enroll 360

Enhancing Our Partnership in 2024

12/12/2023

Meet Your Presenters

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1 In Retrospect: Our Response to a Challenging Post-Covid Market

2 The Next Wave: 7 Enhancements Coming in 2024

3 Inside the Lab: A Preview of What's Ahead

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A Look Back

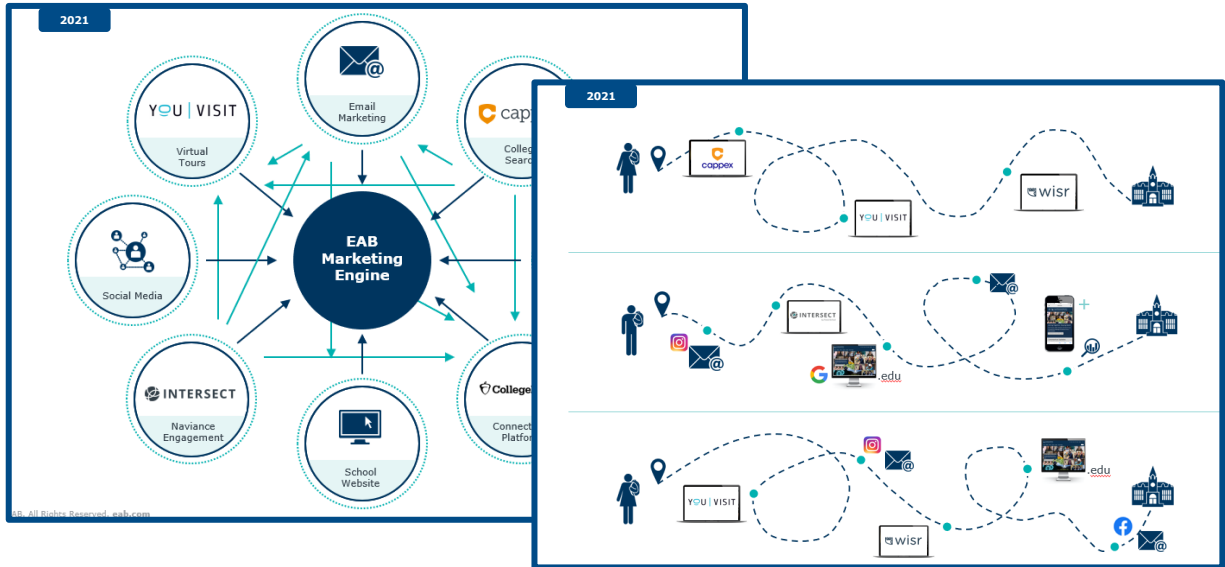Our Response to a Challenging Marketing Environment

