

Building a Brighter Enrollment Future—Together

IMPERATIVES FOR TODAY'S ENROLLMENT LEADERS



Modernize Your Student Acquisition Strategy

Shifting student behavior and list volatility have made it harder than ever to identify and engage students. Schools must diversify and expand their audience strategy to stay ahead of the curve.



Provide Personalized and Responsive Experiences

Today's prospective students have grown up in an era of hyper-personalized marketing, and they now expect the same level of responsiveness from colleges and universities.



Stack the AI Deck In Your Favor

Delivering hyper-personalized marketing at scale can only be accomplished through sophisticated use of data and AI. Schools must invest in the right tools to stay ahead of the curve.

A UNIQUE SOLUTION TO MEET THE MOMENT

Enroll360 is a comprehensive and connected set of enrollment solutions designed to meet the complex challenges of today's recruitment landscape. By leveraging the Enroll360 ecosystem, our partners have achieved new levels of student-centric recruitment, and they continue to outperform the market at every stage.



Higher Education's **Largest Student Dataset**

Insights and Campaigns Driven by **Enterprise-Wide AI**

A Team of Experts Ready to Help You Make the Right Calls

THE ENROLL360 INSIGHT ENGINE

Our Enroll360 Insight Engine brings together the best that EAB has to offer. Through a combination of wide-scale testing, machine learning, new artificial intelligence, and unparalleled student data, we are able to execute recruitment marketing campaigns that go above and beyond what other vendors can offer.

As an Enroll360 partner, you can expect:



Hyper-Personal Content

Engaging prospective students with previously unattainable levels of segmentation and personalization

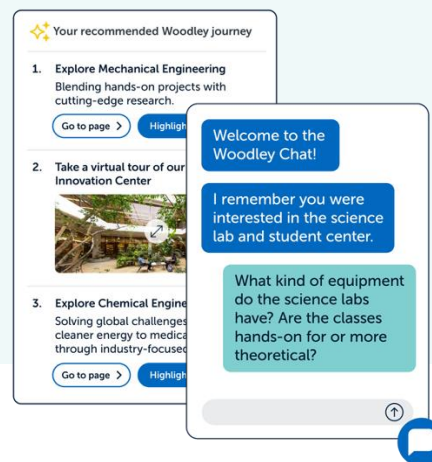
Optimized Campaigns

Breakthrough targeting and prioritization intelligence to improve campaign efficiency and effectiveness

Actionable Models

New frontier for meaningful predictive analytics across campaigns and all along the enrollment funnel

► *Further enabled by our new Chat Agents!*



PARTNERSHIP BEYOND EXPECTATION

At EAB, one size does not fit all. Enroll360 can be tailored to meet any school's enrollment goals.

Our Team's Expertise

Higher Ed Industry Analysis •
Segmentation • Digital Marketing •
Email Deliverability • Print and Email
Strategy • Statistical Analyses •
Predictive Modeling • List Sourcing •
CRM • Survey Methodology • Data Security
• Financial Aid Optimization • Production
and Creative • Artificial Intelligence

Your Enrollment Team, Extended and Amplified

Every Enroll360 partner has a Strategic Leader who orchestrates support across 13 specialist teams. Regular meetings are integral to our support model, and we are always a phone call or click away.

Your EAB Strategic Leader, Orchestrating Support Across:

- | | |
|-------------------------------------|---------------------------|
| › Enrollment Management Consultants | › Art Directors |
| › Campaign Strategy Leads | › Copywriters |
| › Financial Aid Principals | › Web Designers |
| › Account Managers | › Data Scientists |
| › Partner Data Managers | › Strategic Analysts |
| › Project Specialists | › Demographic Analysts |
| | › Paid Social Strategists |

UNRIVALED RESULTS

Why do 1,200+ schools partner with EAB on enrollment? We deliver results.

16%

Average enrollment lift
among first-year partners

6 pt.

Higher first-year retention rates
for EAB-recruited students

7:1

Average ROI among
first-year partners

To schedule a diagnostic conversation with our team of experts, email eabenrollmentcomm@eab.com. Learn more at eab.com/Enroll360.