



Introducing Appily

EAB's New All-in-One Resource
for College-Bound Students

October 17, 2023

Today's Presenters



Kate Terrell

*Vice President, Marketing
and Enrollment Solutions*



Emily Niedermaier

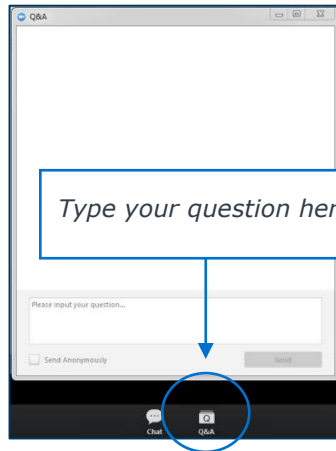
*Senior Director,
Audience Generation*

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.



Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to
accelerate progress and enable lasting change.

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

Recruiting Students Continues to Be an Uphill Battle

A Contracting Universe of Students Who Are Harder to Reach and Convert



Demographic Cliff

-12%

change in the **population of 18-year-olds** from 2025–2035



List-Source Volatility

-30%

Estimated reduction in **available sophomore leads** from the PSAT



Nonconsumption

32%

of 18–24-year-olds have **opted out of college**, and this share is growing



Increased Competition

7

Average applications per student in 2021 (Up from 6 in 2020)

'Gen P' Also Thinks and Acts Differently

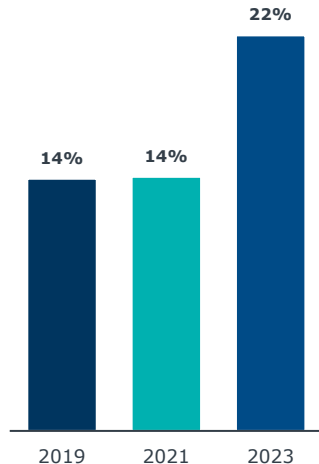


Mindset and College-Search Behaviors Are Changing

Mental Health Challenges

A Growing Reason Students Are Deciding to Forgo College

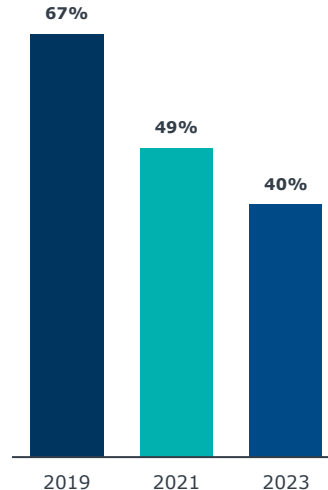
Share of Students Naming "Not Mentally Ready" as Their Reason for Opting Out of College



Delayed College-Search Activities

Creating Increased Pressure on Colleges to Nudge Students Toward Action

Cumulative Percentage of Students Who Had Started Researching by Spring of Sophomore Year



Also Overwhelmed by the College-Search Process

7

They Face a Complex, Confusing, and Often Stressful Process



Over 74% of students report being stressed about their college applications

EAB Investments to Address These Challenges



Enhanced Our Existing Capabilities



- ✓ Improved our market modeling
- ✓ Implemented more frequent name purchasing and campaign deployment
- ✓ Created a common data platform and holistic student record that drives responsive marketing

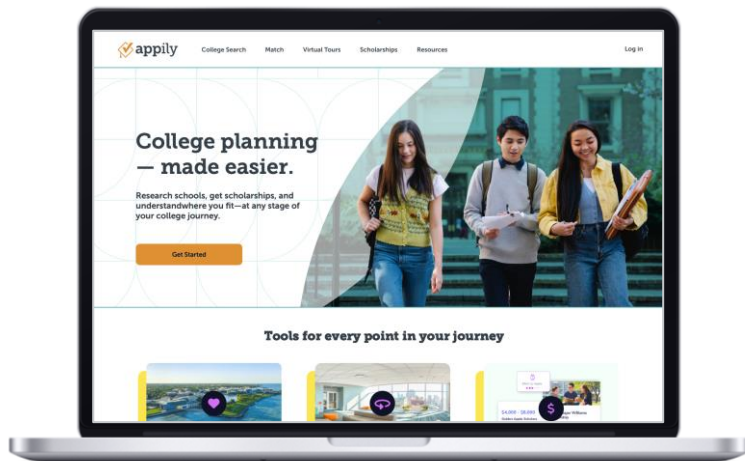
Acquired New Capabilities



- ✓ Invested in powerful sources for student inquiries and names
- ✓ Added new features and marketing initiatives to grow the audiences on these platforms

Introducing Appily

A Better Experience for Students and a Bigger Impact for Schools



- 1 A Transformed College-Search Experience
- 2 What Apply Means for Schools
- 3 Q&A

Apply Offers Students and Families...

