



AI-Powered Enrollment Marketing

Insights and Best Practices for Delivering Hyper-personalized Marketing at Scale

About Your Presenter (me)



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Enroll360 Marketing, Innovation,
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AI College Search Hitting the News Cycle

Selected Recent Press Coverage of EAB's AI Student Survey



Nearly Half of High School Students Now Use AI to Search for Colleges, Survey Finds



Jamal Watson
Feb 25, 2026

INSIDE
HIGHER ED

February 25, 2026

Survey: How High Schoolers Are Using AI in College Search

EducationWeek®

COLLEGE & WORKFORCE READINESS

Teens Are Using AI to Research Colleges. Is That a Good Thing?



By Arianna Prothero — February 25, 2026 ⌚ 4 min read



FEB 25, 2026

AI meets the search for a BA

About half of college-bound high schoolers are using AI tools in their searches.

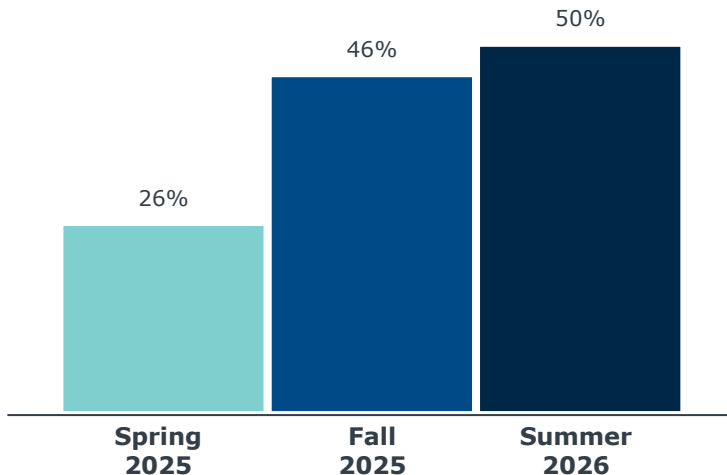


AI Usage in College Search Continuing to Grow



AI Usage is Continuing to Grow

Students Using AI Tools in College Search

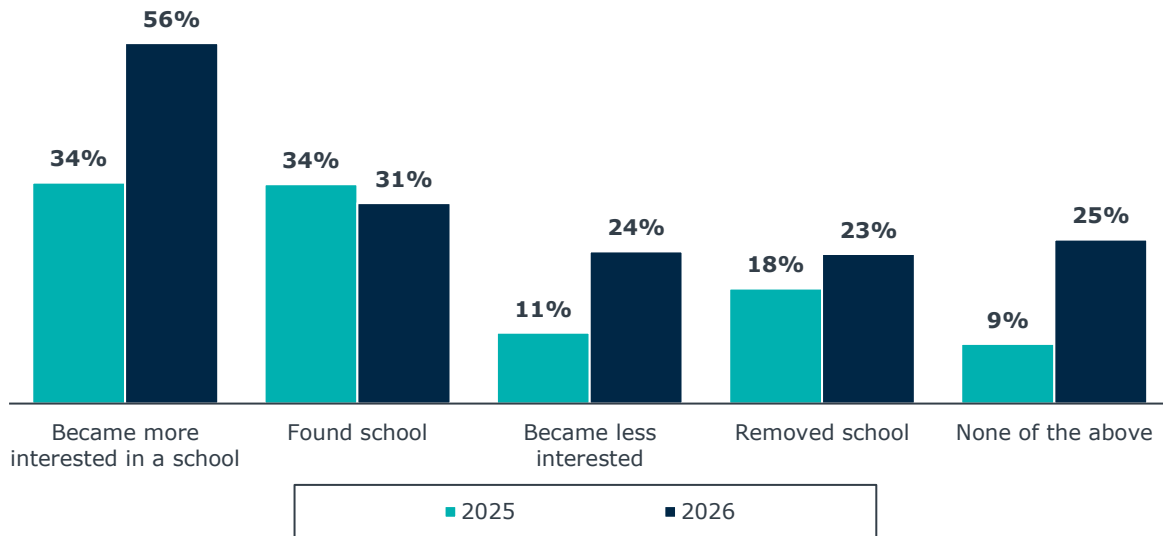


Of students surveyed said that **AI tools made their college search easier**, up from 56% in fall 2025.

