enroll 360

EAB

A One-of-a-Kind Enrollment Solution

THE NEW IMPERATIVES FOR ENROLLMENT LEADERS



Win Attention with **Hyper-Personalized, Behavior-Based Campaigns**

Reaching the right students requires more than sporadic name buys and basic segmentation. Enrollment leaders must use diverse data points to shape audience strategy, acquire new names weekly, and deliver behavior-based, hyper-personalized campaigns at scale.



Stay Ahead of Rapidly **Rising Student Expectations**

AI is resetting expectations for immediate, personalized support. Enrollment leaders must connect interactions across channels and deliver distinctive experiences that answer questions, clarify value, and keep students moving forward.



Understand **Funnel Health** Beyond Traditional Metrics

Application abundance can conceal weakening intent and emerging risk. Enrollment leaders need next-gen analytics that provide a dynamic view of funnel health, reveal meaningful shifts in behavior, and surface risk early enough to shape the class.

A UNIQUE APPROACH TO MEET THE ENROLLMENT MOMENT

Enroll360 is a comprehensive and connected set of enrollment solutions designed to meet today's complex recruitment challenges and help EAB partners outperform the market year after year.

enroll 360 by EAB

DIGITAL

- AI Search Visibility and GEO
- Paid Advertising
- .EDU Agents

Comprehensive Enrollment Marketing Solutions

Cultivate
Affinity-Building Inquiry and Nurture Campaigns

Apply
Conversion-Boosting Application Campaigns

Yield
Predictive Analytics and Marketing

Financial Aid Optimization
Modeling and Monitoring

DEMAND

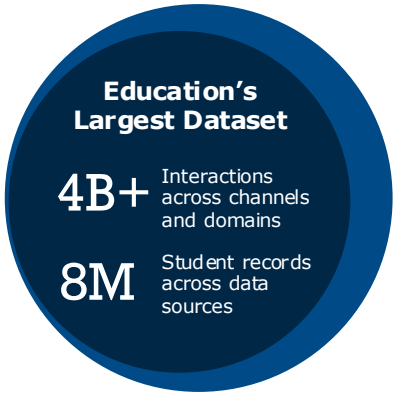
- Appily.com
- Intersect
- Virtual Tours
- Direct Admissions Platform

THE EAB DIFFERENCE

Research-Backed, Responsible AI — Unique Recruitment Ecosystem — Higher Ed's Largest Student Dataset — The Industry's Leading Experts — Proven Track Record of Results

THE DATA INFRASTRUCTURE AND AI ADVANTAGE BEHIND ENROLL360

EAB's unique data foundation brings together signals from campaign engagement, Appily and Virtual Tours activity, web traffic, parent and financial aid insights, and every major list source. We pair this unmatched breadth and scale with AI innovation and wide-scale testing to refine campaigns, inform strategy decisions, and improve results.



What Our Data Enables for Partners

- **Faster Marketing to Right-Fit Students**
  Frequent name acquisition and precise targeting help institutions reach prospects sooner with relevant outreach
- **Hyper-Personalized, Behavior-Based Student Experiences**
  Insight into student behavior guides more relevant content, timing, and channels across the enrollment journey
- **Clearer Visibility into Funnel Health**
  Full-funnel insight into student intent, healthy demand, and emerging enrollment risk
- **Innovative, Reliable AI with Human Oversight**
  Our AI is grounded in enrollment-specific data and guided by enrollment experts

PARTNERSHIP BEYOND EXPECTATION

Your Enrollment Team, Extended and Amplified

Every Enroll360 partner receives tailored support from a multidisciplinary team of 15+ specialists—from data analysts to creative directors—adding the knowledge and capacity to advance your enrollment goals from strategy through execution.



A PROVEN TRACK RECORD OF RESULTS

Strong Results from Year One

+16%
Average lift in **enrollment** among first-year partners

+13%
Average lift in **net tuition revenue** among first-year partners

5:1
Average **ROI** from first year of partnership

Representative Partner Outcomes

Regional Public University in the South
Increased FTFT enrollment 79% and NTR 201% while reducing the discount rate by 13 points over 4 years

Small Private College in the Northeast
Grew FTFT enrollment by 49%, reduced discount rate, and increased net tuition revenue over 2 years

Large Selective Private University in the South
Increased NTR by 24% and enrollment by 9% while maintaining the overall discount rate over 3 years

Large Public Research University in the West
Grew out-of-state FTFT enrollment by 29% over a 15-year partnership

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