EAB

The Journey toward Hyper-Personalized Enrollment Marketing

4 Stages of Hyper-Personal Readiness

Enroll360

Meet Me

Michael Koppenheffer

Vice President of Enroll360 Marketing, Innovation, and AI Strategy

mkoppenheffe@eab.com

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Three Reminders About How We're Using Zoom

Connecting to Audio

Refer to the **webinar confirmation email** you received in your inbox.

Asking a Question

Brief Exit Survey

We'd appreciate your **feedback** on today's presentation.

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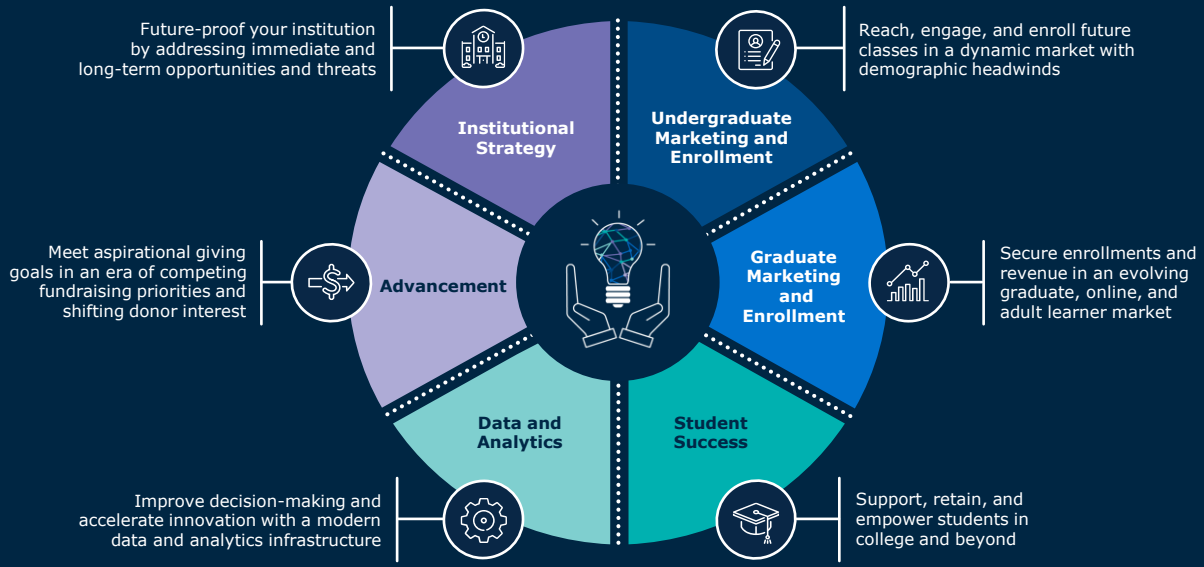
Education's Trusted Partner to Help Schools and Students Thrive

Insight-Powered Solutions for Your Top Priorities and Toughest Challenges



We partner with 2,800+ institutions to accelerate progress, deliver results, and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

1 What Hyper-Personalization Means, and Why It Matters Now

2 The Four Stages of Hyper-Personalization

3 How to Assess Your Strategy

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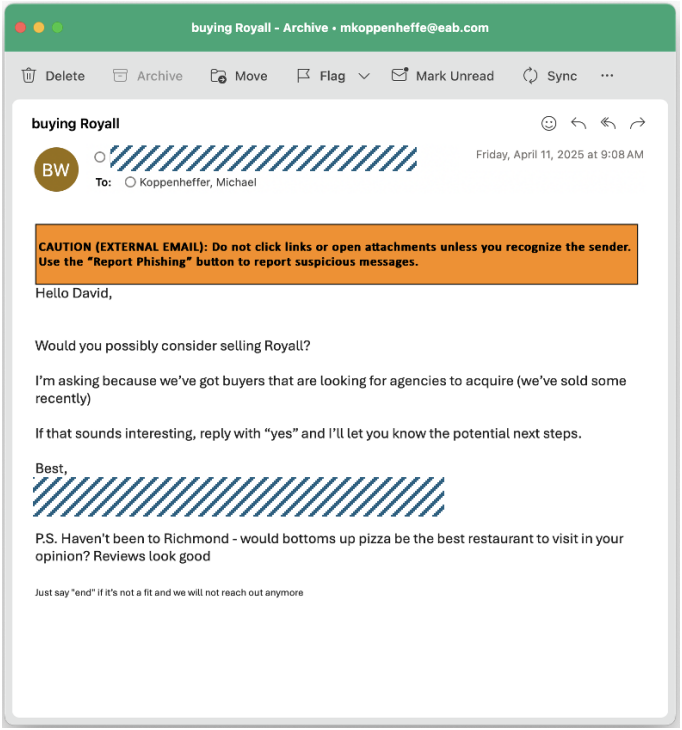
Hyper-Personalization in Mainstream Marketing

Actual Hyper-Personalized Email Outreach I Received



buying Royall - Archive • mkoppenheffe@eab.com

Delete | Archive | Move | Flag | Mark Unread | Sync | ...

buying Royall

BW

To: Koppenheffer, Michael

Friday, April 11, 2025 at 9:08 AM

CAUTION (EXTERNAL EMAIL): Do not click links or open attachments unless you recognize the sender. Use the "Report Phishing" button to report suspicious messages.

Hello David,

Would you possibly consider selling Royall?

I'm asking because we've got buyers that are looking for agencies to acquire (we've sold some recently)

If that sounds interesting, reply with "yes" and I'll let you know the potential next steps.

Best,

P.S. Haven't been to Richmond - would bottoms up pizza be the best restaurant to visit in your opinion? Reviews look good

Just say "end" if it's not a fit and we will not reach out anymore

Assessment of the Execution

Negative

- My name isn't David
- The Royall & Company brand was retired in 2019
- I'm pretty sure I'm not allowed to sell EAB's enrollment division
- I don't live in Richmond

Positive

- I'm told Bottom's Up Pizza is actually good!

