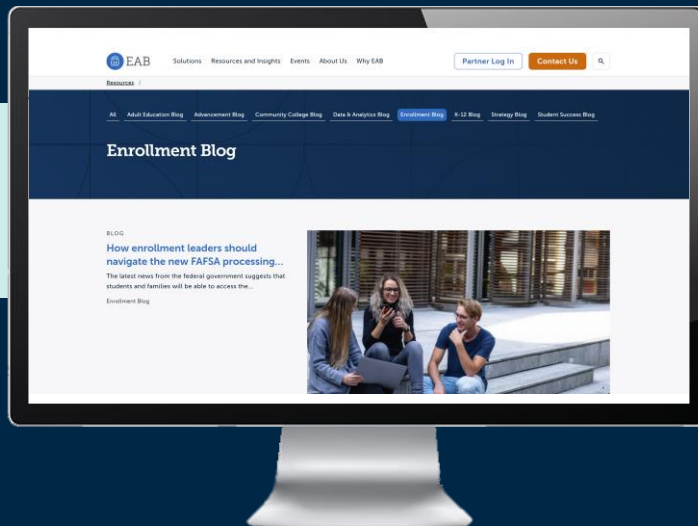


Our Webinar Will Begin Shortly



Check out our latest podcast episodes!

And don't forget to subscribe to EAB's Enrollment Blog!





EAB

Amplify Your Recruitment with Appily

What's New and What's Next



Our Presenter



Kayla Maggiore

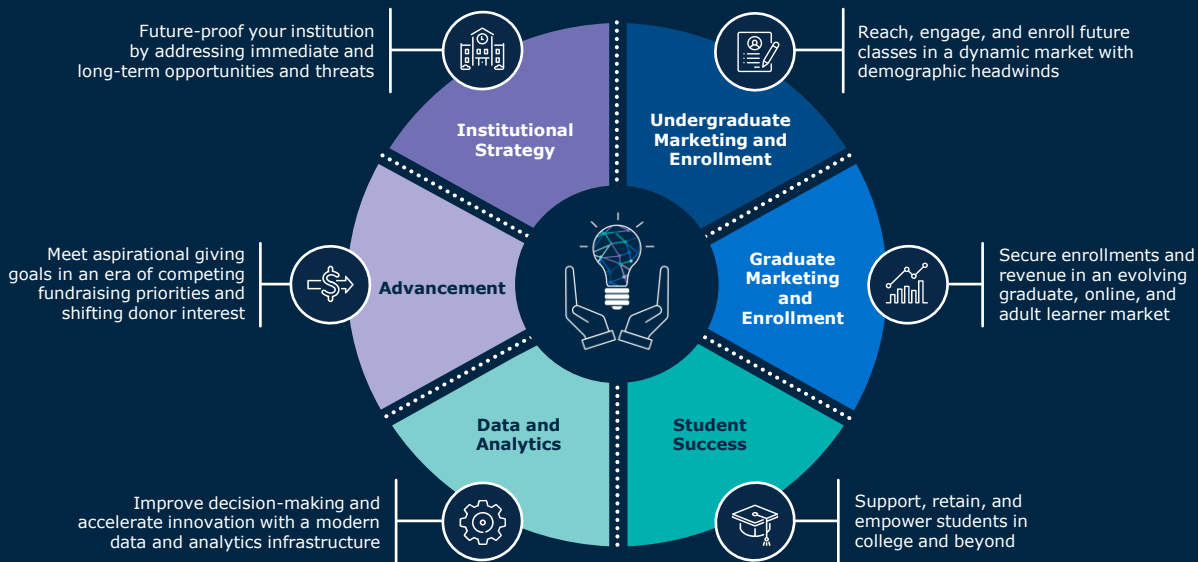
*Associate Director,
Partner Development*



Emily Niedermaier

*Senior Director,
Student Marketing*

Insight-powered Solutions for Your Top Priorities and Toughest Challenges



We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

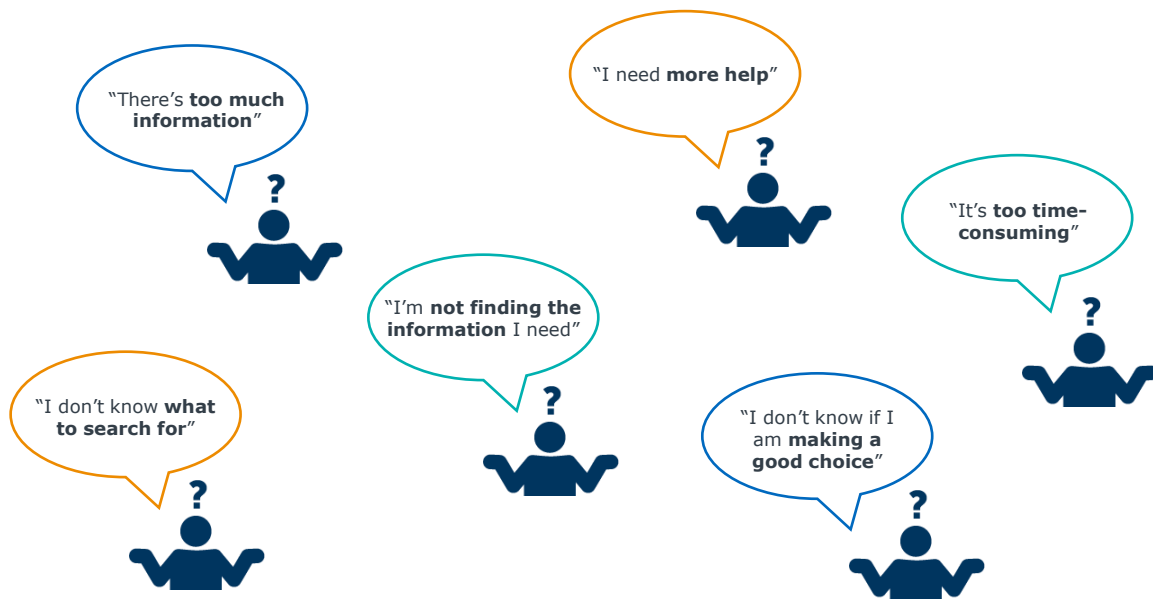
95%+ of our partners return to us year after year because of results we achieve, together.

