

## Embrace the Future of Student-Centric Recruitment

### NEW REQUIREMENTS FOR MANAGING YOUR FUNNEL



#### Modernize Your Student Acquisition Strategy

Shifting student behavior and list volatility have made it harder than ever to identify and engage students. Schools must diversify and expand their audience strategy to stay ahead of the curve.



#### Provide Personalized and Responsive Experiences

Today's prospective students have grown up in an era of hyper-personalized marketing and they now expect the same level of responsiveness from colleges and universities.

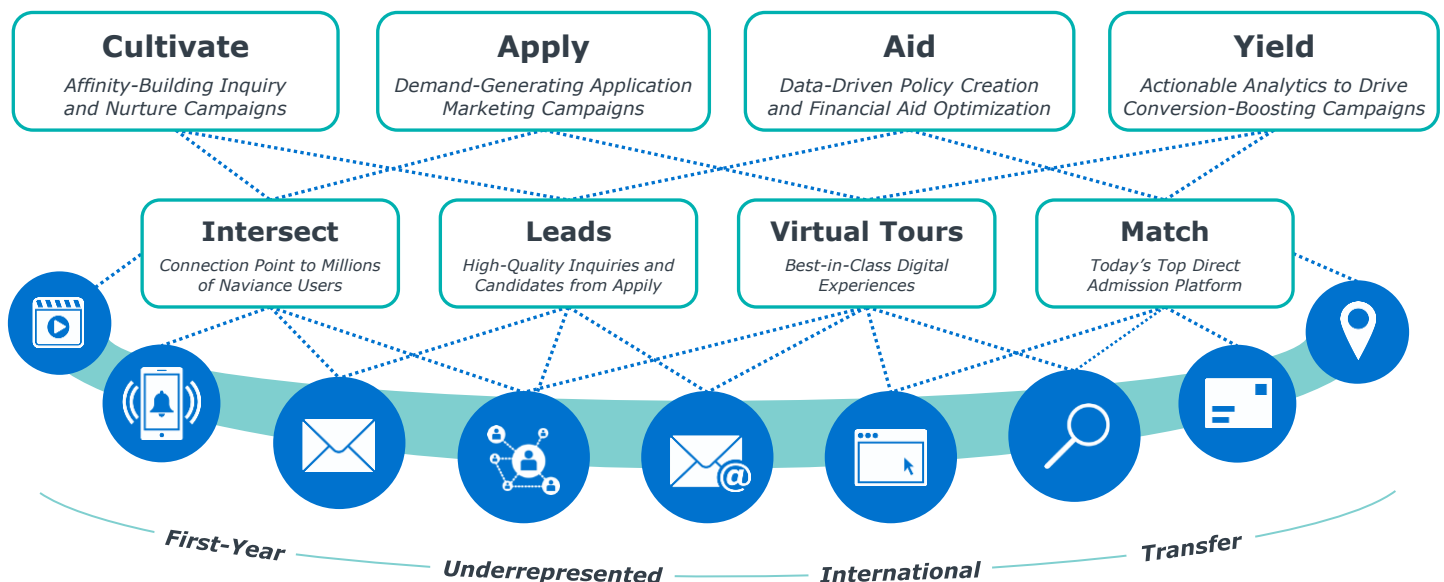


#### Leverage Data and AI to Maximum Effect

Delivering hyper-personalized marketing at scale can only be accomplished through sophisticated use of data and AI. Schools must invest in the right tools in order to succeed on this front.

### A UNIQUE SOLUTION TO MEET THE MOMENT

Enroll360 is a comprehensive and connected set of enrollment solutions designed to meet the complex challenges of today's recruitment landscape. By leveraging the Enroll360 ecosystem, our partners have achieved new levels of student-centric recruitment and continue to outperform the market at every stage.



Higher Education's **Largest Student Dataset**

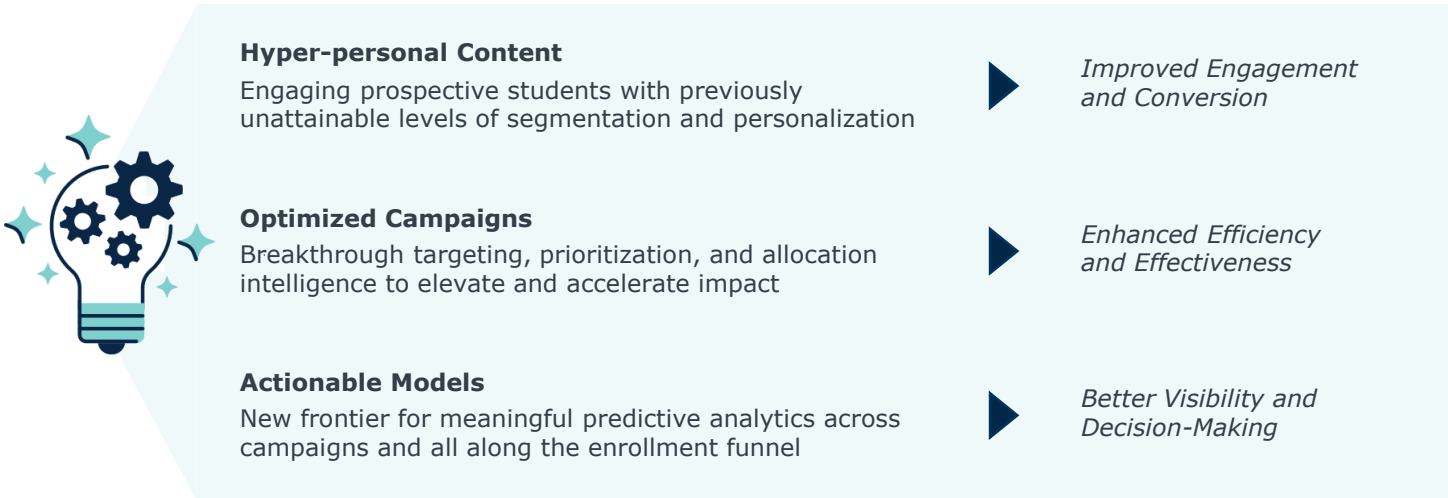
Insights and Campaigns Driven by **Enterprise-Wide AI**

**A Team of Experts** Ready to Help You Make the Right Calls

## THE ENROLL360 INSIGHT ENGINE

Our Enroll360 Insight Engine brings together the best that EAB has to offer. Through a combination of wide-scale testing, machine learning, new artificial intelligence, and unparalleled student data, we are able to execute recruitment marketing campaigns that go above and beyond what other vendors can offer.

As an Enroll360 partner, you can expect:



## PARTNERSHIP BEYOND EXPECTATION

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

### Our Team's Expertise

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

### Your Enrollment Team, Extended and Amplified

Every Enroll360 partner has a Strategic Leader who orchestrates support across 13 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:

- › Enrollment Management Consultants
- › Campaign Strategy Leads
- › Financial Aid Principals
- › Account Managers
- › Partner Data Managers
- › Project Specialists
- › Art Directors
- › Copywriters
- › Web Designers
- › Data Scientists
- › Strategic Analysts
- › Demographic Analysts
- › Paid Social Strategists

## UNRIVALED RESULTS

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

**16%**

Average enrollment lift  
among first-year partners

**6-pt.**

Higher first-year retention rates  
for EAB-recruited students

**7:1**

Average ROI among  
first-year partners

To schedule a diagnostic conversation with our team of experts, email [eabenrollmentcomm@eab.com](mailto:eabenrollmentcomm@eab.com). Learn more at [eab.com/Enroll360](https://eab.com/Enroll360).