1

Introduction of Cultivate—An Ecosystem Approach with Responsive Marketing

Key Problems to Solve, Identified in Late 2020

Problem   **Resulting Market Shift**

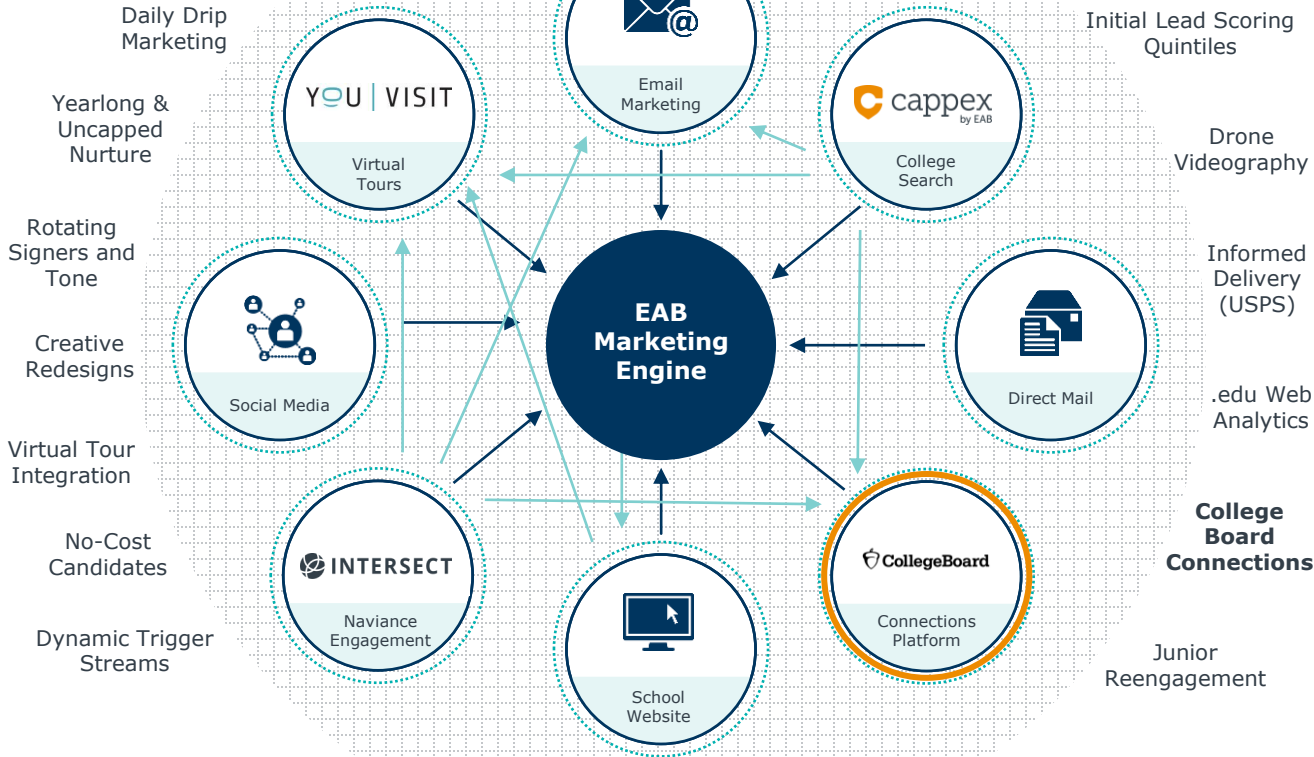| List-Source Turbulence	**Test Optional, College Board Connections, Subscription Plans and New Sources**
Increasingly Digitized Search	**Digital Channels Capturing More Mindshare**
Stealth Shopping	**Apps per Student Up, Engagement Happening Later**
Authentic Storytelling	**Virtual Tour Usage Nearly at Pandemic Levels**

EAB's Next-Generation Recruitment Ecosystem

2022-2023 Cycle

2023-2024 Cycle

Daily Drip Marketing

Yearlong & Uncapped Nurture

Rotating Signers and Tone

Creative Redesigns

Virtual Tour Integration

No-Cost Candidates

Dynamic Trigger Streams

Initial Lead Scoring Quintiles

Drone Videography

Informed Delivery (USPS)

.edu Web Analytics

College Board Connections

Junior Reengagement

EAB Marketing Engine

YOU | VISIT — Virtual Tours

Email Marketing

cappex by EAB — College Search

Social Media

Direct Mail

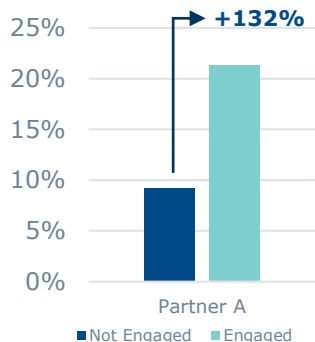INTERSECT — Naviance Engagement

School Website

CollegeBoard — Connections Platform

Updates on Recent Cultivate Enhancements

Nurture Engagement, More Applications

Case Example, One Enroll360 Partner

+132%

25%
20%
15%
10%
5%
0%

Partner A

■ Not Engaged ■ Engaged

Informed Delivery: Great Impressions, Few Clicks

September 2023 Apply Campaign Global Snapshot of Informed Delivery

2.07M emails sent

105% emails to mailing ratio

1.26M impressions

0.14% click rate

Responsive Trigger Emails Driving Action

Students engaging in "trigger follow-up" emails at

1.2x-6x

the rate of the preceding email in the campaign

New Challenges

Persistence of Original Challenges

- List-source Turbulence
- Increasingly Digitized Search
- Stealth Shopping
- Authentic Storytelling

Continued Engagement and Channel Challenges

- Student Preparedness Deficits
- Increasing Nonconsumption
- CollegeBoard Connections
- Generative AI

New Rules of Engagement

- SCOTUS Decision
- Alternative Application Vehicles
- Simplified FAFSA
- Challenging Data Privacy Headwinds