Students Are Overwhelmed by College Search



5

They Face a Complex, Confusing, and Often Stressful Process



Over 74% of students report being stressed about their college applications

Meet Apply

6



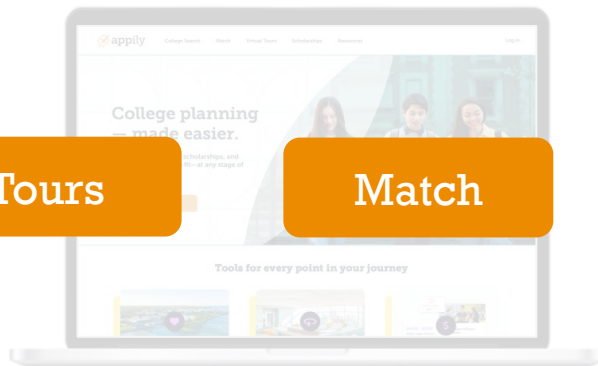
YOU | VISIT



Leads

Tours

Match



Apply
All in One Student Website
for Confident College Choices

More Powerful Intelligence

Creating a Top-Notch Student Experience Creates Optimal Value for Partners



Students

- ✓ Better Recommendations
- ✓ Easier College Search
- ✓ Interactive Planning Tools



Partners

- ✓ Raise Brand Awareness
- ✓ Source More Leads
- ✓ Gain New Intelligence

 **High-quality, right-fit connections** 

Between Appily and Naviance, you can connect with **three high-priority audiences**



First-Year Students



Transfer Students



Underrepresented Students



**A Larger Student Audience
That's More Likely to Convert**



**Virtual Tours Have a Stronger
Impact on Student Engagement**



**A Unique, Flexible Approach
to Direct Admission**

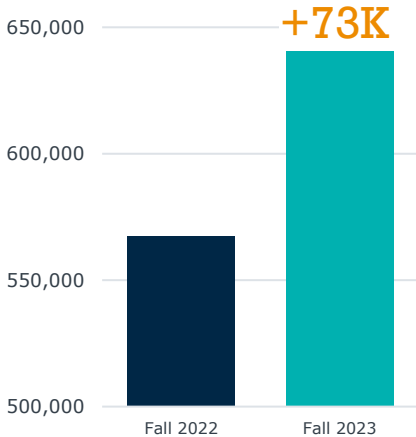


A Rapidly Growing Student Audience

The Leading All-in-One College Search Platform is Getting Bigger

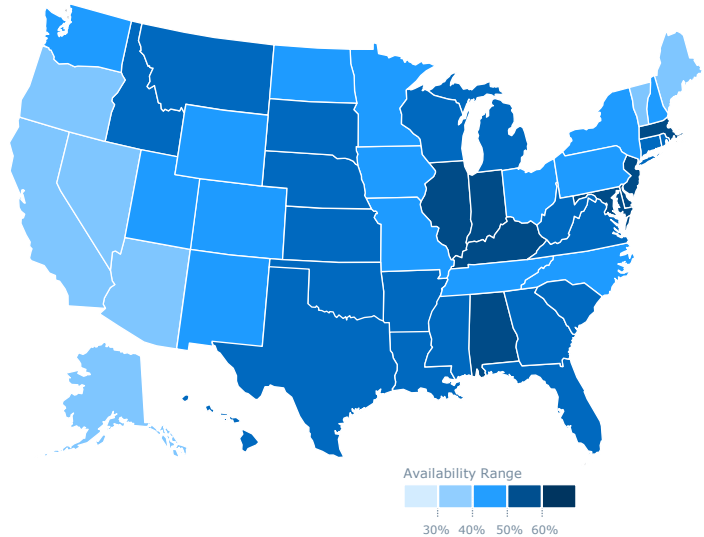
Registrations on Apply.com

EC of 2023 vs. EC of 2024¹



Share of High School Students on Apply

Entering Class of 2024 by State as of August 2024



1) Registrations on Apply.com during fall recruitment season (August-December) for the Entering Classes of 2023 and 2024.

