

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.

3.5M



Prospective students in
the Appily audience

65%



Share of high school
seniors on Appily

20%



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

4X



More inquiries for schools
with a premium profile

20:1



Average ROI for Appily
Leads partners in 2025

NEW: Peer Prospects

Access students interested in schools like yours

1 Peer Institution Analysis

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

2 Collaborative Review

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

3 Lead Delivery

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