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Starting Down the Long Path to Hyper-Personal

Degrees of Marketing Personalization

Type	*One-Size-Fits-All*	*Personalized*	*Versioned*	*Hyper-Personalized*
Example	Dear Student, We think you'd be a great fit at Bear University.	Dear **Hope**, We think you'd be a great fit at Bear University.	Dear **Hope**, As a **Louisiana resident**, we think you'd be a great fit at Bear University. People love our friendly community!	Dear **Hope**, Your **excellent score in AP Latin** tells me that you could be a great fit for the **Classics Club** at Bear University. Plus, have you checked out our **club tennis program**?
Data Elements Utilized	None	Name	Name State Gender	Names Test scores Majors Interests Virtual tour behavior

Bolded text Personal element Variable element

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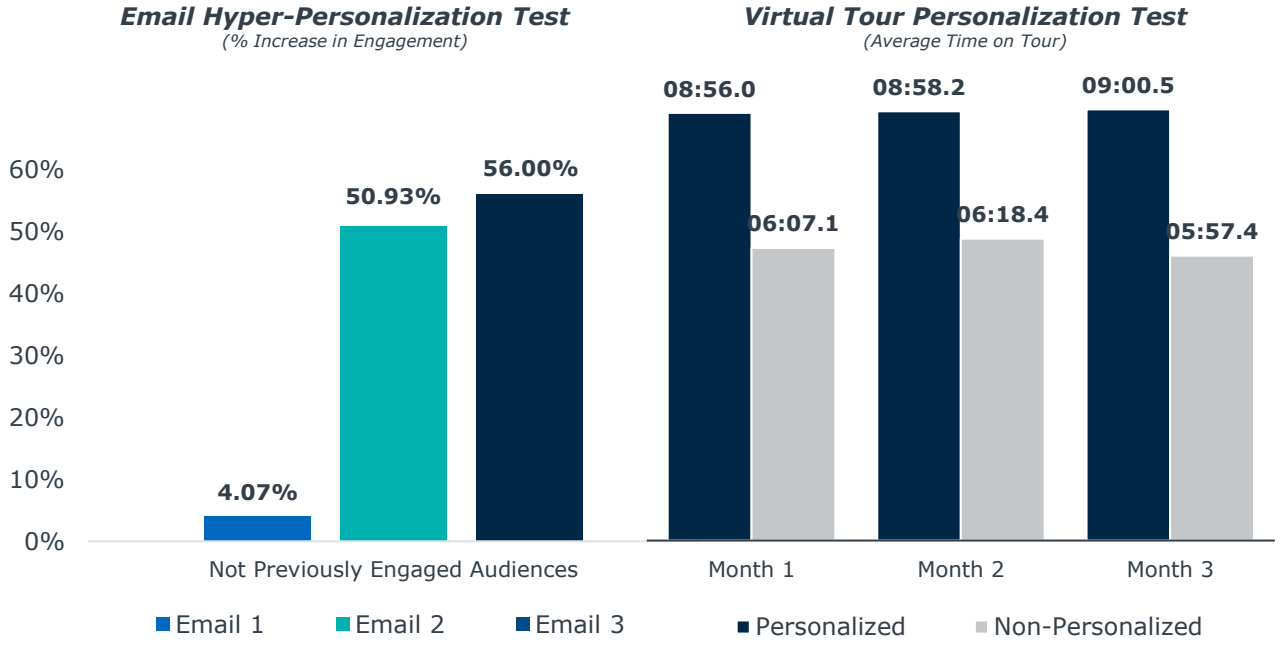
Individualized Content Increases Engagement

Lessons From EAB's Testing



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How to Personalize Enrollment Marketing at Scale

The Three Components of Hyper-Personalization

Inputs

Comprehensive Student Data Points

- Demographics
- Academics
- Finances
- Interests
- Psychographics
- Behavior
- Context

Methods

AI-Driven Personalization Methods

- Multichannel Orchestration
- Sentiment Analysis
- Behavioral Inference
- Predictive Analysis
- Real-Time Adaptation
- Generative AI for Content Creation

Outputs

Individualized Content

- The right message for their priorities
- The right tone for their mindset
- Delivered at the right moment
- Sent through the channel they prefer

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Now is the Moment for Hyper-Personalization

Three Factors that Tell us that the Time is Right

Student preferences

93% of students

say personalized messages increase their interest[1]

A gap in performance

64% of students

say college outreach lacks personalization[2]

New tools that can fill that gap

AI-powered personalization

is already transforming retail and entertainment—higher ed is next

1) Personalization in College Recruitment Marketing: The Student's Perspective | EAB
2) Students Pour Their Hearts Into College Admissions. Do Schools Care? | Forbes

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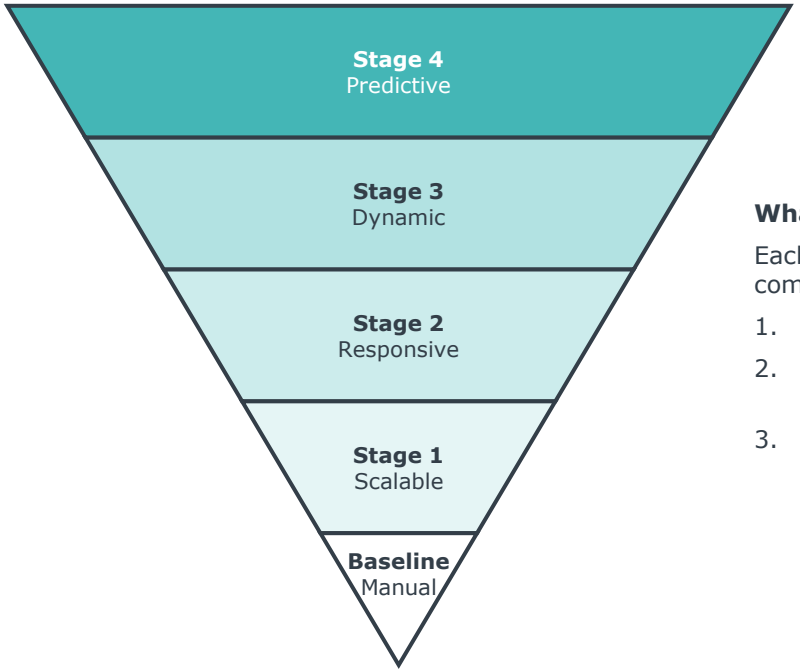
Four Stages for Hyper-Personalized Marketing

From Manual Personalization to Predictive Hyper-Personalization



What defines these stages?