AI is Becoming More Influential in Student Decisions

25

How Students Report AI Has Influenced Their College Search

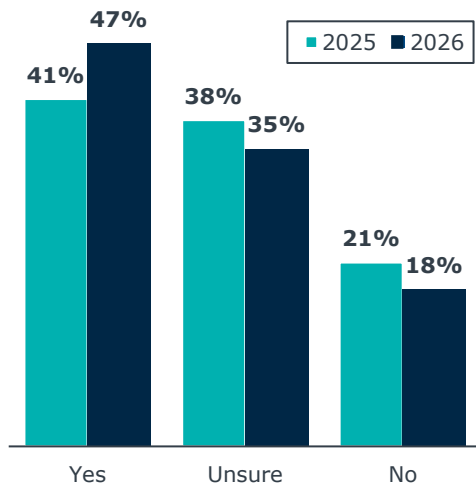


Mixed Feelings About Outbound AI

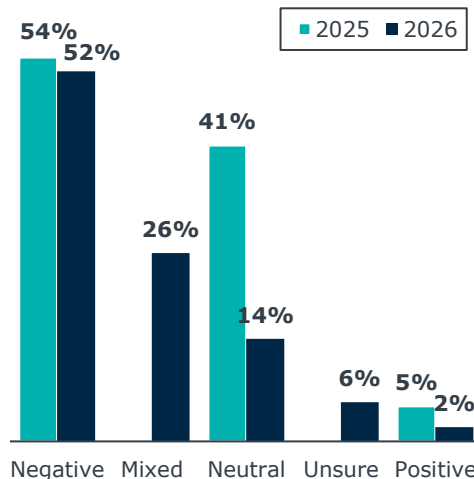


Students Were Less Receptive to Receiving AI-generated Content

Have you received communications from a school that seemed like they were AI-generated?



How did/would it make you feel to receive an AI-generated communication from a school?



AI Becoming Ever More Pervasive

27

Example: Google Debuts Gmail AI Inbox

AI Summaries

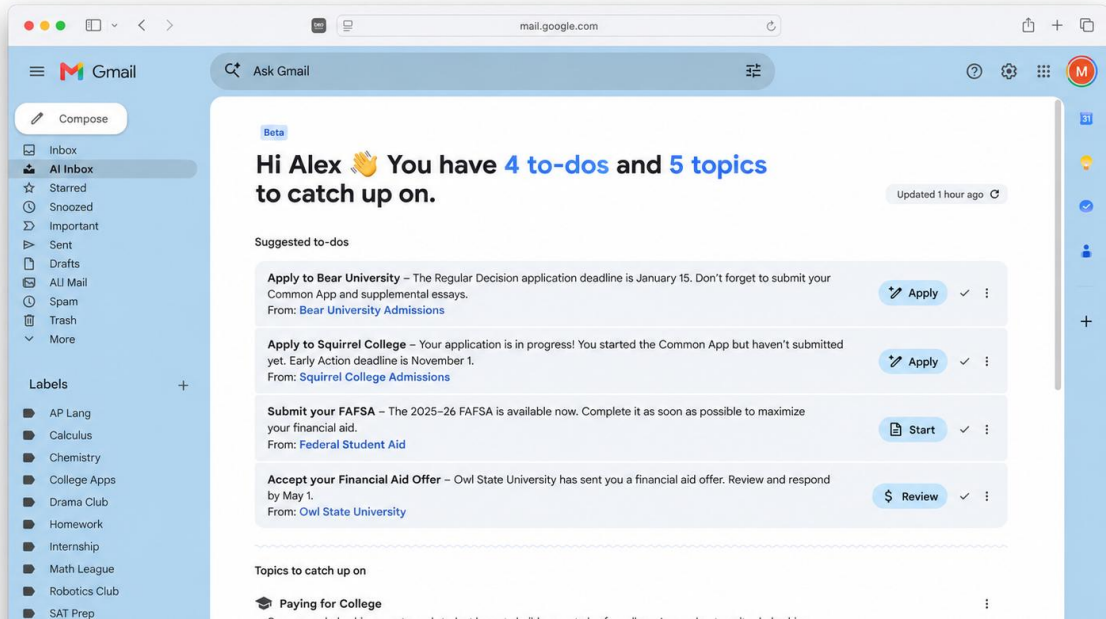
AI generated summaries condense long emails and conversations into key actions and dates.

Gmail Annotation (Promotions)

Structured metadata allows inboxes to surface important calls-to-action before an email is opened.

AI Synthesis/Smart Extraction

AI systems extract and prioritize deadlines, tasks and next steps automatically.



