



# **Enrollment Marketing in the Age of Agentic AI**

Unveiling EAB's 2026 AI Roadmap and Strategic Vision

# Today's Presenters



**Hope Krutz**

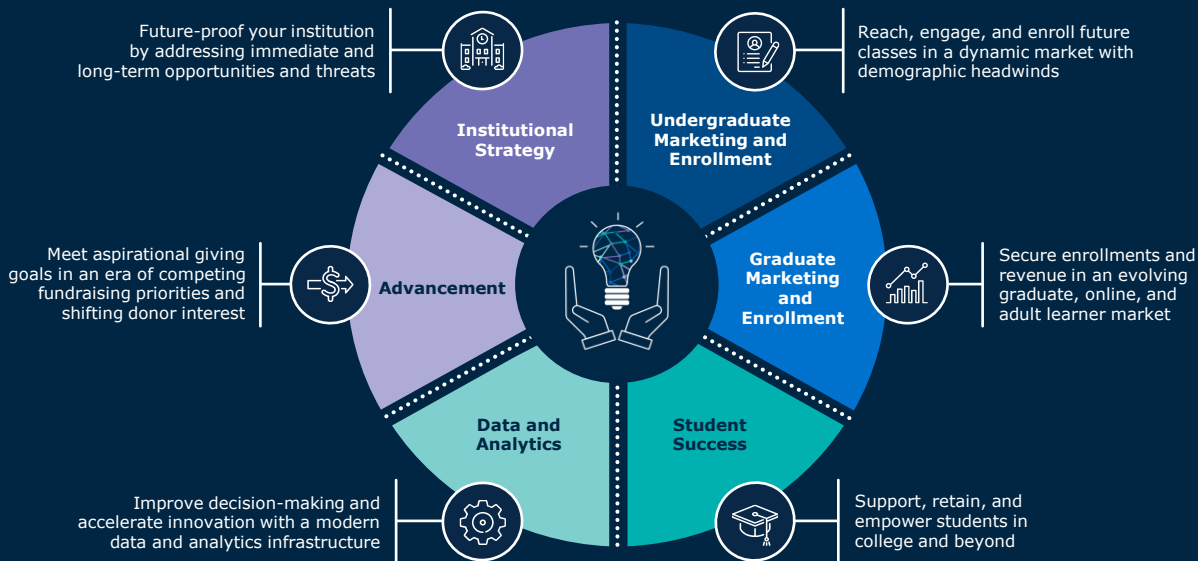
President, Enroll360



**Michael Koppenheffer**

Vice President, Enroll360 Marketing,  
Innovation and AI Strategy



**Insight-powered Solutions for Your Top Priorities and Toughest Challenges**

We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

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



# The Leading AI Innovator in Higher Education

Research-Backed, Responsible AI—Built for What's Next

## Deep Survey Research and Listening



*We uncover what students, families, and practitioners want from AI*

**40K+** students surveyed on AI; dozens of new surveys annually

## Rigorous Testing and Refinement



*We test and refine AI strategies at scale, drawing from the largest higher ed dataset*

**200+** AI-driven hyper-personalization tests this cycle

## Embedded, Essential Agentic AI



*We build AI agents that seamlessly support enrollment and retention results*

**1,200+** institutions with live enrollment and success agents

Proprietary technology and approaches

Comprehensive technical & strategic partnership support

## Transformational Results from AI Innovation

**25%+**

Average capacity increase for staff using Navigate360 AI

**15K+**

Student queries answered by EAB's AI agents in Fall 2026

**68%+**

Lift in engagement from AI-driven personalization in ALR campaigns

# 1 Recruiting the AI-Native Learner

## 2 New and Next-Cycle AI Enhancements

## 3 The Agentic Future of Enrollment

# A Warmup for Today's Webinar

## Classics

Question:



Here is a representation of a Roman inscription, originally found on a tombstone. Provide a translation for the Palmyrene script.

A transliteration of the text is provided: RGYN° BT HRY BR °T° HBL

by Henry T

Merton College, Oxford

# How About Some Comparative Anatomy?



## Question:

Hummingbirds within Apodiformes uniquely have a bilaterally paired oval bone, a sesamoid embedded in the caudolateral portion of the expanded, cruciate aponeurosis of insertion of m. depressor caudae. How many paired tendons are supported by this sesamoid bone? Answer with a number.