Each stage is defined by a combination of the:

1. types of data collected
2. the systems and logic used to act on those data
3. the level of personalization and orchestration enabled across channels

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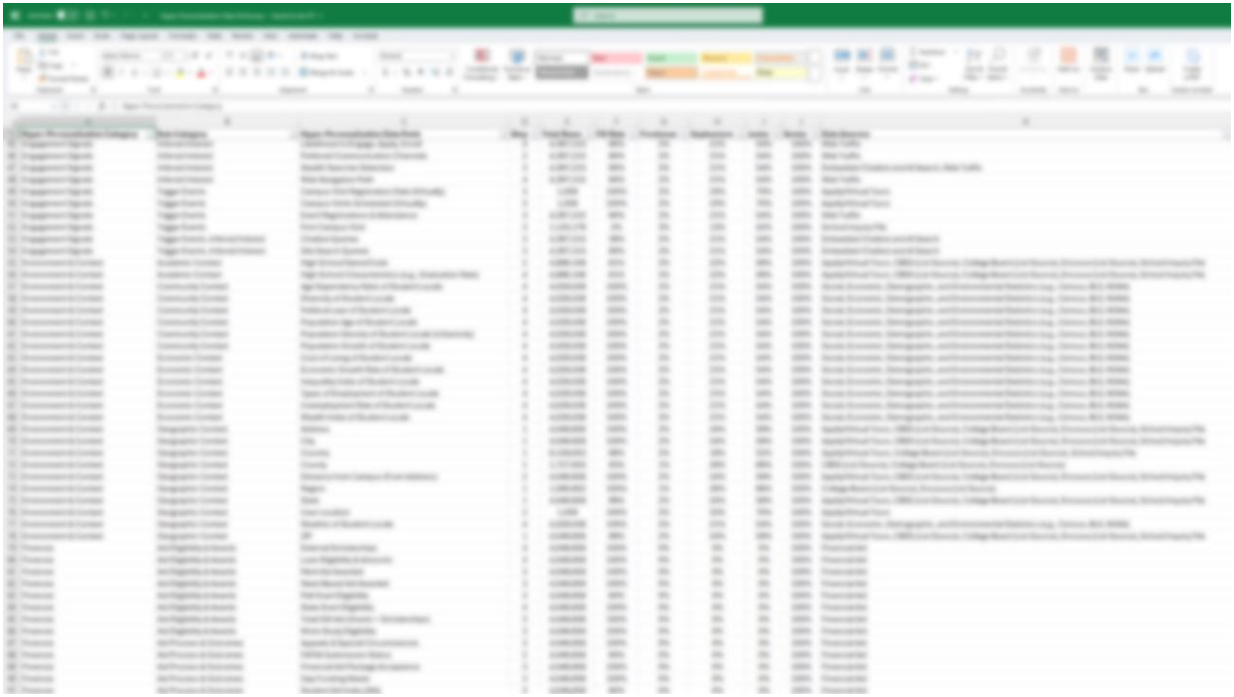
A Mountain of Data Lies Behind Mass Customization

A Glimpse at the Data Dictionary Underpinning Our Longterm Strategy



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The Types of Data Powering Hyper-Personalization

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ROADMAP

1 What Hyper-Personalization Means, and Why It Matters Now

2 The Four Stages of Hyper-Personalization

3 How to Assess Your Strategy

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Stage 1: Scalable

> I got an email that mentioned my intended major, highlighted outcomes for students from my home state, and invited me to a virtual event for pre-health majors. It felt like they actually knew something about me—not just that I existed.

Even Basic Personalization Can Make You Stand Out

Highly Personal "I heard…" Email

From: Bear University
Subject Line: I heard you're checking out bio programs

Dear NAME,

My name is Jane Smith, and I'm the VP of admissions at **Bear University**. I noticed you're thinking about studying biological sciences, and I wanted to say that's a fantastic choice!

One of my favorite aspects of my job is connecting with ambitious students and guiding them toward the college experience that's truly the right fit for them. BearU is a place full of opportunities, particularly for those seeking a degree in biology. Now would be great time to dive deeper into what your studies would look like as a Bruin—**here's a link you can use to start exploring.**

I've also noticed the exceptional academic track you're on. Well done! I wanted to make sure you had the opportunity to check out our Honors College, which inspires and challenges the most intellectually curious students here at BearU via experiential learning, faculty and peer mentorship, and leadership initiatives. **Take a look** … I think you'll be impressed.

That strong sense of community is part of what makes our Virginia campus so special. Students quickly feel at home here, whether it's the welcoming campus life or the excitement of exploring somewhere new.

I know it's not a super-quick drive for you, so while you're finding the ideal day for **an in-person visit,** I'd love for you to **check out our virtual tour.** You'll discover highlights like the iconic Old Gazebo and the Robbins Art Museum, a student favorite featuring diverse exhibitions.

It's so great to be in touch. Hope to see you here soon!

Best regards,

Jane Smith
VP of Admissions
Bear University

First two paragraphs varied based on academic interest (biology in this case)

Honors College content provided to students in highest GPA band

Visit appeals – in-person and virtual – tailored to student's distance from campus

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Stage 1 Capabilities

Hyper-Personalization Begins with Key Student Attributes and Preferences

New Capability	*How It Lands with Students*
Trait-Driven Content Blocks	"Instead of a generic email, I got one that called out my intended major and shared outcomes from students in my region."
Improved Segmentation and Journey Logic	"When I indicated I was test-optional, they didn't send me test prep resources. Instead, they focused on essays and timelines."

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Which Data Points Power Stage 1?

Commonly Available Student Traits, Currently Underused in Messaging

Data Pillars	*Data Required*[1]	*Essential Data Points*
Demographics		Gender, race, first-gen
Academics		GPA, test scores
Engagement Signals		Funnel status
Interests & Preferences		Intended major, career interest
Environment & Context		State, region
Finances		NA
Psychographics		NA

1) Data requirement reflects the extent to which each category must be available and usable to support hyper-personalization at this stage: empty = not needed, full = essential.

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What Infrastructure and Tools Are Needed?