Introducing Enroll360's AI Roadmap



AI-Enabled Transformation Across Four Key Areas

Reimagining Content

AI Visibility

Accurate, structured, and machine-readable content optimized for AI systems

Hyper-Personalized Content

Personalized content that increases relevance and improves engagement



Reimagining Channels

Channel Orchestration

Speed-to-lead innovations, inbox deliverability, and intelligent analytics

Conversation Agents

Always-on, AI-enabled conversational marketing built into your campaigns

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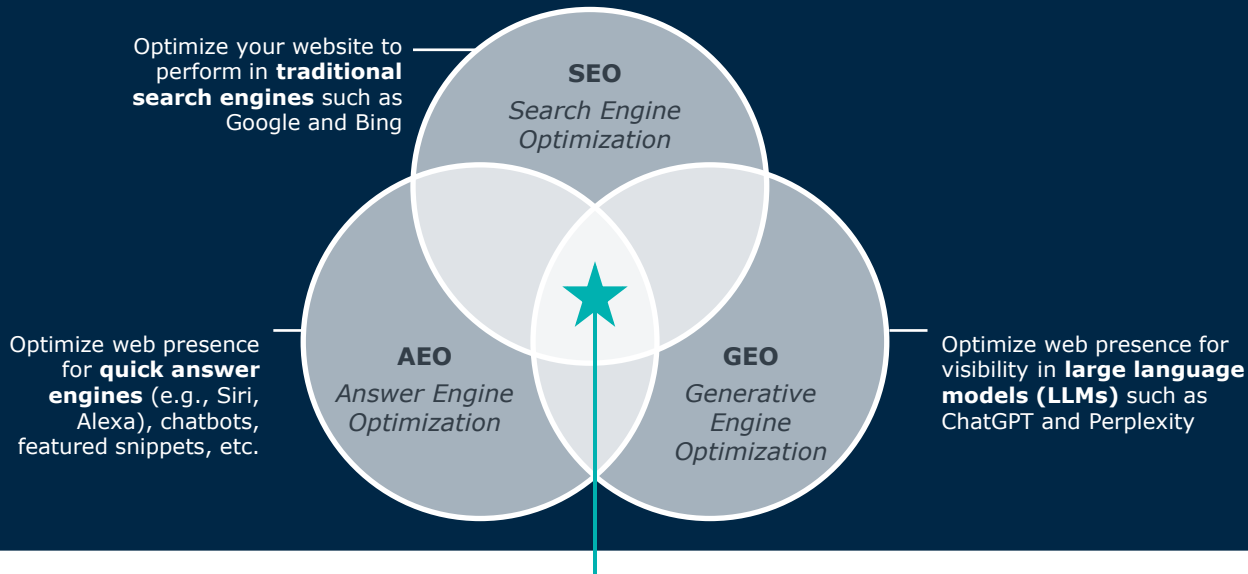
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So Many Acronyms, So Many Things to Optimize



Shared Focus Areas, Regardless of Acronym



Show up favorably
in traditional and
AI search



Match search
intent with
relevant content



Structure content
so it's easy to
interpret



Ensure technical
performance of
your site



Build authority
and trust signals

Colleges Lag on AI Visibility Standards

Most Colleges are Not Yet Optimizing Their Websites for AI Search

Example: LLMS.txt Implementation

- llms.txt is a guide file that provides instructions for AI crawlers on how to navigate the site
- Emerging standard for AI visibility
- Recommended by Google beginning spring 2026 as AI visibility best practice

llms.txt

Bear University
> Official AI guide to the Bear University website

About Bear University

Bear University is a private, faith-based university committed to academic excellence, career preparation, and student success. This file helps AI systems locate authoritative institutional information.

Primary Resources

- Undergraduate Admissions
<https://www.bearuniversity.edu/admissions>

- Graduate Admissions
<https://www.bearuniversity.edu/graduate>

1.3%

of 3,908 U.S. colleges and universities audited **have adopted llms.txt** (51 institutions) as of June 2026



These findings suggests most institutions may be underprepared for AI-driven search.

Practical Steps to Strengthen Your GEO Strategy



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✦ 6 Ways to Improve AI Search Visibility ✦



