

A Diversified Acquisition Strategy to Help You Find Quality Graduate and Adult Student Leads

Challenges of Recruiting Graduate and Adult Students



High Pressure to Deliver

The potential for strong financial returns from graduate and adult programs creates pressure to secure admissions—despite the challenges.



Stealth Shoppers

Prospects typically research degree and program options online, without 'raising their hand' as a lead for marketing.



Unpredictable International Market

Travel bans and visa restrictions are limiting the number of prospective international students available.



Increased Domestic Competition

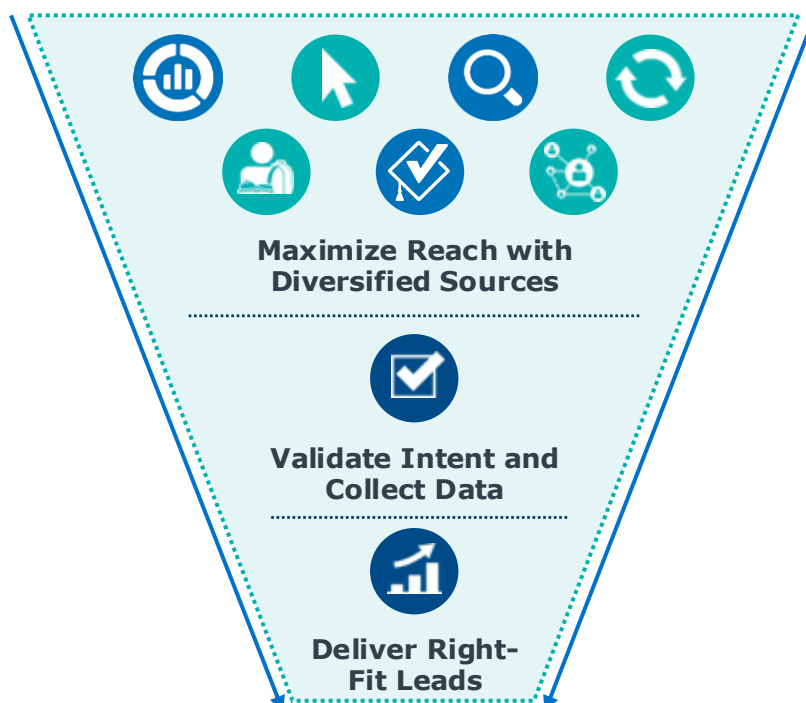
International market shifts are increasing competition for the same number of domestic students.



Limited List Sources

It's difficult to find prospects, with programs often relying on declining test-taker lists, word of mouth, and in-person events.

Grow Lead Volume with Apply Advance



**Generate High-Quality Leads,
Cost-Effectively**

70%+

Lower cost per lead compared to Meta, LinkedIn, and paid search acquisition

27%

Apply Advance leads **respond 27% faster** than leads from schools' test-taker lists

3.5x

Higher lead volume compared to Meta, LinkedIn, and paid search acquisition