Even Basic Personalization Needs a Foundation in Order to Scale

Systems You'll Need

- Marketing-capable CRM
- Integrated marketing automation system

Tools to Make it Work

- Generative AI
- Variable content blocks

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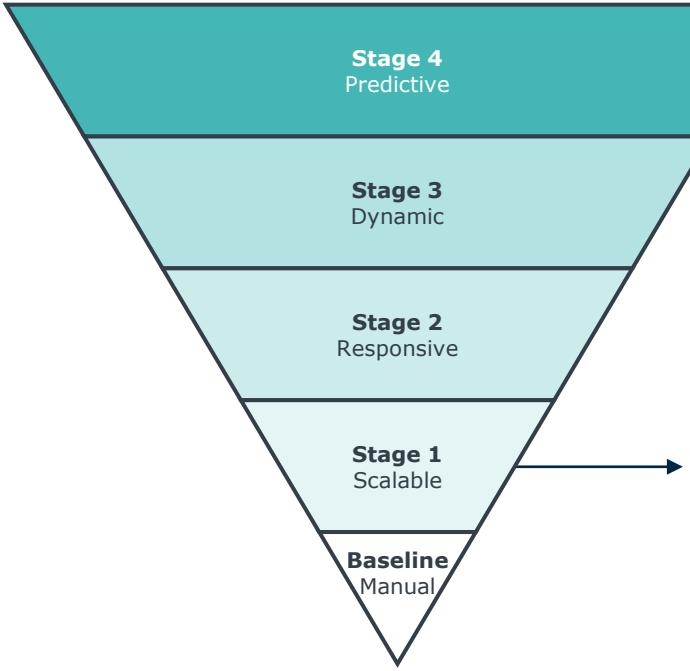
Stage 1: Summary Assessment

A Clear Improvement Over the Current Baseline



Personalization is driven by a few key traits (e.g., major, GPA, and geography).

Messaging is highly segmented, with AI helping scale content variation.

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Stage 2: Responsive

> After I said I preferred a small school, their next email talked about community and student support, not rankings or prestige. The web page it linked also showed outcomes for students in my program, and it even mentioned events near my hometown!

Going From Static Traits to Smart Inputs

Default

Dear John,

I take pride in connecting with standout students to make sure they're on the right track to a bright future. To help you take advantage of your great potential, I'd like to offer you **Be Exceptional: 5 Principles Smart Students Explore Before Choosing a College**, a complimentary guide from Bear University about what to look for as you begin the search for your perfect college.

When you explore **Be Exceptional: 5 Principles Smart Students Explore Before Choosing a College**, be sure to read through each fact—some might surprise you! For example, did you know that colleges where you'll be most supported have professors who do more than just lecture? Having a connection with your professors is a sure way to know if a college will help you be exceptional. And at Bear U, the average class size is 20—that gives you a much more personalized classroom experience.

To discover four more ways to make sure that you pick a college that's worthy of your ambitions, click here now to access **Be Exceptional: 5 Principles Smart Students Explore Before Choosing a College** from Bear University.

I look forward to hearing from you!

Sincerely,

Jane Smith
Director of Admissions

Bear University
1920 E Parham Road
Richmond, VA

Personalized

Dear John,

I take pride in connecting with standout students to make sure they're on the right track to a bright future. To help you take advantage of your great potential, I'd like to offer you **Be Exceptional: 5 Principles Smart Business Students Explore Before Choosing a College**, a complimentary guide from Bear University about what to look for as you begin the search for your perfect college.

When you explore **Be Exceptional: 5 Principles Smart Business Students Explore Before Choosing a College**, be sure to read through each fact—some might surprise you! For example, did you know that colleges where you'll be most supported have professors who do more than just lecture? A great business professor will become part of your professional network after graduation—one way you can get a leg up in your career. And at Bear U, the average business class size is 22—that gives you a much more personalized classroom experience.

To discover four more ways to make sure that you pick a college that's worthy of your ambitions, click here now to access **Be Exceptional: 5 Principles Smart Business Students Explore Before Choosing a College** from Bear University.

I look forward to hearing from you!

Sincerely,

Jane Smith
Director of Admissions

Bear University
1920 E Parham Road
Richmond, VA

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Personalized Academic Landing Page

Default

Personalized

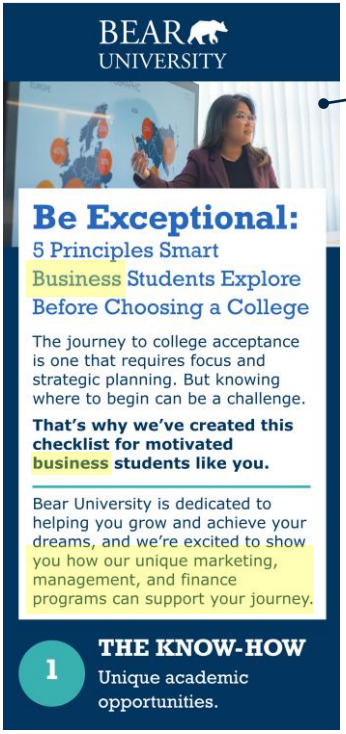

Image also tailored to the student's field of interest

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Stage 2 Capabilities

Messaging Gets Smarter with Student Input

New Capability	*How It Lands with Students*
Responsive Messaging	"After I said I preferred a small school, the next email focused on community, not just rankings."
Dynamic Landing Pages	"Instead of a generic page, I landed on one showing outcomes for students in the exact program I'd been researching."
Smart Form Optimization	"They didn't ask me the same questions again and again. It felt like the school remembered me."
Early Multichannel Coordination	"When I said I preferred quick updates, they started using text for nudges and email for detailed info."

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Which Data Points Power Stage 2?

Form Inputs, Preferences, and Declared Goals

Data Pillars	*Data Required*[1]	*Essential Data Points*
Demographics		Gender (preferred), race/ethnicity, first-gen
Academics		GPA, test scores
Engagement Signals		Funnel status, preferred communication channels
Interests & Preferences		Intended major, campus preferences, learning style, etc.
Environment & Context		State, region, address, distance from campus, etc.
Finances		FAFSA status, family income
Psychographics		Obstacles, educational goals, willingness to travel for school

1) Data requirement reflects the extent to which each category must be available and usable to support hyper-personalization at this stage: empty = not needed, full = essential.

