

## Apply Match: A Unique Approach to Direct Admission

In recent years, higher education has witnessed a rapid and widespread change in the direct admission landscape, change that has been profound enough to suggest that this important admissions approach has entered a new era. But for many institutions, direct admission remains a new and untested practice, which leaves room for doubts and concerns.



### Qualification Concerns

*"How do I know my offers will go to students who are truly qualified for my programs?"*



### Budget Constraints

*"My budget is stretched to the max. Why should I add yet another platform to the mix?"*



### Team Burnout

*"My team is already burnt out. How can I possibly add another platform to their workload?"*

## Our Approach

With **Apply Match**, you can adopt a unique approach to direct admission that allows you to extend official admission and scholarship offers without an application. In doing so, you can choose between hands-off and hands-on approaches to your direct-admit strategy, allowing you to engage your team as much or as little as you like.



**Flexibility** to choose the enrollment approach that works best for your institution



**Transcripts are required** from every student, making them an active participant in the process



**Extend more decisions in less time** while leveraging AI to personalize each offer at scale



**Comprehensive profiles** include deeper insight into students' goals and interests, enabling you to extend more robust, competitive offers



**Virtual tour integration** and an in-platform chat to help you build affinity with admitted students






**High school counselors** are automatically informed of their students' progress



**Apply** is the top student recruitment platform that equips institutions to attract, engage, and enroll right-fit students on Apply.com and beyond.

### What Apply Can Do For You:

-  **Leads** High-quality student leads backed by powerful predictive modeling
-  **Tours** Best-in-class virtual tours crafted with an award-winning creative team
-  **Match** A unique, flexible approach to direct admission

# How Direct Admission with EAB Stands Apart

## A Multifaceted Approach to Student Acquisition

We leverage modern digital marketing tactics, a unique integration with Naviance, and powerful partnerships with schools, districts, and CBOs to encourage student adoption.



Match is embedded into **PowerSchool Naviance CCLR®**, expanding college access among Naviance high school seniors nationwide.

**6M+** U.S. high school students are using Naviance

**6K+** High schools nationwide have access to Match

### ▶ Robust Digital Marketing

We leverage modern digital marketing tactics to attract, grow, and engage our student audience.

- ✓ Organic and Paid Social
- ✓ Email Marketing
- ✓ Webinars and College Advisory Content

### ▶ Direct K-12 Partnerships

We partner with districts, high schools, and CBOs across the country to encourage student adoption.

Sample districts and CBOs:



## Transformational Results for Partners



**88%**

Average admit rate for Apply Match students



**72%**

of U.S. high school students have access to Match through Apply and Naviance



**420+**

Schools, districts, and CBOs partner with Match



**93+**

Colleges and universities are leveraging Apply Match

“

The process was very smooth and fast. I received four university offers, including some with good scholarships. I'm very happy with what I've got; **I don't plan to submit any other applications.**”

- Apply Match Student, Entering Class of 2024