

Get Ahead Today, Outperform Tomorrow with Enroll360

ACUTE CHALLENGES FACING TODAY'S ENROLLMENT LEADERS



Demographic Cliff

There will be fewer college-aged students in the years ahead

12% decline in the number of 18-year-olds from 2025–2035



Nonconsumption

More students are choosing alternatives to college

32% of today's 18–24-year-olds have opted out of college



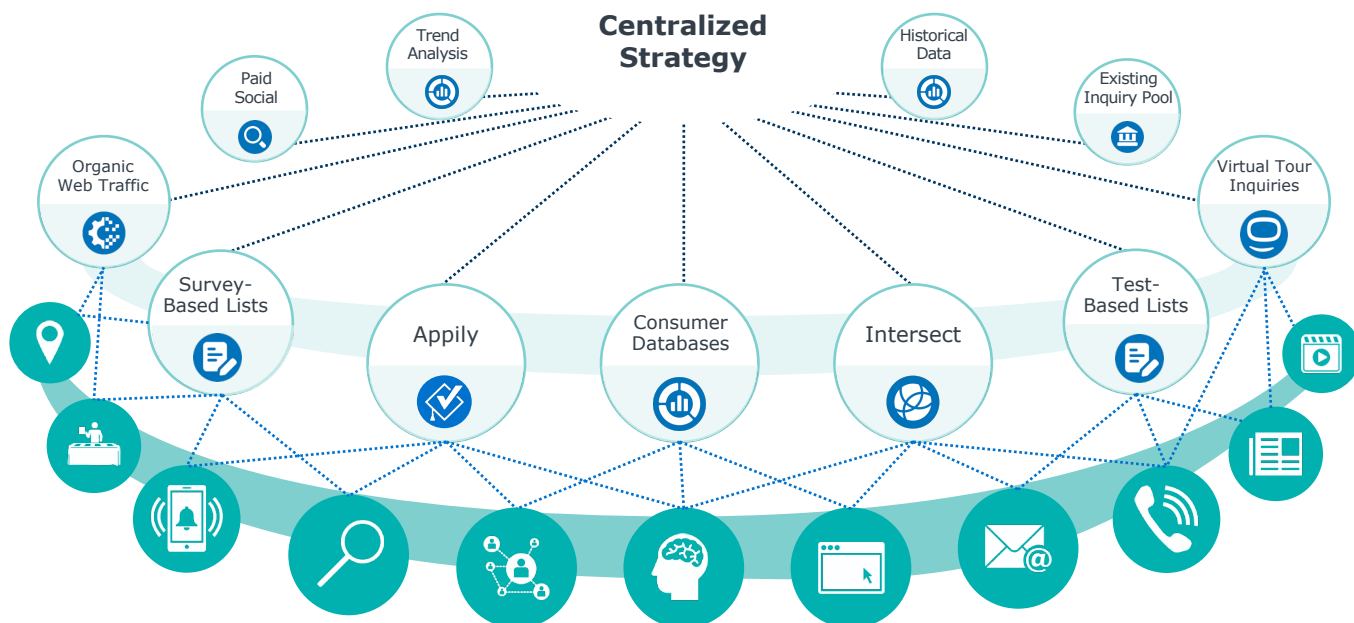
Staffing Crisis

Personnel shortages threaten enrollment outcomes

35% of higher ed staff say they are likely to look for a new job

OUR UNIQUE APPROACH: DRIVEN BY A POWERFUL RECRUITMENT ECOSYSTEM

EAB utilizes an ecosystem of best-in-class enrollment capabilities to help colleges and universities expand their reach and engage more right-fit students. Our partners rely on our research-backed approach to realize their institutional goals, reduce wasteful spending, and future-proof their enrollment strategy. We drive results through responsive inbound and outbound marketing, which we seamlessly orchestrate on our partners' behalf.



Platforms to effectively engage today's teens

Behavior-based marketing to drive personalized interactions

Testing capabilities to uncover new best practices

TAILORED PARTNERSHIPS

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

Enroll360 Solutions to Outperform the Market at Every Stage of the Funnel



Cultivate



Apply



Aid



Yield

Enroll360 Products to Elevate Student Awareness and Engagement with Your School

▶ Audiences

Build awareness and grow applications with leads from our expansive ecosystem.

▶ Tours

Engage Gen Z in immersive virtual tours that tell your brand story and build affinity.

▶ Match

Enroll students from all backgrounds with our unique "reverse admissions" model.

▶ Transfer

Facilitate the transfer process through best-in-class technology and marketing.

Powered by the Leading Student-Facing Platforms



PARTNERSHIP BEYOND EXPECTATION

Our Team's Expertise

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

Your Enrollment Team, Extended and Amplified

Every Enroll360 partner has a Strategic Leader who orchestrates support across 12 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:

- ▶ Art Directors
- ▶ Copywriters
- ▶ Digital Marketers
- ▶ Web Developers
- ▶ Client Data Stewards
- ▶ Strategic Analysts
- ▶ Targeting Analysts
- ▶ Project Managers
- ▶ Researchers
- ▶ Enrollment Management Consultants
- ▶ Financial Aid Principals
- ▶ Data Scientists
- ▶ Account Services Managers

RESULTS

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

7:1 Average ROI for first-year
EAB partner schools

6-pt. Higher first-year retention rates
for EAB-recruited students

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