...Tools for Every Step of the Journey in One Location

The ALL-IN-ONE
website for confident
college choices.

appily

- Search for Colleges
- Experience Virtual Tours
- Save with Scholarships
- Explore Majors

4,000+
College profiles

44 Million
In scholarship value

26 Hours
of time savings

Apply allows students and families to...

PLAN

- ✓ Get guidance
- ✓ Explore majors
- ✓ Search for colleges
- ✓ Find the perfect fit

DECIDE

- ✓ Compare colleges
- ✓ Experience virtual tours
- ✓ Read reviews
- ✓ Calculate chances

APPLY

- ✓ Match with schools
- ✓ Save with scholarships

The Apply Student Experience



1

Get Started with Guided Support

- ✓ Interactive quizzes to gamify the college-search experience
- ✓ Major exploration tools to help students find their path

Find your perfect college fit with our quiz

Starting to think about college? Join millions of other students who have found their dream school with our college match quiz.

Take the quiz



Trending Careers

Software Engineer	Nurse Practitioner	Climate Scientist
 A Year + Undergraduate	 A Year + Undergraduate	 A Year + Undergraduate
\$67-176k Annually	\$69-130k Annually	\$58-120k Annually
16% Growth	16% Growth	15% Growth

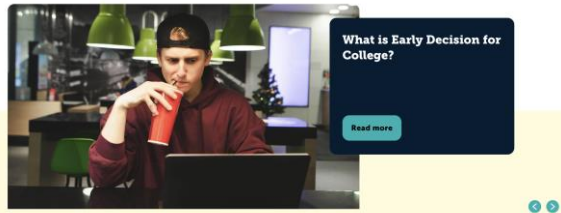
What college major is right for you?

Take the quiz to find out.

2

Access College-Search Resources

- ✓ Hundreds of articles on a wide variety of topics
- ✓ Tagged content for easy exploration



Categories

- Academics & College Readiness >
- First Gen & Underrepresented Students >
- Paying for College >
- Applying to College >
- College Admission Tests >
- Finding Your College Match >
- College Life >
- College Affordability >



What is a Trade School vs College? Learn the Difference & Which is Better

Academics & College Readiness
Finding Your College Match



Prioritizing College Student Mental Health & Wellness When Choosing a School

Finding Your College Match



College Planning for Juniors in High School (with Checklist)

Finding Your College Match

The Apply Student Experience

3

Create a Profile and Share College Preferences

- ✓ Clear next steps to help students make progress
- ✓ Drop-down menus to reduce feelings of overwhelm

Next Steps


Tell us what you're looking for in a school so that we can help you find your best fit. →

Save 3-6 schools to your college list. Most students apply to 6-12 schools. →

Add your test scores to see your admission chances when you view a school. →

 **College Type** ↓
Open to any type

 **Majors** ↓
Open to any major

 **Cost** ↓
Open to any cost

 **Location** ↓
Open to any location

 **Size** ↓
Open to any size

 **Campus Setting** ↓
Open to any setting

4

Receive Personalized College Recommendations

- ✓ Tailored suggestions to personalize the experience
- ✓ Familiar design elements to reduce friction

Today's Matches 30

Like or dismiss to improve your results.


Compare matches >




Your to-do list

 30% →

Profile Completeness
Finish your profile to improve your recommendations

 4 →

You have 4 schools to your list
Students typically have at least 12 schools

 →

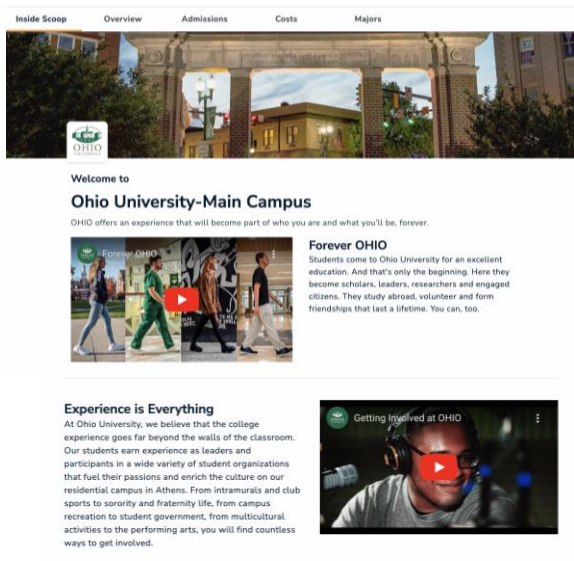
Start your college planner
Know exactly what to do at each point in your search