**Answer-First
Content**



**Content Structure
and Schema**



Content Authority



Intent Alignment



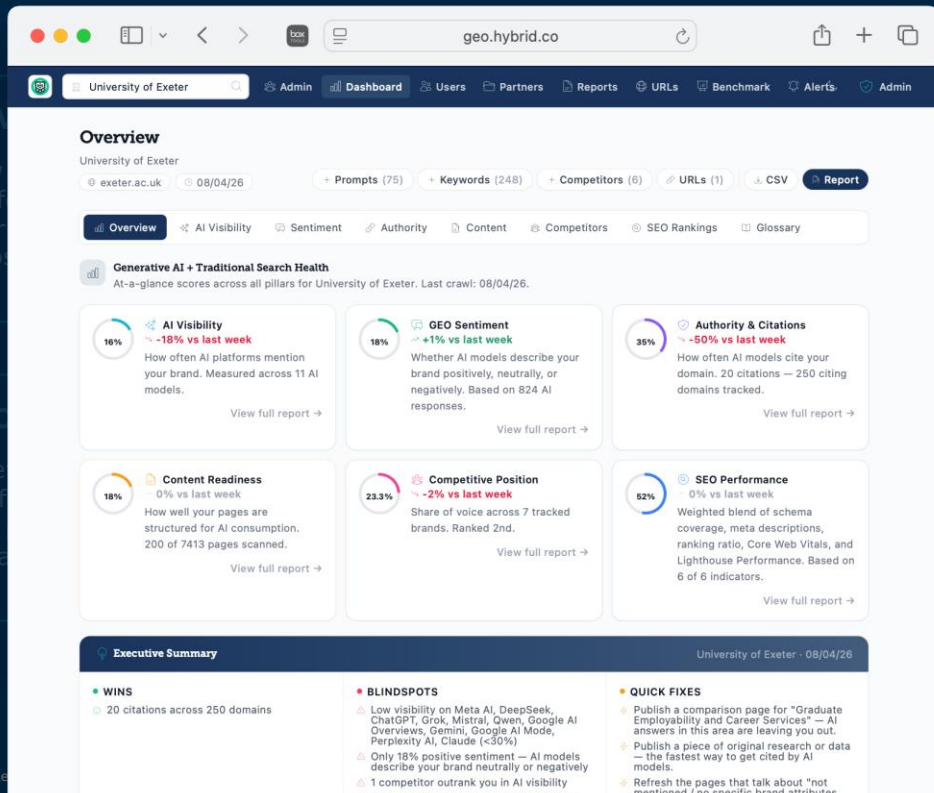
**Clarity and
Readability**



**Measurement and
Analytics**

On-Demand Access to Your AI Search Performance

GEO Intelligence Gives You a Complete, Real-Time Picture of ...



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Endless Promise in Hyper-Personalized Content



Making Content More Relevant and Engaging to Students

Advance Your Career with Woodley



Woodley College

Thank you for considering Woodley College for your graduate studies. We are committed to helping you achieve your goals.

[Start your application](#) and take the first step toward a brighter future.



[Explore our focused graduate programs.](#)

Understanding What Works in Hyper-Personalization

Finding the Winning Combinations

Representative Test Parameters

Channel

- ✓ Email
- ✓ SMS
- ✓ Mail
- ✓ Landing Page
- ✓ Offer

Element

- ✓ Body Copy
- ✓ Images
- ✓ CTA
- ✓ Subject Line
- ✓ Agent Link

Variable

- ✓ Location
- ✓ Class Year
- ✓ Academic Test Score
- ✓ Program of Interest
- ✓ Financial Preparedness

190+ Hyper-personalization tests completed across the past year

Understanding What Works in Hyper-Personalization

Finding the Winning Combinations

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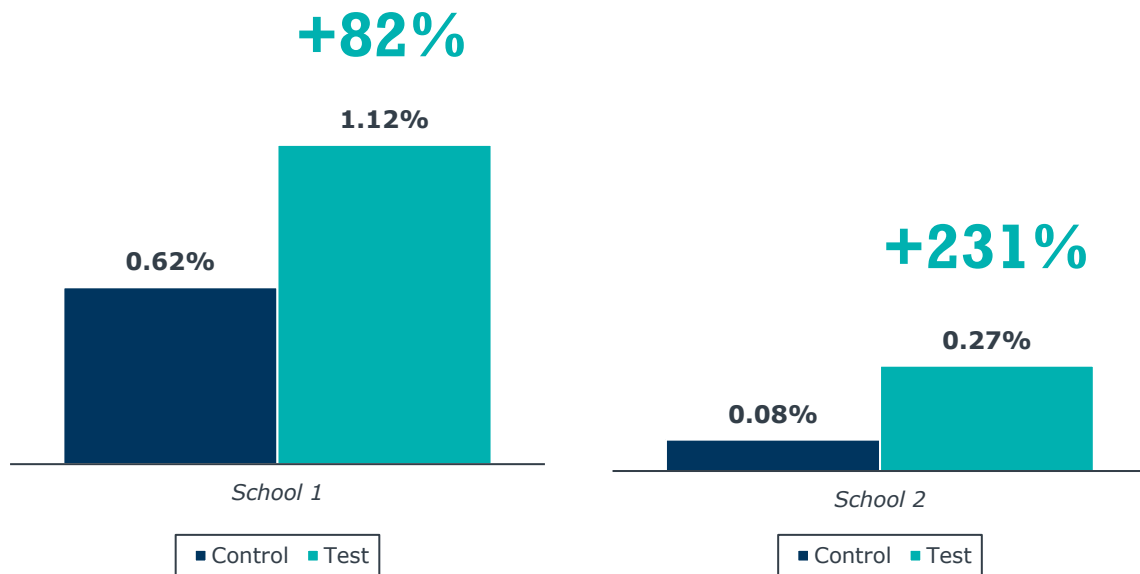
- ✓ Location
- ✓ **Class Year**
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190+ Hyper-personalization tests completed across the past year

