



A Powerful Platform to Fuel Your Enrollment Funnel

Inquiries

Appily Hand-Raisers

34% more likely to yield compared to inquiries from other sources



Prospects

Appily Names

31% more likely to yield compared to names from other sources

A Growing Audience of Highly Engaged Students

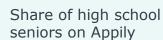
Appily is one of the largest sources of student names in the United States.

3.5N



Prospective students in the Appily audience

65%



Year-over-year growth in inquiries

Transformational Intelligence and Impact for Colleges and Universities

Appily partners can expect data-rich lead files, a high volume of inquiries, and impressive ROI.

66 +



Potential data points about each prospect



More inquiries for schools with a premium profile



Average ROI for Appily Leads partners in 2025

NEW: Peer Prospects

Access students interested in schools like yours

Peer Institution Analysis

We leverage Appily and Naviance to identify institutions with overlapping student interest.

Collaborative Review

We work with you and your team to refine the list of peer institutions.

Lead Delivery

We provide a list of right-fit students who are exploring schools like yours.