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The Next Wave
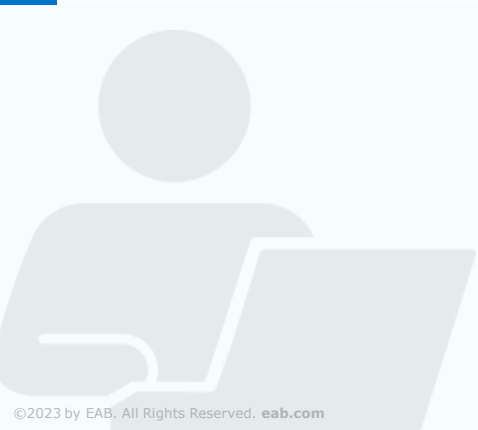
Enhancements Coming in 2024

2

Expanding Channel Presence

1 College Board Connections

2 Meet Appily

3 Expansion of Match

4 Parent Paid Social Channel Expansion

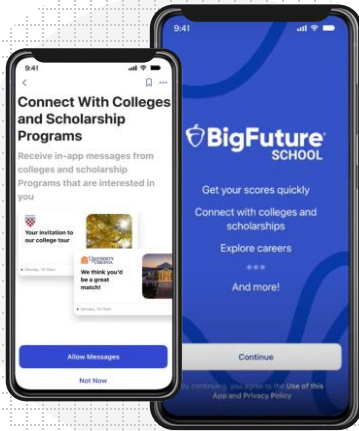5 Virtual Tour Responsive Stream

6 App Completion Triggers

7 Ecosystem-Based Lead Scoring

Deepening Engagement

College Board Connections

A New Extension of the Recruitment Ecosystem

1.6m+ students available on Connections

An expansion of your existing student communications

Dedicated landing page for schools to connect with students

Next launch in May followed by continued evolutionary support

Meet Appily

Everything Students Need to Confidently Plan and Apply for College

cappex

YOU | VISIT

Concourse
by EAB

college greenlight

greenlight match

An All-in-One Student Website for **Confident College Choices**

School Benefits

- ✓ Larger Student Audience
- ✓ Improved Engagement
- ✓ More Valuable Student Data
- ✓ Enhanced Campaigns
- **+ Annual profile upgrades**

Enroll360 Match, Powered by Concourse

Reach More Students with Our Unique 'Reverse Admissions' Model

Students Create Profiles

Universities Review Profiles

Universities Extend Offers

Students Claim Offers

57% of college-bound seniors are in Appily's growing audience

5x Anticipated growth in student adoption between 2023 and 2024

Enroll360 Match Now Available Through Naviance

Our Reverse Admissions Platform Is Now Accessible Nationwide

90+
Countries represented on the platform

650+
International high schools on the platform

100+
US high schools, school networks, and CBOs on the platform

appily

Match is now featured on Appily, EAB's new all-in-one student experience.

Direct K-12 Partnerships

NEW!

NAVIANCE BY POWERSCHOOL

Naviance high school students will gain access to Match in 2024.

Match powered by Concourse

Parent Paid Social Channel Expansion

New Ways to Connect with Parents on LinkedIn

Image Feed Ads

Boost parent engagement using their LinkedIn feeds
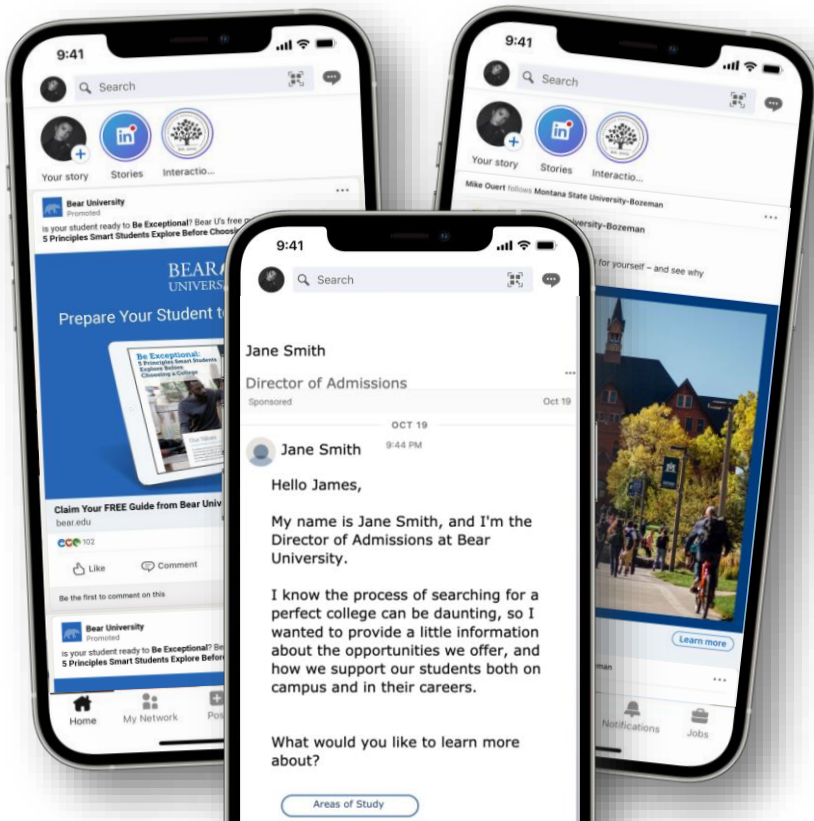
Conversation Ads