Promising Signs for Subject Lines

Personalization Combo: Email, Subject Line, Class Year

Email Click Rate



Understanding What Works in Hyper-Personalization

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- ✓ Email
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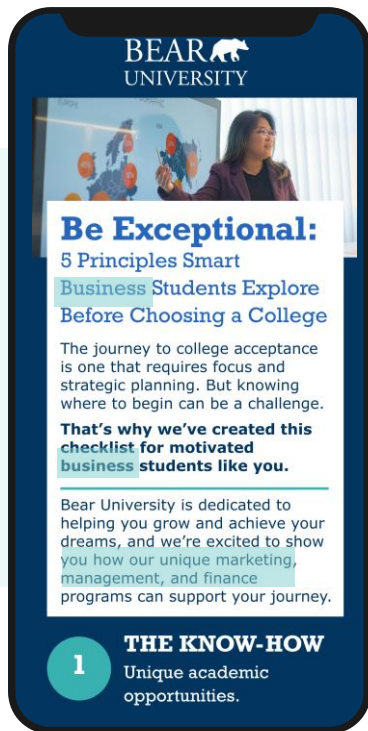
- ✓ Location
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- ✓ Academic Test Score
- ✓ **Program of Interest**
- ✓ Financial Preparedness

190+

Hyper-Personalization Tests
Completed Across The Past Year

Deepening Engagement by Tailoring Experiences

Personalization Combo: Offer, Body Copy, Program of Interest



Creating a Bespoke Offer Experience by Leveraging Timely Student Intelligence

26%

Average engagement rates in **standard offer**

55%

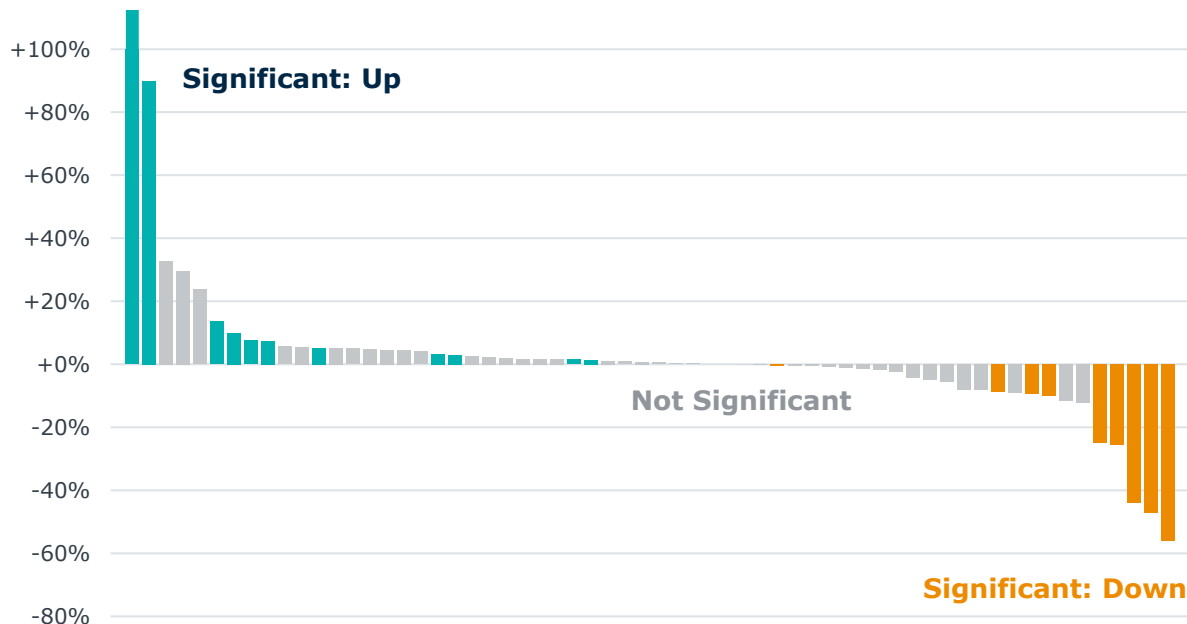
Average engagement rates in **personalized offer**

Understanding What Works in Hyper-Personalization

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Distributed Results from a Recent Round of Testing

Control vs. Test, Percentage Difference in Primary KPI



Student Interest Is a Moving Target



Static Data Doesn't Always Keep Pace with Shifting Student Interests

EAB's Latest Analysis on Changing Student Interests



69%

Of the time students changed their minds about field of study **between their first response and the point of application.**

A Silver Lining: **Predictive Value**

Even when the exact major changes, broader areas of interest can still point teams in the right direction.