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What Infrastructure and Tools Are Needed?

Turning Input Signals into Personalized Journeys

Systems You'll Need

- Marketing-capable CRM
- Integrated marketing automation system
- **Integrated form platform**
- **Dynamic landing pages**

Tools to Make it Work

- Generative AI
- Variable content blocks
- **Smart forms**
- **Input-based branching**

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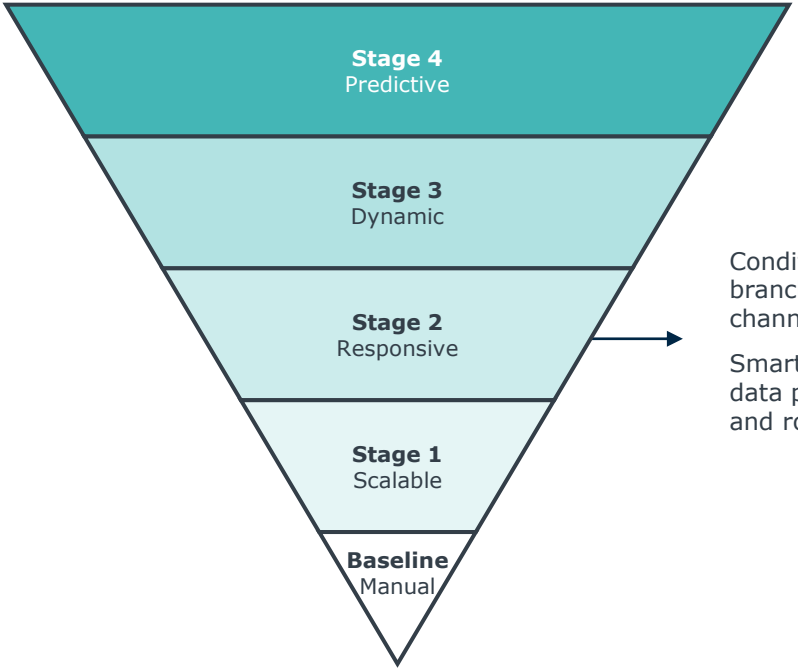
Stage 2: Summary Assessment

A Clear Improvement Over Stage 1



Conditional logic enables branching messages across channels.

Smart forms, along with more data points, drive variation and routing.

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Stage 3: Dynamic

> I hadn't responded to anything in a few weeks while I was looking into how much I can afford. Then I got a text about financial aid and an email showing a cost breakdown for my program. I never said I was worried about money, but it was exactly what I needed.

When Outreach Responds to Behavior

Default

What do YOU want to know about Bear U ?

There's so much to tell you about Bear U, but we want to be sure you're getting the info YOU want. Click on a topic — or topics! — below and we'll get you more details on the areas you're interested in.

Explore Our Majors

Learn More About Academics

Picture Yourself Here

Learn More About Campus Life

Make College Affordable

Learn More About College Costs

Office of Admissions
Bear University

123 University Street
Richmond, VA 22333

Test

We heard you're into business!

There's so much to tell you about Bear U, but we want to be sure you're getting the info YOU want. Tap below to dive deeper into our business offerings. As you'll see, Bear U is the perfect place to prepare for a thriving corporate career.

Explore Our Business Majors

Learn More About Our Programs

Build Your Network

Connect With Business Students

See Business Scholarships

Learn More About Our Awards

Office of Admissions
Bear University

123 University Street
Richmond, VA 22333

Relevant content more likely to resonate with students based on interests

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Stage 3 Capabilities

Messaging That Continually Adapts to Student Engagement

New Capability	*How It Lands with Students*
Behavior-Shaped Content	"When I kept looking at scholarship info but didn't apply, they focused messaging on affordability tips, not just deadlines."
Dynamic Segmentation	"Because I downloaded a nursing program guide, I started receiving nursing-specific events and deadlines instead of general messages."
Timing & Channel Adaptation	"I usually look at schools late in the afternoon on my phone—and they started texting me links around 4 p.m. with more info. It actually fit my rhythm."
Engagement-Based Prioritization	"A counselor reached out right after I checked out their virtual tour—it felt like they were ready for me."
Early Stealth Detection	"Before I ever filled out a form, their site started showing stories from students in the exact major I'd been researching."

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Which Data Points Power Stage 3?

Behavioral Data That's Captured, Integrated, and Actionable

Data Pillars	*Data Required*[1]	*Essential Data Points*
Demographics		Gender (preferred), race/ethnicity, first-gen
Academics		GPA, test scores
Engagement Signals		Web behavior, unknown audience activity, visits, events, funnel status, preferred channels, etc.
Interests & Preferences		Interest level, intended major, campus preferences, learning style, etc.
Environment & Context		State, region, address, distance from campus, etc.
Finances		Loans, awards, grants, work-study, unmet need, FAFSA status, family income
Psychographics		Cost sensitivity, engagement, preparedness, obstacles, goals, willingness to travel

1) Data requirement reflects the extent to which each category must be available and usable to support hyper-personalization at this stage: empty = not needed, full = essential.

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What Infrastructure and Tools Are Needed?

Engagement Signals Must Be Derived from Multitudes of Data

Integrated Systems You'll Need

- Marketing-capable CRM
- Integrated marketing automation system
- Integrated form platform
- Dynamic landing pages
- **Multitudes of web behavioral tracking**
- **Campaign platform with adaptive sequencing**

Tools Need to Make it All Work

- Generative AI
- Variable content blocks
- Smart forms
- Input-based branching
- **Engagement score models**
- **Behavioral triggers**