The Apply Student Experience

5

Compare Colleges and Universities

- ✓ Comprehensive profiles to make research easier
- ✓ Option to “favorite” a school and come back later

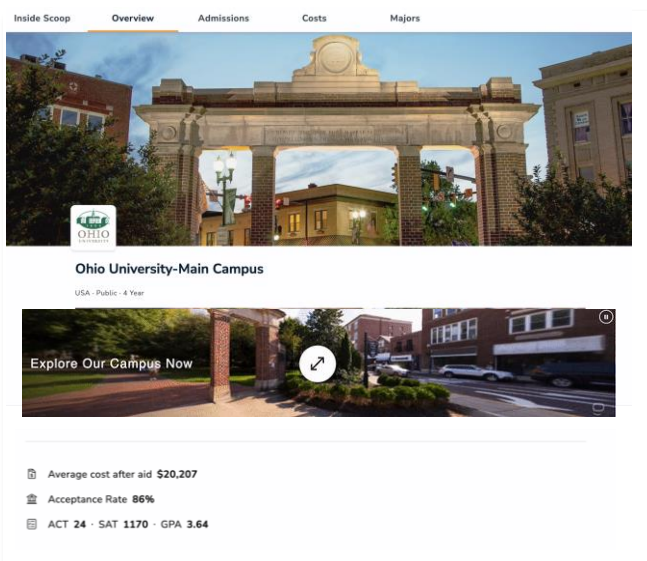


The screenshot shows the profile for Ohio University. At the top, there are navigation tabs: "Inside Scoop", "Overview", "Admissions", "Costs", and "Majors". Below the tabs is a large image of the Ohio University Main Campus entrance. A small Ohio University logo is in the bottom left corner of the image. Below the image, the text reads: "Welcome to Ohio University-Main Campus. OHIO offers an experience that will become part of who you are and what you'll be, forever." There are two video thumbnails: "Forever OHIO" and "Experience is Everything". The "Forever OHIO" video shows students walking on campus. The "Experience is Everything" video shows a student wearing headphones. Below the "Experience is Everything" video, there is a text block: "At Ohio University, we believe that the college experience goes far beyond the walls of the classroom. Our students earn experience as leaders and participants in a wide variety of student organizations that fuel their passions and enrich the culture on our residential campus in Athens. From intramurals and club sports to sorority and fraternity life, from campus recreation to student government, from multicultural activities to the performing arts, you will find countless ways to get involved."

6

Take a Virtual College Tour

- ✓ Tours are embedded in the college profile for easy access
- ✓ Students can get a feel for the campus culture of each school



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The Apply Student Experience

7

Create a Reverse Admissions Profile

- ✓ Lightens the burden on students to research schools
- ✓ Students complete a simple profile to receive offers



Would you like colleges to apply to you?

By opting in to our partnership with Concourse, you'll receive an invitation to create a free, brief online profile where world-class colleges will send you their best admission and scholarship offers.

Yes

8

Explore Scholarships

- ✓ A comprehensive database with something for every student
- ✓ Robust filters to help students save time



Scholarship Type Gender Ethnicity Grade Level More Clear

Featured For You

ScholarshipPoints™ \$2,500

Win \$2,500 from ScholarshipPoints!

ScholarshipPoints™ \$1,000

\$1,000 ScholarshipPoints Monthly Scholarship

2477 results

📅 Deadline: December 18, 2021

\$750 - \$2,000

Texas Chapter of the Wildlife Society Undergraduate...

Effort to Apply ●●●●● Competition Level ●●●●●

📅 Deadline: October 10, 2023

\$500 - \$1,200

CouponBirds "Help to Save" Scholarship

Effort to Apply ●●●●● Competition Level ●●●●●

- 1 A Transformed College-Search Experience
- 2 **What Apply Means for Schools**
- 3 Q&A

What Apply Means for Schools



1

Get Started with Guided Support

- ▶ Compelling value propositions draw students in, making them knowable and available to your school

Find your perfect college fit with our quiz

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Trending Careers

 <p>Software Engineer A Year + Undergraduate</p> <p>\$67-176k Annually 16% Growth</p>	 <p>Nurse Practitioner A Year + Undergraduate</p> <p>\$69-130k Annually 16% Growth</p>	 <p>Climate Scientist A Year + Undergraduate</p> <p>\$58-120k Annually 15% Growth</p>
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What college major is right for you?