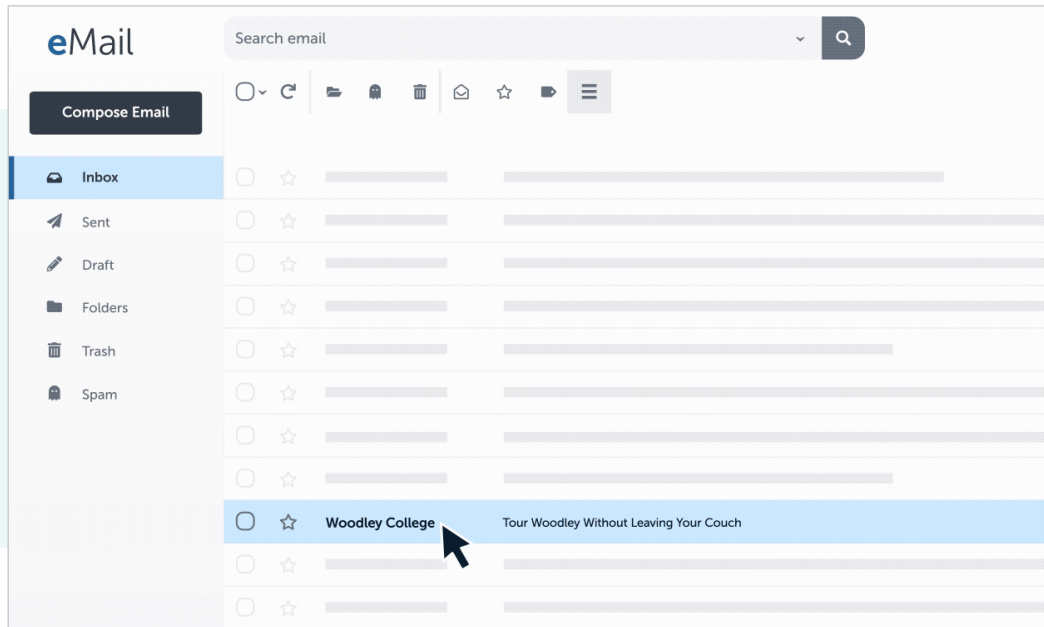
45% | Agriculture ➡ Biology

22% | English ➡ Communications

Potential Sources to Refresh Student Interest Signals:

- Behavior
- AI-Assisted Interactions
- Surveys
- Two-Way Conversation

Changing the Subject (Line) for Every Recipient



Creating Dynamic Web Offers

Dynamic Web Offers Hyper-Personalized Based On:



Academic Performance

GPA



College Readiness

GPA



Grade Level

Grade Level



Residency

State, Country



Proximity

Distance from campus



Academic Interest

Academic Interest



Example

Grade Level Variations

Dynamic Web Content: Exploration

Start Exploring – No decisions required

Early college preparation as a Sophomore is about exploring academic subjects and building strong learning habits over time. Taking a range of courses can help students better understand how different disciplines connect to their interests and strengths.

At Bear University, students can explore more than 50 fields of study through a broad academic foundation, giving them time and flexibility to discover their academic interests before choosing a major.

[Explore our academic programs](#)

Dynamic Web Content: Exploration

Start Discovering – Focus on you, not decisions

Freshman year is about getting curious and learning more about yourself. This is a time to explore what interests you, build strong learning habits, and start noticing the subjects and activities that energize you, without worrying about making any college decisions yet.

At Bear University, students begin with a broad academic foundation that encourages exploration across more than 50 fields of study. This flexibility helps students develop confidence in their interests and strengths before thinking about majors or long-term academic paths.

[Explore our academic programs](#)

Dynamic Web Content: Junior

The Know-How – Turn your interests into academics

Junior year is an important time to begin narrowing academic interests and exploring specific fields of study. Reviewing majors and understanding how programs are structured can help clarify academic goals for college.

At Bear University, students choose from more than 50 fields of study, with academically structured programs that support a transition from foundational coursework into focused, in-depth study.

[Explore our academic programs](#)

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Maximizing Impact by Maximizing Speed-to-Lead

Enroll360's AI 'Accelerated Purchasing Agent'

Enroll360 Campaign New Name Purchase Cadence

(18–20 Deployments per Year)

Key Elements of the 'Accelerated Purchasing Agent' Approach

Early Results

+19.3%

YOY app change among **Accelerated Launch Cohort**

+2.5%

YOY app change among **Standard Launch Cohort**

Started from human-optimized strategy
Models for name source overlap, performance
Ongoing environmental recalibration
Identified ideal purchase by geography, all other parameters

- "Human in the loop" review and activation

Protecting Inbox Deliverability with Predictive AI

Factors Impacting Email Deliverability

List Quality/Data
Cleanliness

Immediate
Engagement

Send Volume
Consistency

Ongoing
Engagement

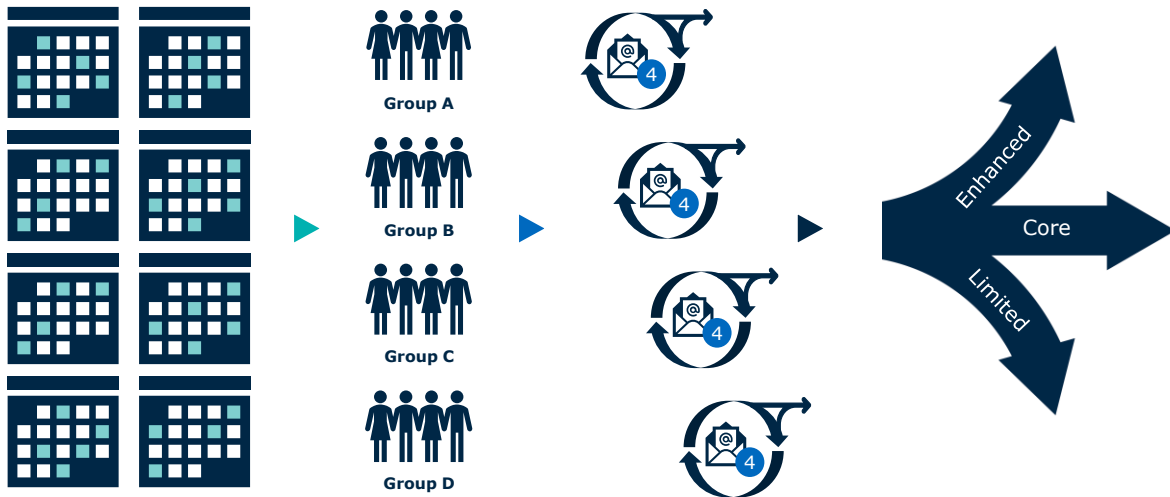
EAB's AI-Enabled Deliverability Optimization