Connect directly with parents and present more information

Lead Gen Ads

Direct parents to inquiry page with call to action

Audience Network Ads

Reach parents on third-party websites using LinkedIn's extended ad network
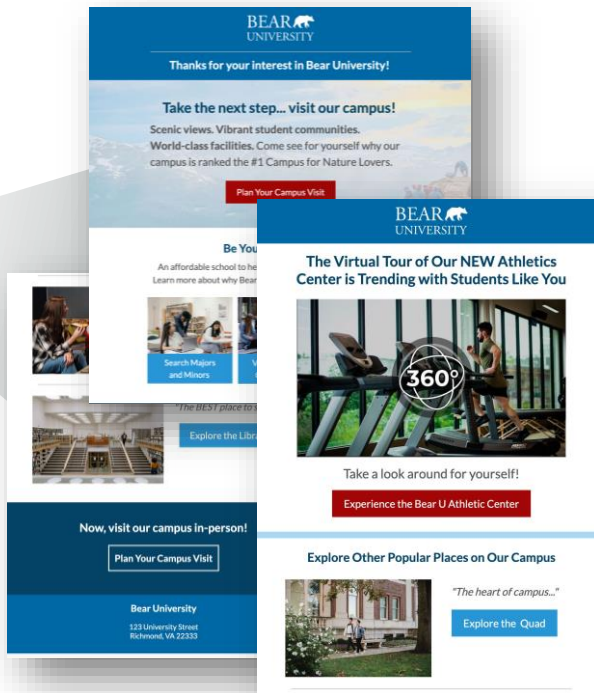
Virtual Tour Responsive Stream
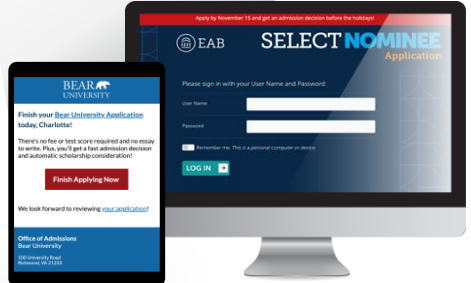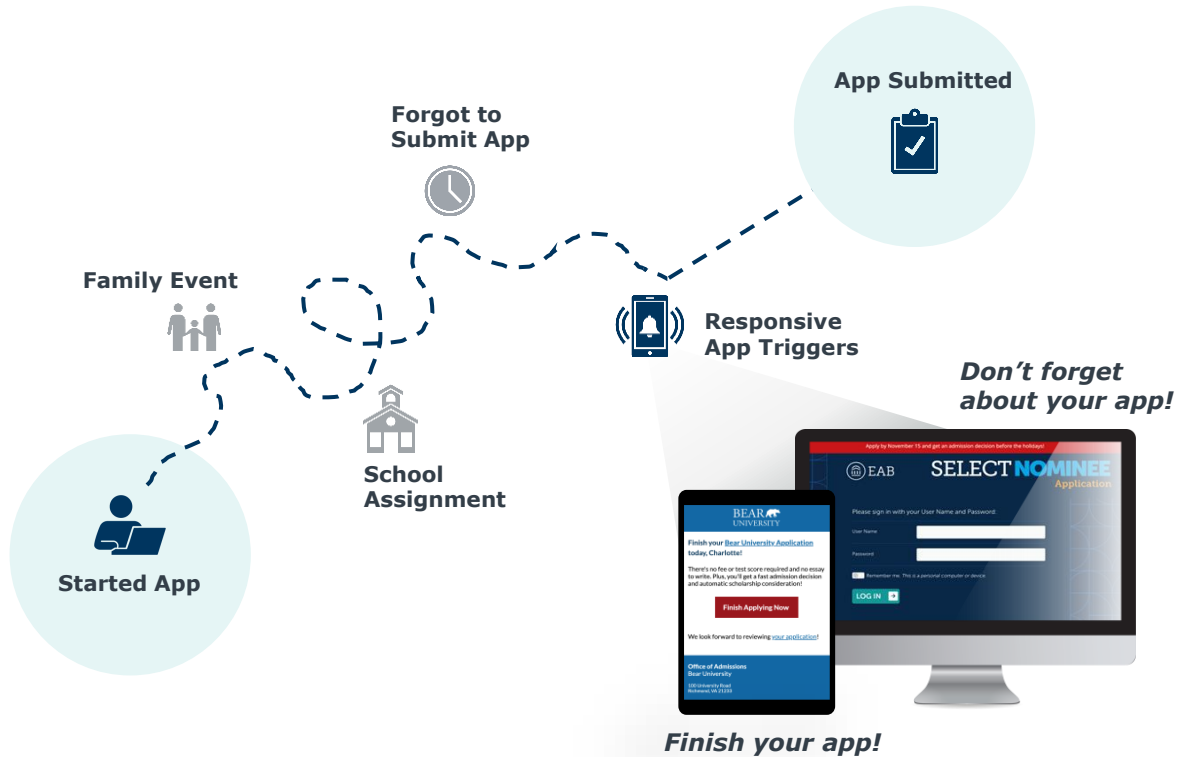
Keeping Students Engaged with Your Existing Assets