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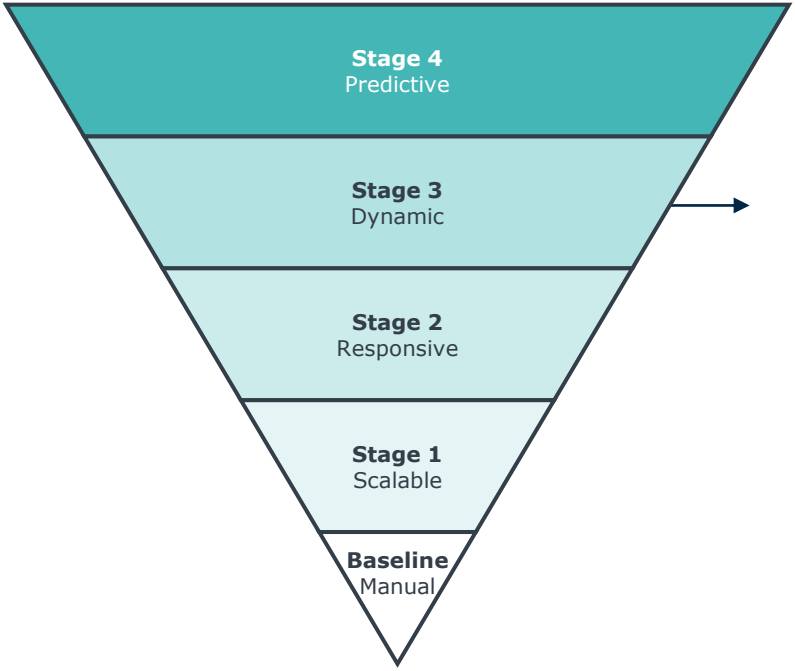
Stage 3: Summary Assessment

A Clear Improvement Over Stage 2



Behavior data shape content, timing, and message flow.

Journeys adapt as students engage. AI begins scoring and triggering actions.

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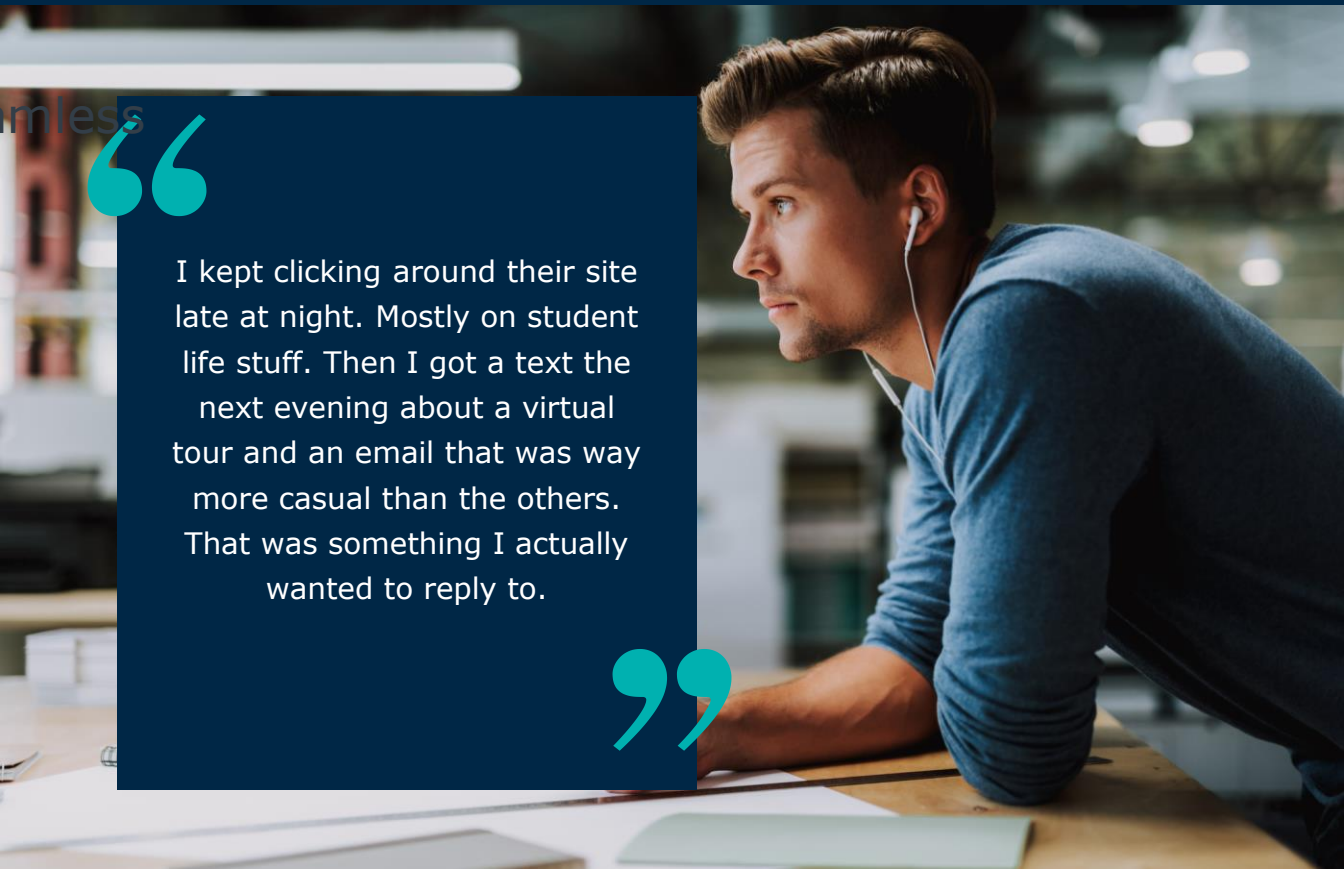
Stage 4: Predictive



> I kept clicking around their site late at night. Mostly on student life stuff. Then I got a text the next evening about a virtual tour and an email that was way more casual than the others. That was something I actually wanted to reply to.

A Campaign Just for Alex

Seamless Ecosystem Integration in Action

Your future in engineering at [School] email
(doesn't click)

Scholarships for engineers guide responsive SMS
(doesn't click)

AI-enabled search on .edu previews dorm tour stop
(searches, clicks)

Personal outreach from student about residential life
(clicks to chat)

Voice chat answers questions about dorms and cost
(chats for 3 minutes)

Suggested URL to apply for financial aid
(visits, doesn't finish)

SMS nudge to complete process
(asks questions, finishes)

Financial aid estimates and personalized next steps to apply checklist
(opens, clicks, applies)

Continues with **responsive topics** on *preferred channels* until Alex shows up on campus

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Stage 4 Capabilities

Prediction and Omni-Channel Orchestration

New Capability	*How It Lands with Students*
Predictive Targeting	"They sent me an affordability planner right as I was starting to question if I could make it work."
Truly Individualized Messages	"Every message felt like it came from someone who actually knew me—what I care about, how I think, even when I needed it."
Cross-Channel Orchestration	"They didn't just repeat themselves on every channel. Each touchpoint added something new—like it was all part of one conversation."
Real-Time Web Adaptation	"When I searched their site again, the layout was different—it actually prioritized the pages I kept going back to."
Mature Stealth Detection	"I never gave them my name, but every time I came back, the experience picked up where I left off—like the site remembered me."