Faster New Launches

Engagement Tiers

Staggered Warning

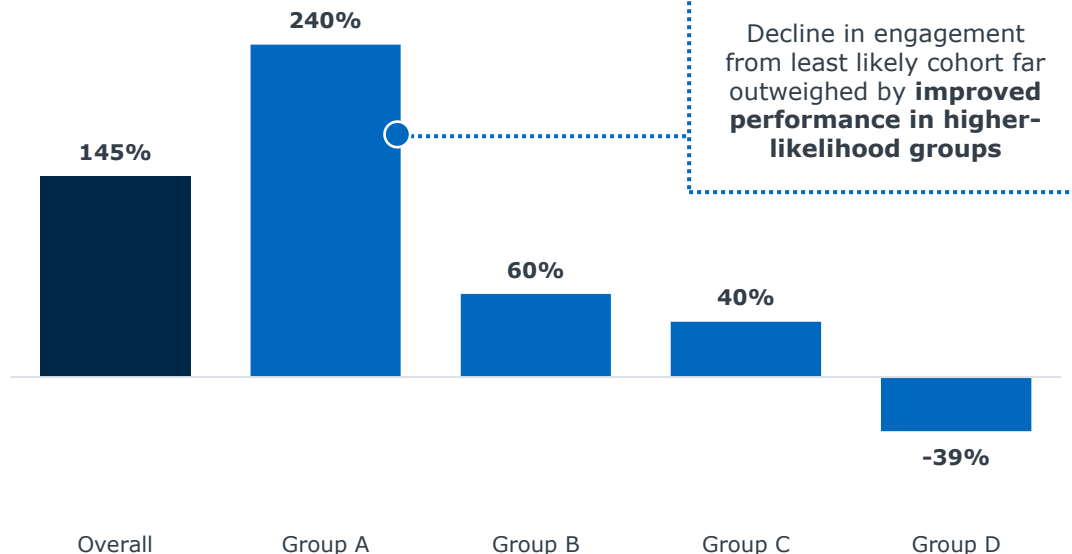
Multi-Track Stream



Multi-Track Email Orchestration Paying Dividends

Retrospective Study of 18 Partners, September—November 2025

Application Rate Change, FY25 YTD to FY26 YTD



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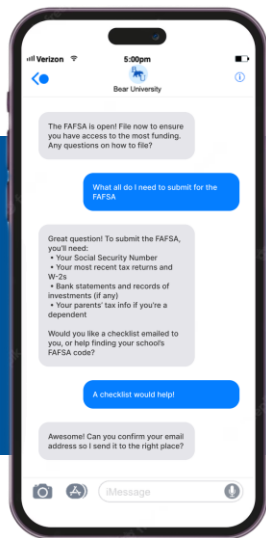
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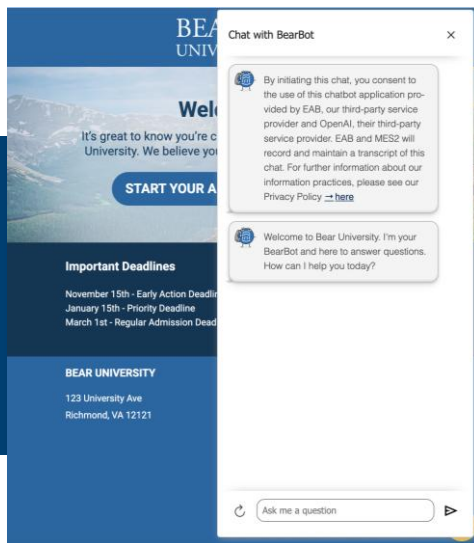
Hardwiring Agents in Our Campaigns