3.4M+

U.S. high school students are using Apply to guide their college search

20%

anticipated growth in available inquiries between 2024-2025



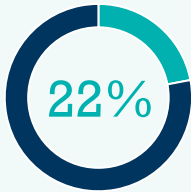
Apply Inquiries Are More Likely to Apply

Generate Results Across The Enrollment Funnel

Apply Inquiries

Aggregate Results from Apply Partner Funnels, 2021-2024

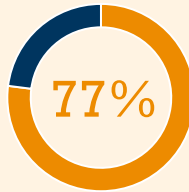
Application Rates



Other Sources¹

21% Application rate

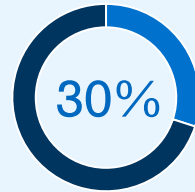
Admit Rates



Other Sources¹

62% Admit rate

Deposit Rates



Other Sources¹

21% Yield rate

1) Based on an EAB analysis of all Apply partner enrollment funnels between 2021-2024; Last year's average results for inquiries that have been delivered to Apply partners; excludes Enroll360 Solutions partners

16:1

Median ROI among first-year partners with Apply Leads in 2024



Data Cleanliness

EAB has created a proprietary data-cleanliness engine to ensure that your student data is accurate, genuine, and up-to-date.



A Smarter Way to Grow Your Funnel

Apply Candidates Are Backed by Powerful Predictive Modeling



Real-time Availability

Source new prospects that meet your criteria whenever you need them



Net-New Prospects

With our deduplication service, you can source only new-net Candidates

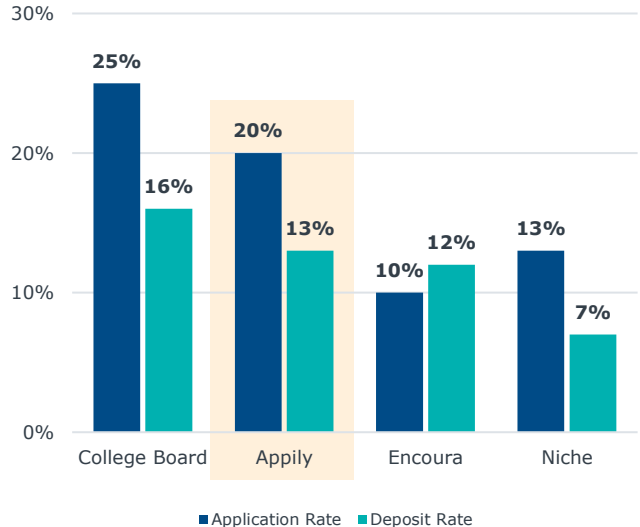


More Likely to Apply and Enroll

EAB leverages behavioral insights drawn from 6M+ student inquiries in Apply's database to identify Candidates who are more likely to convert, apply, and enroll.

Apply Candidates Apply and Deposit at Greater Rates

Entering Class of 2024; Based on Apply Partner Enrollment Data



1) Based on an EAB analysis of Apply Candidates in Apply partner enrollment funnels for the Entering Class of 2024; excludes Enroll360 Solutions partner performance

+12%

More likely to inquire
over prospects from
other major sources

+31%

More likely to deposit
over prospects from
other major sources

Expanding on an Already Expansive Network

How we are expanding our audience of **3.4M+** students



**Self-Service
Tools and
Resources**



**Digital
Marketing**



**Influencers and
Partners**



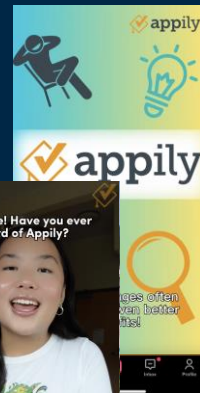
**Counselor
Network**



**Virtual Tour
Traffic**



**Personalized
Re-engagement**





Engaging Students' Most Powerful Influencers

Appily Partners with Social Media Creators to Drive New Student Traffic



Why Influencers?



3

Average number of hours that Gen Z spends on social media **every day**

69%

of consumers trust influencers over information that comes directly from a brand³

51%

of students favor TikTok for search over Google

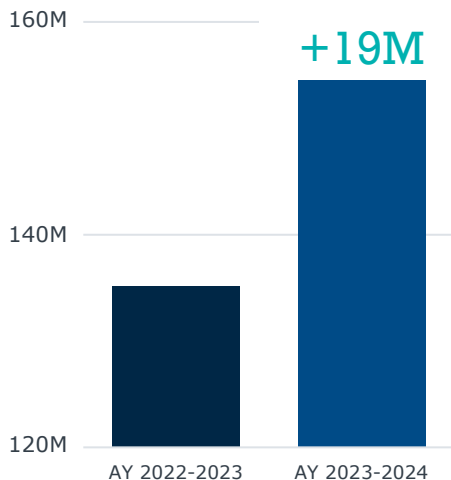
Source: "How Much Time Does Gen Z Spend on Social Media?" Oberlo, 2024; 81% of Consumers Embraced Influencer Marketing in the Past Year," MarketingDive, 2023; "TikTok Gains Favor Among Gen Z Over Google," eMarketer, 2024.

Growing Engagement on Social Media



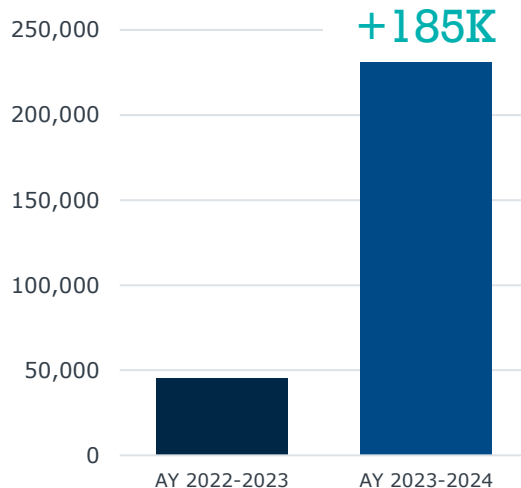
Paid Media Impression Growth¹

Academic Year '22-'23 vs. '23-'24



Organic Social Engagement Growth²

Academic Year '22-'23 vs. '23-'24



+703% YoY growth in TikTok subscribers

+89% YoY growth in YouTube subscribers

1) Combined impression and engagement growth across Google, Meta, Snap, and TikTok (for paid media) and TikTok, Instagram, and YouTube (for organic) between Academic Year 2022-2023 (August 2022-September 2023) and Academic Year 2023-2024 (September 2023-August 2024)