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Which Data Points Power Stage 4?

Holistic, Integrated Data Fuels Predictive Algorithms

Data Pillars	*Data Required*[1]	*Essential Data Points*
Demographics	●	Religion, disability, accommodation, first-gen, etc.
Academics	●	Class rank, subject-specific GPA, course rigor, etc.
Engagement Signals	●	Seasonality, time of day/week, other web behavior, unknown audience activity, visits, etc.
Interests & Preferences	●	Interest level, major, campus type, modality, etc.
Environment & Context	●	High school traits (e.g., graduation rate), locale traits (e.g., local demographics, local politics), etc.
Finances	●	Scholarships, loan, grant, merit eligibility/awards, income, work-study, unmet need, FAFSA, etc.
Psychographics	●	Sentiment, values, cost sensitivity, engagement, preparedness, obstacles, goals, etc.

1) Data requirement reflects the extent to which each category must be available and usable to support hyper-personalization at this stage: empty = not needed, full = essential.

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What Infrastructure and Tools Are Needed?

Fully Integrated Systems + Predictive Tools

Integrated Systems You'll Need

- Marketing-capable CRM
- Integrated marketing automation system
- Integrated form platform
- Dynamic landing pages
- Integrated web behavioral tracking
- Campaign platform with adaptive sequencing
- **Unified data environment**
- **AI-enabled orchestration platform**

Tools Need to Make it All Work

- Generative AI
- Variable content blocks
- Smart forms
- Input-based branching
- Engagement score models
- Behavioral triggers
- **Predictive models**
- **Continually-updated student profiles**
- **Autonomous journey logic**

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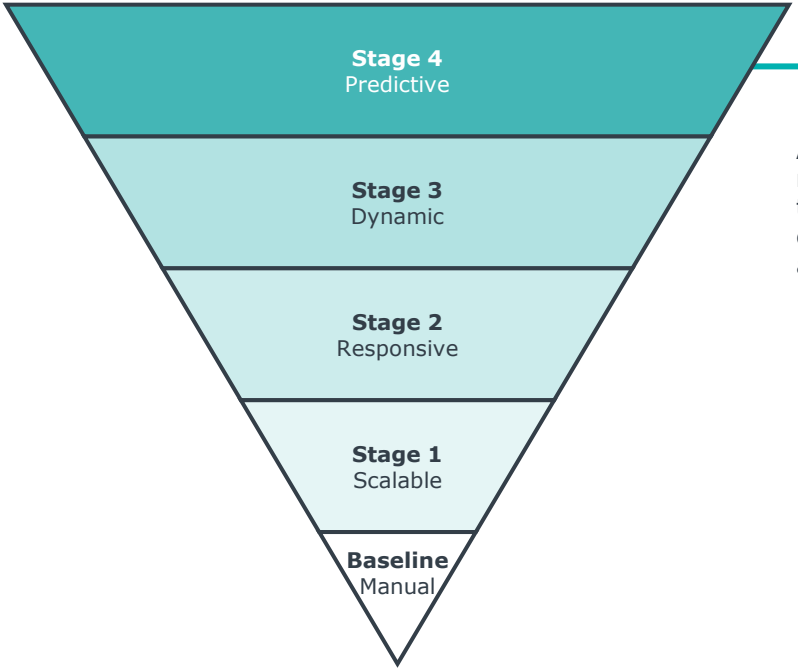
Stage 4: Summary Assessment

The Culmination of Hyper-Personalization



AI predicts what students need, and when. Messaging tone, timing, and channel are optimized continuously across an orchestrated experience.

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ROADMAP

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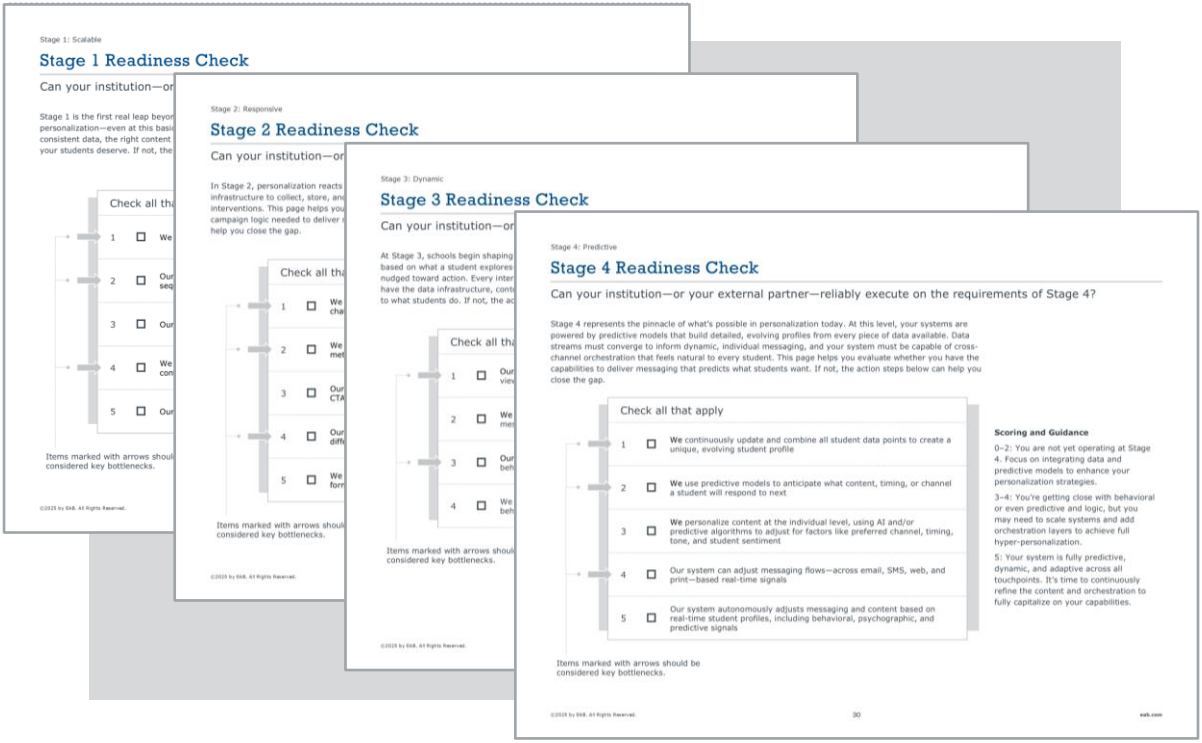
What Comes Next?