✓ Delivers immediate, relevant content from the tour last visited

✓ Layered on top of your current marketing streams

✓ Improves engagement with tour

✓ Develops affinity with school

✓ CTAs to visit in person

Responsive Application Messaging

Help Students Overcome Distractions with App Reminders

App Submitted

Forgot to
Submit App

Family Event

Responsive
App Triggers

School
Assignment

*Don't forget
about your app!*

Started App

BEAR
UNIVERSITY

Finish your **Bear University Application**
today, Charlotte!

There's no fee or test score required and no essay
to write. Plus, you'll get a fast admission decision
and automatic scholarship consideration!

Finish Applying Now

We look forward to reviewing your application!

Office of Admissions
Bear University

100 University Road
Richmond, VA 23233

EAB   SELECT **NOMINEE**
Application

Please sign in with your User Name and Password:

User Name

Password

Remember me. This is a personal computer or device.

LOG IN

Finish your app!

Ecosystem-Based Inquiry Lead Scoring

Behavior-Based Scoring Factors

Least Likely   **Neutral**   **Most Likely**

Inquiry Scoring Based on Likelihood to Apply
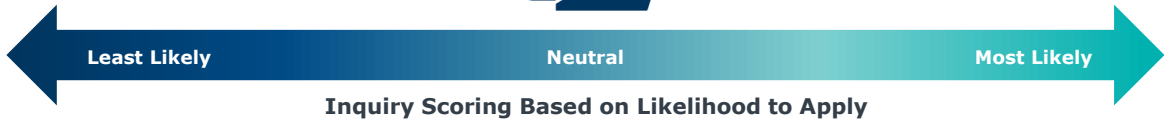
Enhanced Capabilities in 2024