Top-Notch College Guidance Attracts Gen Z

Growth in Visitors to College Guidance Content on Appily.com



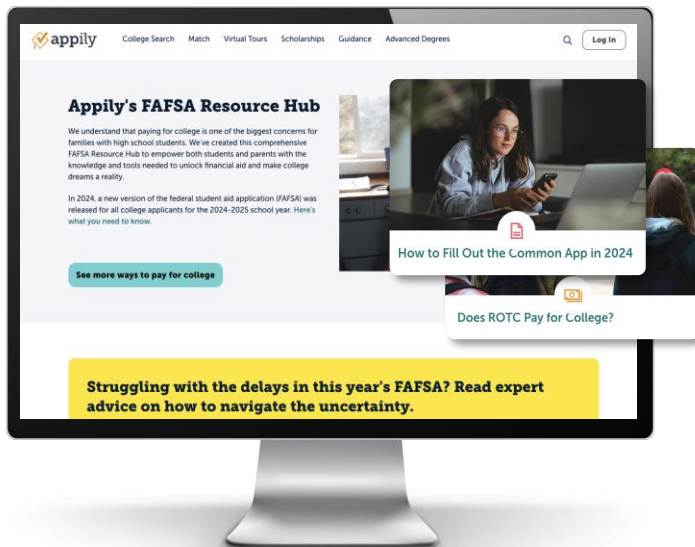
600K

visitors viewed Guidance content pages on Appily.com since September 2023¹



+20%

YoY increase in Guidance content pages views²



Examples of College Guidance Content

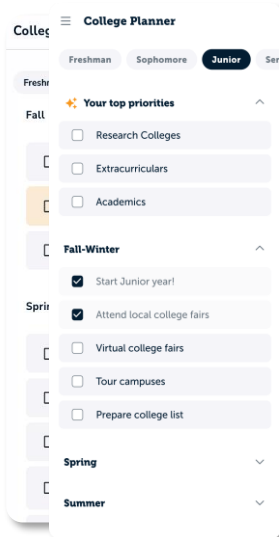


- ✓ Blog Articles
- ✓ Counselor Hub
- ✓ Value Prop. Pages
- ✓ Majors and Degrees pages
- ✓ Parent Hub
- ✓ And More

1) Measuring September 2023–August 2024 compared to September 2022–August 2023

A More Interactive College Search Experience

Appily's New College Planner Will Create More High-Intent Inquiries



Tour Campuses

There are several ways to visit potential colleges: a standard campus tour, which typically includes guided tours and a chat with admissions staff, or the experience by taking advantage of an online virtual tour.

We also recommend watching virtual college interest videos before you show up in person. Virtual 3D experiences created with layered motion panoramic video and animation to give you a virtual tour of the campus you're on campus.

Read more below about touring college campuses.



What Are My Campus Visit Options?

Complete the FAFSA

The Free Application for Federal Student Aid (FAFSA) is a crucial form you'll need to complete if you're seeking financial assistance for college. It's the primary way to apply for federal student aid, including grants, work-study, and loans.

Many states and colleges also use the FAFSA to determine eligibility for their own financial aid programs. Submitting this form will provide a clear picture of your family's financial situation, which helps determine your student aid index (SAI) and eligibility for various types of financial assistance.

Submit the FAFSA as early as possible because some aid is awarded on a first-come, first-served basis.

Check out Appily's FAFSA Resource Hub to learn more. You can access it using the link below.



Appily's FAFSA Resource Hub

By personalizing and gamifying the college search journey, the new College Planner...

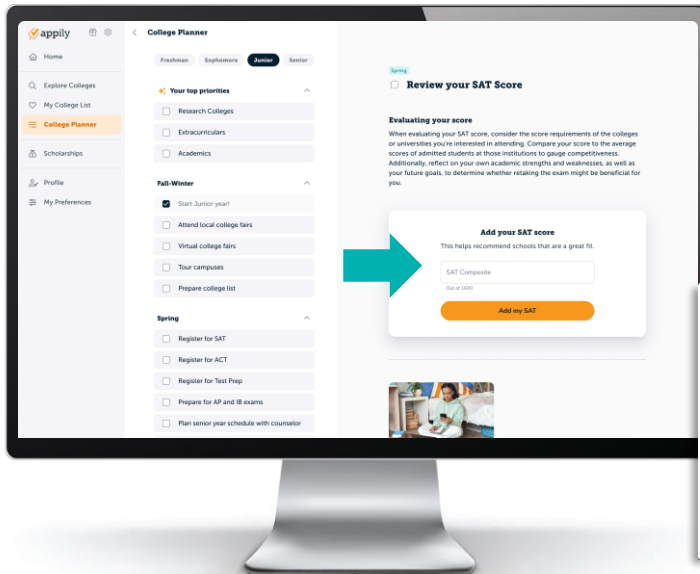


- ✓ Prompts students to return throughout their college search journey
- ✓ Asks students to share new information as it becomes available
- ✓ Encourages students to curate more purposeful college lists

More Actionable Information at Your Fingertips



Powered by Personalized Prompts Throughout Students' College Search



Please list any extracurricular activities you have participated in

Yes / No

Would you be interested in religiously-affiliated schools?