Distinct Agents for Every Channel and Stage of the College-Search Journey

Embedded Integration

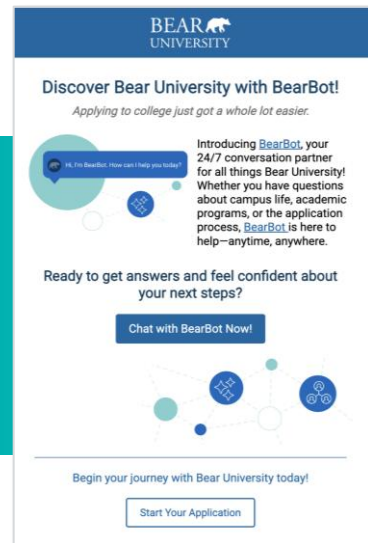


Two-Way SMS
Students get timely support on key steps of the college-search journey



Landing Pages
Campaign landing pages feature context-relevant, embedded agents

Outbound Integration



Campaign Promotion
Campaign marketing includes primary and secondary promotions for agents

What We've Learned About Building Agents

Early Insights from the Conversation Agent Team



Knowledge Base Matters

There is a "Goldilocks" zone: too little context limits usefulness; too much reduces consistency.



Clear Goals Drive Better Performance

Agents work best when designed for a specific moment (e.g., exploration vs. application), not as all-purpose assistants.



Channel Matters

Agents' responses and CTAs should differ across web, SMS, and virtual tour environments.



Human Handoff Is Essential

Not every interaction should stay with an agent; knowing when to escalate builds trust and effectiveness.



How Real Students Use Real Agents



Observation from Enroll360 Agents in the Field



- ▶ **Most engagement happens after hours** (6 p.m.–1 a.m.), when offices are closed
- ▶ **Students sometimes prefer agents** for low-pressure, judgment-free conversations
- ▶ **Students complete 2–4 interactions** per session, on average

Most Common Chat Topics

Admissions
(40-60%)

Cost
(20-30%)

Academics
(15-25%)

Student Life
(5-15%)

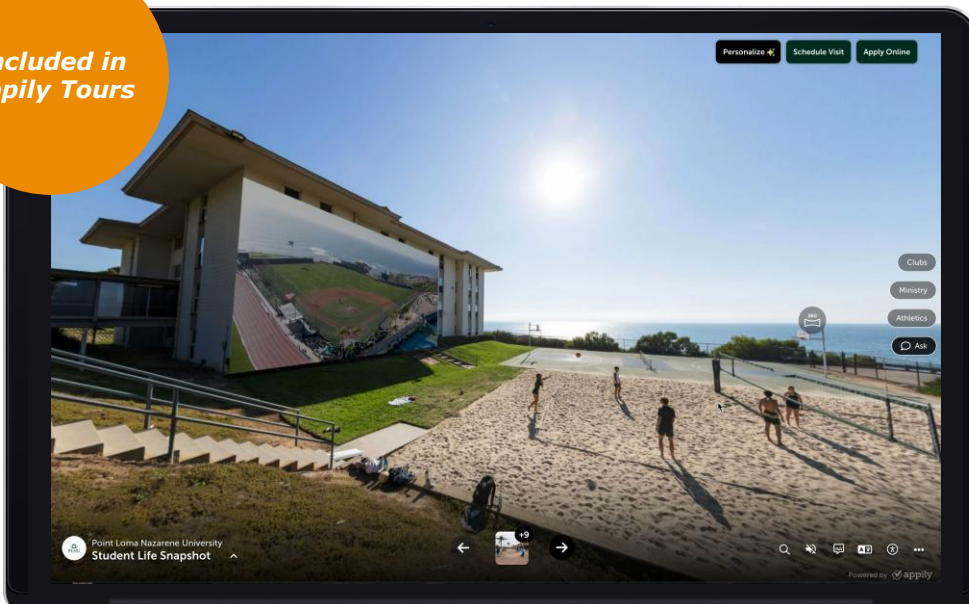
Students offered a link or contact in more than 30% of messages.

Next-Level Personalization with AI Tour Navigator



Three Engagement Modes to Surface Content from Apply Tour and .EDU
AI Tour Navigator

*Included in
Apply Tours*



Proactive Guidance

On-Demand Answers

Contextual Questions

A Conversation Agent for Your Website



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Expanding to the .edu Use Case

Designed to Drive Student Enrollment 24/7 on Your Website

- ▶ Instant, personalized engagement
- ▶ Always-on support
- ▶ Seamless integration into marketing campaigns
- ▶ In-the-moment lead capture
- ▶ Insights that drive action
- ▶ Dynamic database

programs. Would you like to learn more about our format options?

Sure!

We have several business administration programs, including fully online, hybrid, and in-person.

Is there a format that works best for your schedule?



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Three Closing Propositions

Framing the AI Opportunity



AI will provide real advantages.

Institutions that embrace AI-enabled marketing strategies will have a meaningful edge in the market.



'AI' itself is not a strategy.

As much as AI can drive great improvements, many AI applications offer marginal or no benefit; vigilance and ROI focus are essential



We are just at the beginning.

AI capabilities are still rapidly expanding; our testing is still uncovering best (and worst) practices. Tomorrow's AI opportunities will be very different from today's.