Use Our Readiness Checks to Assess Your Strategy



Stage 1: Scalable

Stage 1 Readiness Check

Can your institution—or

Stage 1 is the first real leap beyon personalization—even at this basic consistent data, the right content your students deserve. If not, the

Check all tha

1 We

2 Our seq

3 Our

4 We con

5 Our

Items marked with arrows shoul considered key bottlenecks.

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Stage 2: Responsive

Stage 2 Readiness Check

Can your institution—or

In Stage 2, personalization reacts infrastructure to collect, store, an interventions. This page helps you campaign logic needed to deliver help you close the gap.

Check all tha

1 We cha

2 We met

3 Our CTA

4 Our diff

5 We forr

Items marked with arrows shoul considered key bottlenecks.

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Stage 3: Dynamic

Stage 3 Readiness Check

Can your institution—or

At Stage 3, schools begin shaping based on what a student explores nudged toward action. Every inter have the data infrastructure, cont to what students do. If not, the ac

Check all tha

1 Our vie

2 We mes

3 Our beh

4 We beh

Items marked with arrows shoul considered key bottlenecks.

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Stage 4: Predictive

Stage 4 Readiness Check

Can your institution—or your external partner—reliably execute on the requirements of Stage 4?

Stage 4 represents the pinnacle of what's possible in personalization today. At this level, your systems are powered by predictive models that build detailed, evolving profiles from every piece of data available. Data streams must converge to inform dynamic, individual messaging, and your system must be capable of cross-channel orchestration that feels natural to every student. This page helps you evaluate whether you have the capabilities to deliver messaging that predicts what students want. If not, the action steps below can help you close the gap.

Check all that apply

1 **We** continuously update and combine all student data points to create a unique, evolving student profile

2 **We** use predictive models to anticipate what content, timing, or channel a student will respond to next

3 **We** personalize content at the individual level, using AI and/or predictive algorithms to adjust for factors like preferred channel, timing, tone, and student sentiment

4 Our system can adjust messaging flows—across email, SMS, web, and print—based real-time signals

5 Our system autonomously adjusts messaging and content based on real-time student profiles, including behavioral, psychographic, and predictive signals

Items marked with arrows should be considered key bottlenecks.

Scoring and Guidance

0–2: You are not yet operating at Stage 4. Focus on integrating data and predictive models to enhance your personalization strategies.

3–4: You're getting close with behavioral or even predictive and logic, but you may need to scale systems and add orchestration layers to achieve full hyper-personalization.

5: Your system is fully predictive, dynamic, and adaptive across all touchpoints. It's time to continuously refine the content and orchestration to fully capitalize on your capabilities.

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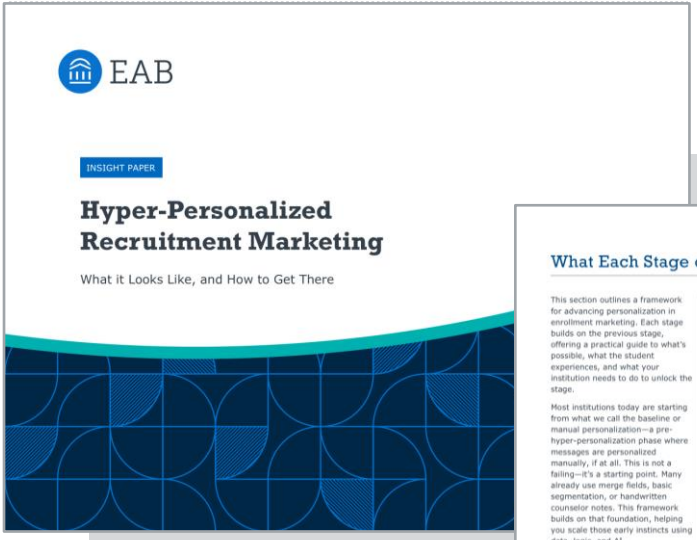
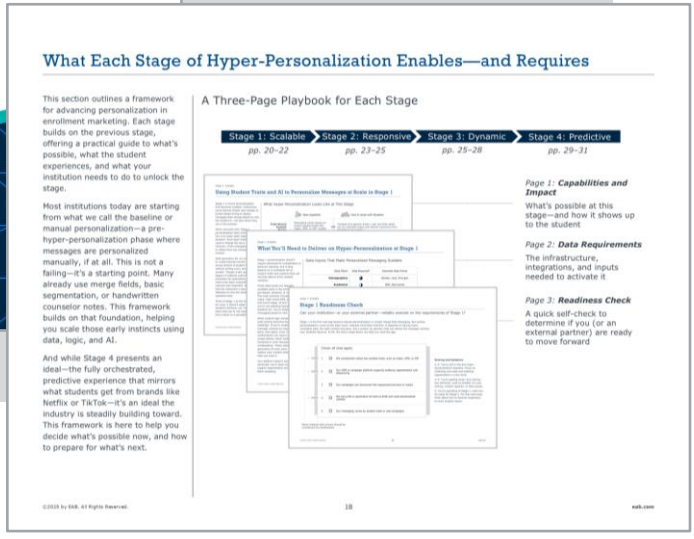
An Upcoming Insight Paper on Today's Topic

This Session Consists of Highlights from a More Extensive Resource





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Before We Close, Two Quick Poll Questions

1 **Please let us know the topics you would like to speak further about**

2 **Please rate the overall value of this session**

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