AI-powered technology will **collect more student information** throughout their on-site experience, such as:



Interest in study abroad



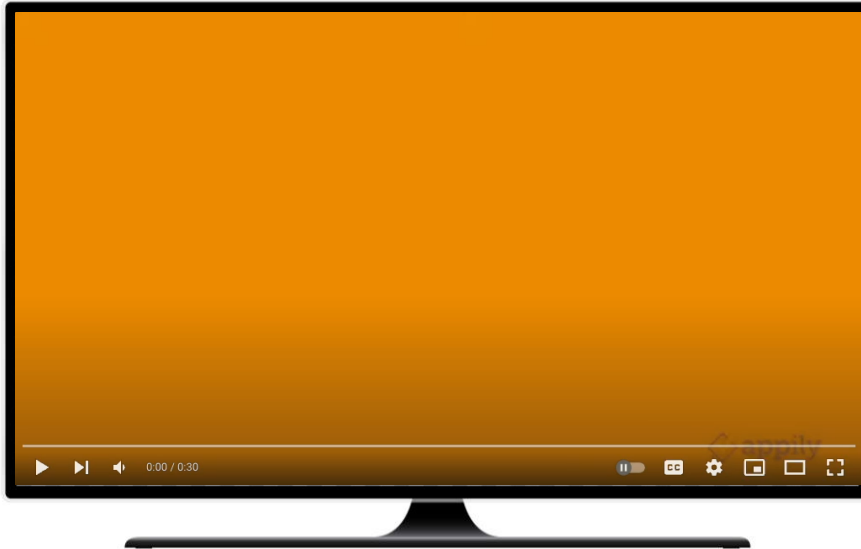
Religious affiliation



Extracurricular activities

Bringing Appily to Students' Living Rooms

Appily Now Leverages Connected TV Advertising to Reach More Students



Appily has been featured on:



NBC



CBS

Paramount+



NETWORK



750K+

Households reached with Connected TV advertising since July 1st

+40%

YoY increase in direct traffic registrations on Appily.com between 2023-2024 (July-September)



**A Larger Student Audience
That's More Likely to Convert**



**Virtual Tours Have a Stronger
Impact on Student Engagement**



**A Unique, Flexible Approach
to Direct Admission**

Immersive Experiences Drive Conversions

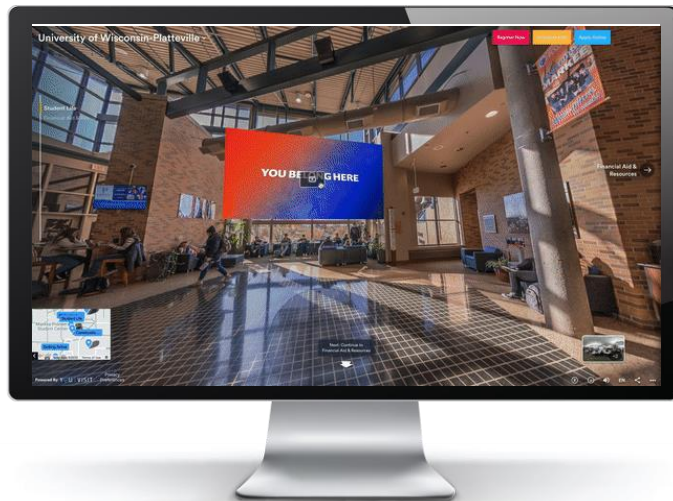


▶ **+16%**

Higher application rates on average among Appily Leads partners whose profiles **include virtual tours**¹

▶ **+60%**

Higher deposit rates on average among Appily Leads partners whose profiles **include virtual tours**¹



1) Compared to Appily inquiry partners without virtual tours; EAB analysis of Appily partner profiles for the Entering Class of 2024; excludes Enroll360 Solutions partners

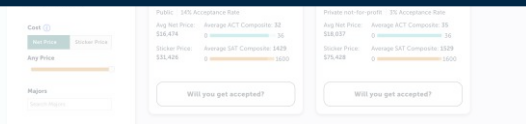
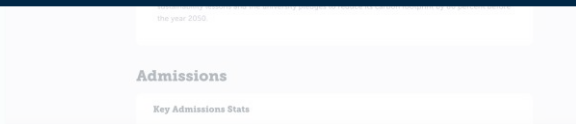
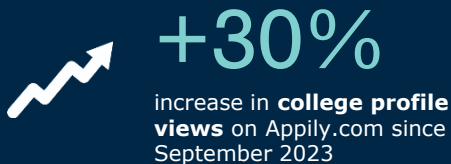
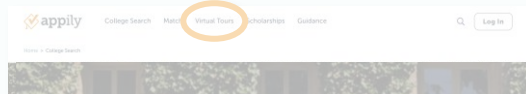
Accessing Virtual Tours on Apply.com

Students Can Find Your Virtual Tour in Two Ways

Through Your Apply Profile:



Through the Virtual Tour Library:



▲
Search and Filter Functionality

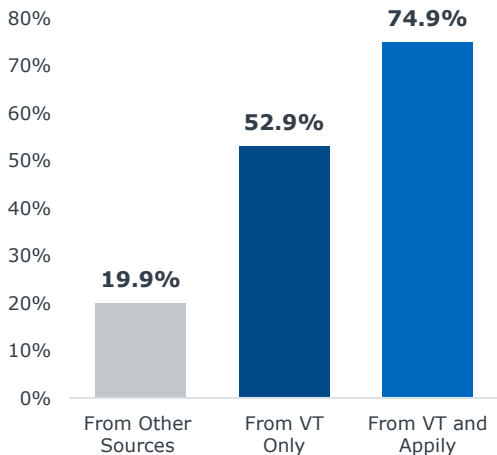


The Combined Power of Appily and Virtual Tours

Better Conversion Rates and Predictive Power

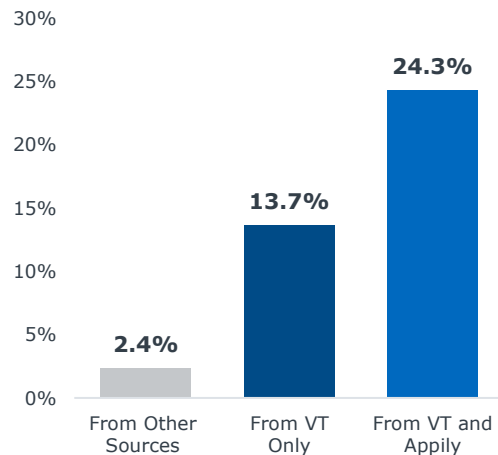
Application Rates by Inquiry Source

Entering Class 2024



Inquiry-to-Deposit Rates by Inquiry Source

Entering Class 2024





Why Leverage AI?

To Deliver a More Personalized College-Search Experience

Students are Accustomed to Consumer Brands Delivering Hyper-Personal Marketing



Personalized homepage for every user, tailored for preference, context, and time of day



Connecting purchase history and browsing data to curate promotions



New "daylist" feature serves users three personalized playlists a day

Students Now Welcome and Expect the Same from Colleges and Universities

"Would receiving a personalized message from a college encourage you to explore the school further?"

29%

Almost Always

34%

Often or Sometimes

Most Students Are Comfortable With Colleges Using Their Information for Personalization

"How do you feel about colleges using information about you, such as your test scores or your high school activities, to personalize communications?"

50%

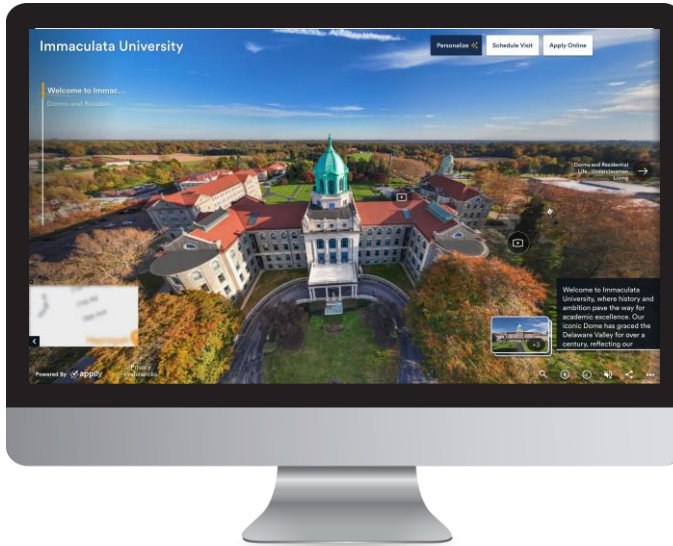
Love It or Like It

43%

Neutral

Our Recent AI-Based Enhancements

Allow You to Deliver a Customized Virtual Tour Experience



▶ AI Personalization

Relevant tour stops are brought to the top of the destination picklist based on expressed interest

▶ AI Search

Visitors can search your tour at any time to discover relevant content from your tour stops and media galleries

AI Personalization User Experience

Personalizing Visits Through our Conversational Inquiry Form

1

Welcome to our virtual experience!

Let's personalize your experience ✨

ARE YOU A...

2

WHAT ARE YOU INTERESTED IN SEEING ON CAMPUS?

I would like to see the dorms, cafeterias and gym on campus.

OR CHOOSE FROM OPTIONS LISTED BELOW

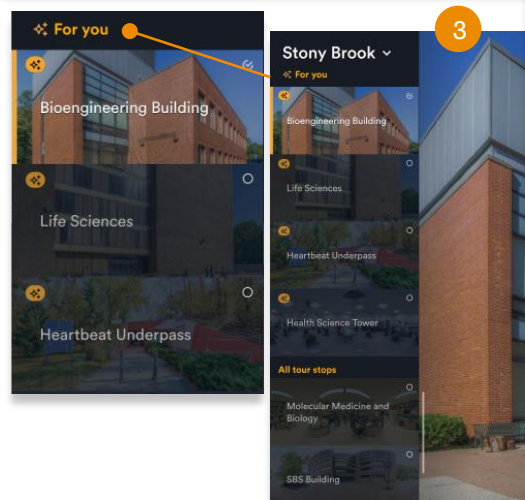
- Academics
- Performing Arts
- Engineering
- Student Government
- International Students
- Social Life
- First Year Experience
- Financial Aid
- General Natural Sciences
- Sociology
- Architecture
- Community Service
- Varsity Sports
- Bio Engineering
- Events
- Cultural Affinity Spaces
- Healthcare
- Politics
- Psychology
- Dentistry
- Economics
- Medical
- Upperclassman Housing
- Study Abroad
- Student Organizations and Clubs