Take the quiz to find out.

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Access College-Search Resources

- ▶ Valuable content encourages students and families to return to Apply time and time again



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What Apply Means for Schools

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Create a Profile and Share College Preferences

- ▶ We nudge students to create a more robust data profile, which helps you reach more right-fit students

Next Steps

Tell us what you're looking for in a school so that we can help you find your best fit. →

Save 3-6 schools to your college list. Most students apply to 6-12 schools. →

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Location

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Size

Open to any size



Campus Setting

Open to any setting

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Receive Personalized College Recommendations

- ▶ Only Apply partners appear in this personalized recommendation list, which generates more inquiries for your school

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Start your college planner
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What Apply Means for Schools

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Compare Colleges and Universities

- ▶ Only Apply partners can create a premium profile, which includes customized content blocks to drive engagement

Inside Scoop Overview Admissions Costs Majors

Welcome to
Ohio University-Main Campus

OHIO offers an experience that will become part of who you are and what you'll be, forever.

Forever OHIO
Students come to Ohio University for an excellent education. And that's only the beginning. Here they become scholars, leaders, researchers and engaged citizens. They study abroad, volunteer and form friendships that last a lifetime. You can, too.

Experience is Everything
At Ohio University, we believe that the college experience goes far beyond the walls of the classroom. Our students earn experience as leaders and participants in a wide variety of student organizations that fuel their passions and enrich the culture on our residential campus in Athens. From intramurals and club sports to sorority and fraternity life, from campus recreation to student government, from multicultural activities to the performing arts, you will find countless ways to get involved.

Getting Involved at OHIO

6

Take a Virtual College Tour

- ▶ Only Apply partners with an Enroll360 Virtual Tour have their tour prominently displayed on the Overview tab

Inside Scoop Overview Admissions Costs Majors

Ohio University-Main Campus

USA · Public · 4 Year

Explore Our Campus Now

Average cost after aid **\$20,207**

Acceptance Rate **86%**

ACT **24** · SAT **1170** · GPA **3.64**

What Apply Means for Schools

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Create a Reverse Admissions Profile

- ▶ Apply partners who participate in Enroll360 Match can review student profiles and make offers



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Explore Scholarships

- ▶ Scholarship information helps to address affordability concerns for students and families



Scholarship Type Gender Ethnicity Grade Level More Clear

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CouponBirds "Help to Save" Scholarship

Effort to Apply Competition Level

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A Powerful Recruitment Platform

More Students Who Are More Likely to Convert



A Larger Audience



A More Engaged Audience



More Valuable Student Data



The current Appily audience includes more than **3.2M students**

We are leveraging **new and enhanced strategies** to attract even more students

Expanding on an Already Expansive Network

We Are Building on Cappex's Current Audience

Enhanced Strategies



**Self-Service
Tools and
Resources**



**Digital
Marketing**



**Influencers
and Partners**



**Virtual Tour
Traffic**



**Counselor
Network**



**Personalized
Reengagement**

New Strategies



A Powerful Recruitment Platform

More Students Who Are More Likely to Convert



A Larger Audience



A More Engaged Audience



More Valuable Student Data



Appily partners with a premium profile receive **4x more inquiries**

Appily Inquiries are **34% more likely** to yield compared to inquiries from other sources¹

1) Based on an EAB analysis of all Appily partner enrollment funnels between 2017-2023; Last year's average results for inquiries that have been delivered to Appily partners

A Powerful Recruitment Platform

More Students Who Are More Likely to Convert



Reach a Larger Audience



More Engaged Audience



More Valuable Student Data



We are **sourcing more information** from students to support personalized follow-up

Our **new lead-delivery platform** will allow schools to access more information directly

- 1 A Transformed College-Search Experience
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I would like to speak further about...

Please Choose All That Apply

1

Making my school's Appily profile more robust and engaging for students and families

2

The volume of right-fit Candidates and Inquiries that I could source from Appily

3

The new lead-delivery platform and what kind of student information I can expect

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Survey Will Automatically Load in Your Browser



Request today's presentation



Request a follow-up conversation with today's presenters



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