☑ Earlier timing for summer deadlines

☑ Ongoing infusion of behavioral data

Expanding Channel Presence

1. **College Board Connections**

2. **Meet Appily**

3. **Expansion of Match**

4. **Parent Paid Social Channel Expansion**

Deepening Engagement

5. **Virtual Tour Responsive Stream**

6. **App Completion Triggers**

7. **Ecosystem-Based Lead Scoring**

Inside the Lab

A Preview of What's Ahead

3

Exploring the Potential of **Generative AI**

Pilots and Tests from Our Marketing Innovation Labs

Unstructured Data Synthesis
Next-generation personas

Hyper-Personalized Outreach
Triggered segmentation

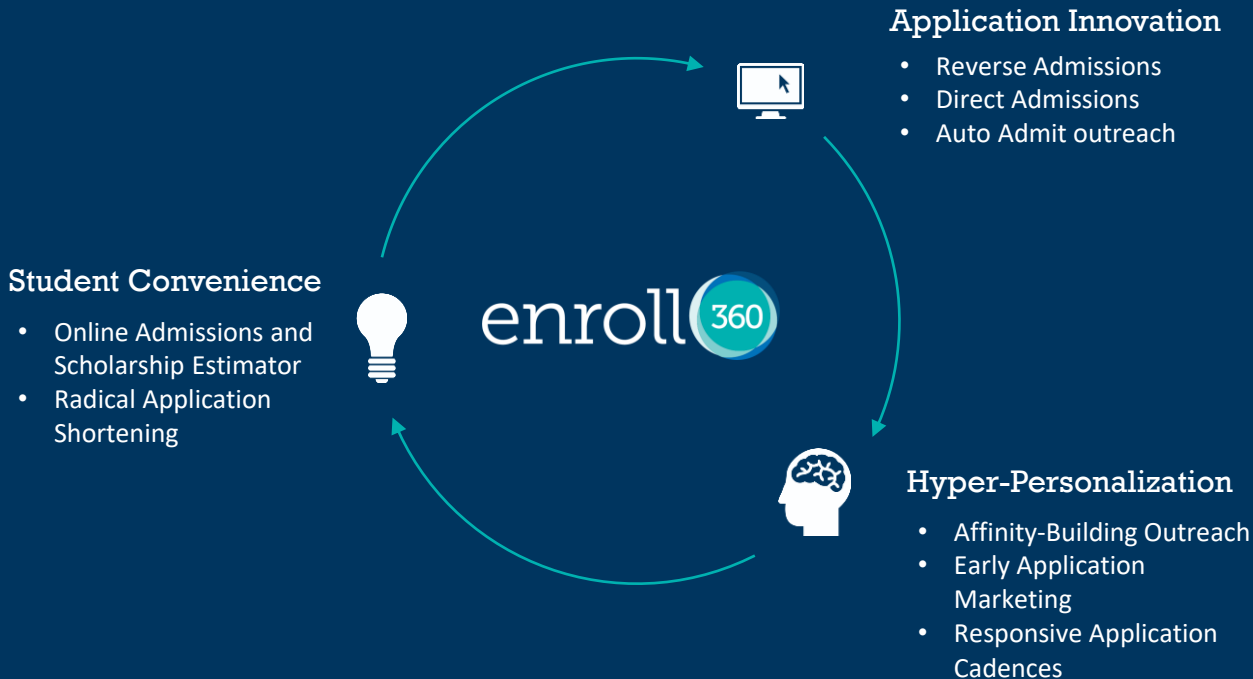**Guided Experiences**
Appily Virtual Tour customization

Bespoke Content
Next-generation offers

The Future of Apply
More Pilots and Tests from Our Marketing Innovation Labs

Application Innovation
- Reverse Admissions
- Direct Admissions
- Auto Admit outreach

Student Convenience
- Online Admissions and Scholarship Estimator
- Radical Application Shortening

Hyper-Personalization
- Affinity-Building Outreach
- Early Application Marketing
- Responsive Application Cadences

Diving into Topics of Deep Interest to Our Partners

Recent Insight Papers

- **AI for Enrollment Leaders**
  Immediate and Future Implications of the New Artificial Intelligence

- **College Search Trends Across Space and Time**
  A Deep Dive into Regional Trends of Student Behaviors

- ***Recruiting Gen P***
  Insights into College Search Behavior from EAB's Survey of 20K+ Students

- **Mapping the Enrollment Landscape**
  Five Near-Term Strategic Priorities for Admissions Teams

- **Understanding the Mindset of Prospective HBCU Students**
  Insights from EAB's 2023 Student Survey

Access them via QR code:

EAB SERVICES

Enroll360 Solutions Hub

Research and Insights

FILTER BY

All | Admissions | Enrollment Strategy | Financial Aid | Future Market Trends | Student Recruit

VIDEO
Enroll360 On-Demand Webinar Library
Enroll360 offers on-demand webinars to provide insights on market trends and updates on our services.
Enroll360

VIDEO
Breaking Down Barriers to College Access: Announcing Enroll360 Match's New Partnership with PowerSchool Naviance®
Watch our on-demand webinar to learn more about EAB's innovative Enroll360 Match solution.
Enroll360

What's Coming Next – Future Research Areas*

- Understanding channel influence **beyond first source**

- New **FAFSA** insights

- A guide to the **reverse admissions** landscape

- Optimizing **parent** communications

- **Naviance student survey**

- Student **mental health** survey insights

*subject to change

Thank you!

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