3

For you

Stony Brook

- Bioengineering Building
- Life Sciences
- Heartbeat Underpass
- Health Science Tower
- Molecular Medicine and Biology
- SBS Building





Utilization and Impact After 4 Months

We Have Seen Strong Engagement Across 300+ Partners



251,543

Total responses across all visitors and input types

769

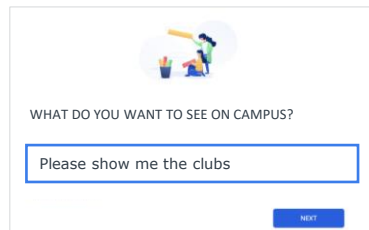
Average personalization responses per virtual tour

327

Institutions utilizing AI Personalization

73%

of visitors used the free form-text box to personalize their tour



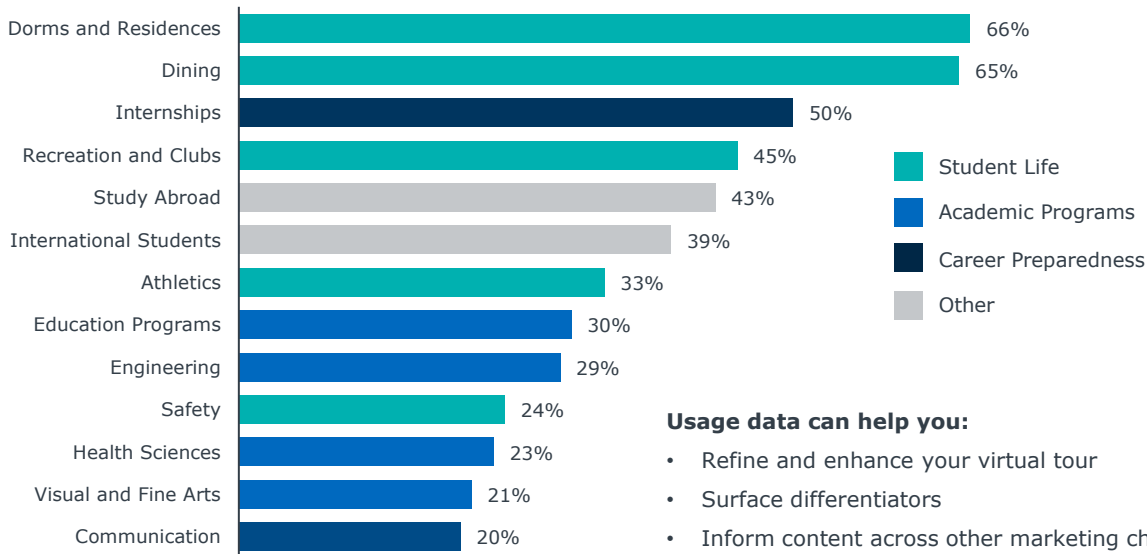
+48% Increase in **time on tour** when users personalize with AI



Early Insights on Student Interests

Most Popular Categories in Personalized Tour Stops

Early EAB Virtual Tours AI Personalization Data, Top 5 Topics per User, Topics Named by 20% or More of Students



Usage data can help you:

- Refine and enhance your virtual tour
- Surface differentiators
- Inform content across other marketing channels

Now Available: Self-service search insights within the Audience Analytics Portal!

AI Search



Enabling In-Tour Search Across Your Media Galleries

communications

8 Results

Interactive Technology

HoundWaves Internet Radio Station

International Affairs

ENMU's Speech and Hearing Rehabilitation Outreach Center

Bouncy Fun on Fairfield Way

Lunch With Friends

intramurals

10 Results

Basketball Courts

A Game of Battleship

Lunch With Friends

Allows you to deliver content from across your Media Galleries (photos, videos, panoramas), Instagram posts, and tour destinations



**A Larger Student Audience
That's More Likely to Convert**



**Virtual Tours Have a Stronger Impact
on Student Engagement**



**A Unique, Flexible Approach
to Direct Admission**

A Simple, Stress-Free Approach to College Search



30

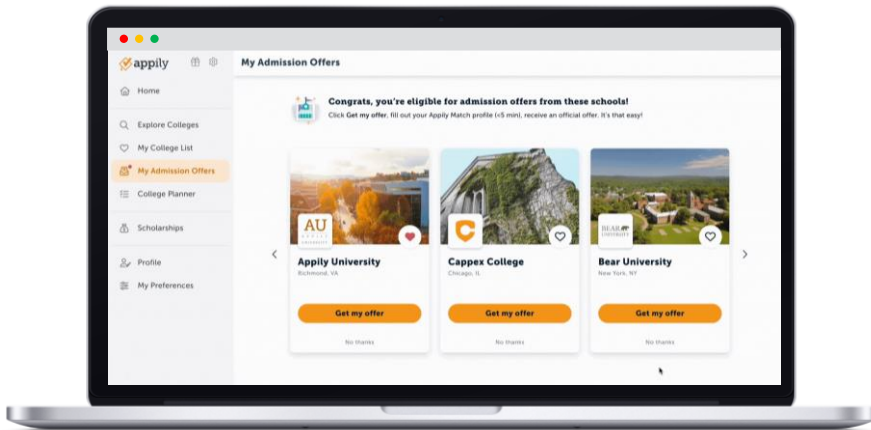
How Students Experience Apply Match in Four Simple Steps

Get the offer

Students immediately receive admission and scholarship offers

Learn more

Students research their options with virtual tours, assess their financial fit for your institution, and more.



98%

of Match registrants upload a transcript to complete their profile

70%

of Match students receive at least one admission offer

A More Flexible Approach to Direct Admission



Choose Between an Automatic or Hands-On Approach—or a Bit of Both



Automatic Offers

Set it and forget it

After you establish your search criteria, we will extend admission and scholarship offers to right-fit students on your behalf.



Stay in control of your search criteria



✓ Change your search criteria at any time



Reviewed Offers

Bring Match to your team

After you establish your search criteria, your team can actively review complete student profiles and extend offers to right-fit students all from your dashboard.



✓ Adopt different search criteria for each approach

How Match Works for Enrollment Teams

32

Two Powerful Approaches to Accelerate Your Enrollment Funnel

Identify your search criteria

We will provide you with profiles to review that align with your unique enrollment criteria.

Review student profiles

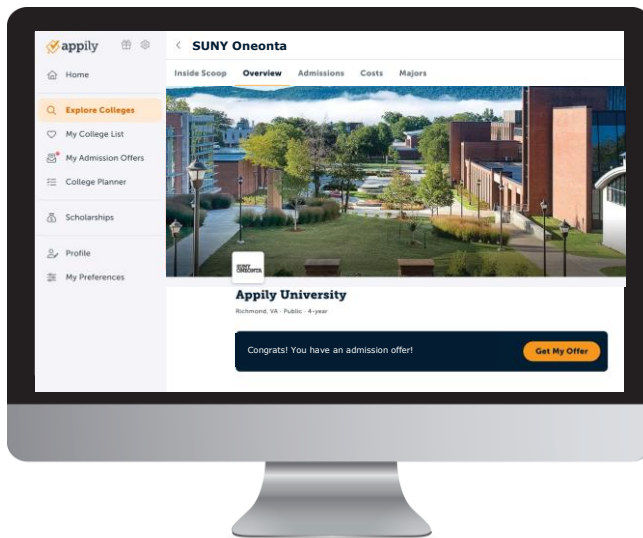
Actively review complete profiles that include a transcript, test scores, extracurricular interests, and more from students who are net-new to your funnel

Extend offers to right-fit students

Use personalized copy and customized conditions to extend admission and scholarship offers to students you want

Kickstart your yield efforts

Students are loaded into your CRM as admitted students, allowing for seamless entry into your yield campaigns



Expanding our Partnership with PowerSchool

Apply Match Has Integrated with Naviance CCLR

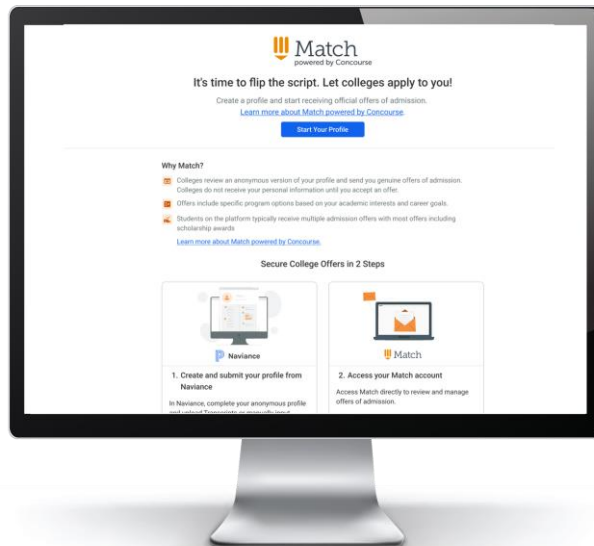


Naviance seniors can now opt-in to matching with colleges from directly within Naviance



6,000+

High schools nationwide can now enable Match access for their seniors



The Leading College, Career, and Life Readiness Platform



With Naviance, students can...

- ✓ Research colleges, scholarships, and career paths
- ✓ Identify how their interests align with potential college and career paths
- ✓ Opt-in to receiving official offers from colleges via **Match**

What's Next for Appily?



LEADS



Integrated Lead Files

Appily will allow you to source inquiries and Candidates through a **single lead file**, regardless of where and how they connected with you.

TOURS



AI-Powered Descriptions

Using generative AI, you will soon be able to **create robust descriptions** for all the content in your Media Galleries with just one click.

MATCH



AI Offer Assistant

Create more customized offers more quickly with an AI-powered offer assistant that takes a student's whole profile into account, including their dream jobs, classes they enjoy, and more.

Before We Close, Two Quick Questions:

- ▶ Please let us know which topics you would like to speak further about
- ▶ Please rate the overall value of today's session



Take Our 1-Minute Survey



Tell us what you thought of today's session



Request a copy of the webinar recording and today's slides



Set up time to speak with an expert

Q&A



Kayla Maggiore

*Associate Director,
Partner Development*



Emily Niedermaier

*Senior Director,
Student Marketing*





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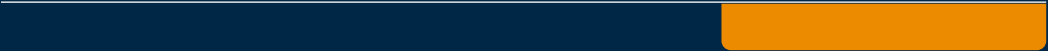


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@eab.life





Meet Apply

A Comprehensive College Search Platform to Help You Succeed in Today's Recruitment Landscape



An All-in-One Student Website
for Confident College Choices