👤 Edward V

🏢 Massachusetts Institute of Technology

# Or Maybe a Little Math?

## Mathematics

### Question:

The set of natural transformations between two functors  $F, G : C \rightarrow D$  can be expressed as the end

$$\text{Nat}(F, G) \cong \int_A \text{Hom}_D(F(A), G(A)).$$

Define set of natural cotransformations from  $F$  to  $G$  to be the coend

$$\text{CoNat}(F, G) \cong \int^A \text{Hom}_D(F(A), G(A)).$$

Let:

- $F = B_*(\Sigma_4)_{*/}$  be the under  $\infty$ -category of the nerve of the delooping of the symmetric group  $\Sigma_4$  on 4 letters under the unique 0-simplex  $*$  of  $B_*\Sigma_4$ .
- $G = B_*(\Sigma_7)_{*/}$  be the under  $\infty$ -category nerve of the delooping of the symmetric group  $\Sigma_7$  on 7 letters under the unique 0-simplex  $*$  of  $B_*\Sigma_7$ .

How many natural cotransformations are there between  $F$  and  $G$ ?



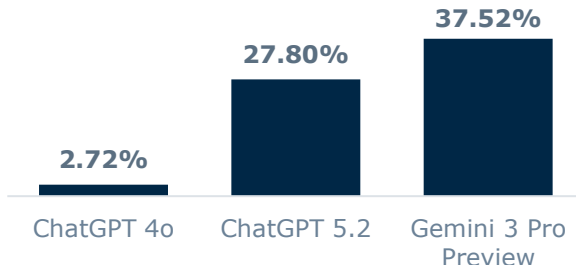
## 'Humanity's Last Exam' Charting Rapid Advances

## Sample Exam Questions

## Humanity's Last Exam in Brief

- 2,500 question general-topic, expert-level exam
- Questions submitted by 1,000 subject matter experts
- Developed and administered by scale.ai and Center for AI Safety nonprofit to track progress of AI systems
- Tests for breadth of knowledge and depth of reasoning

## Model Accuracy



Source: [https://scale.com/leaderboard/humanitys\\_last\\_exam](https://scale.com/leaderboard/humanitys_last_exam), accessed January 20, 2026.

# AI Usage Is Surging

## AI Has Quickly Become Embedded in College Search

### Rapid Adoption Growth Over the Past Year

*High Schoolers*

26%→46%

Share of students using AI in college search

*Spring 2025 vs. Fall 2025*

*Adult and Grad Students*

4%→19%

Share of students using AI in program search

*2024 vs. 2025*

### How AI Is Shaping College Exploration



56%

of high school students say using AI has **made their college search easier**



34%

of high school students **discovered a school** through an AI search



23%

of adult students **read the AI-generated summary** in search results when researching programs



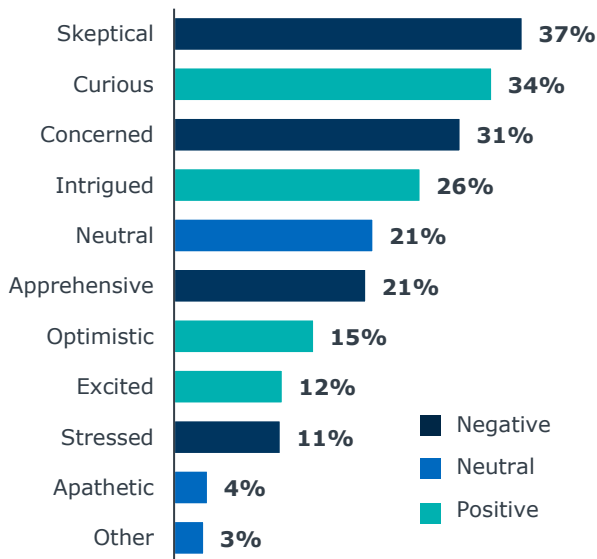
25%

of high school students have an **“ongoing conversation with AI”** about their college search

# However, Students Remain Conflicted

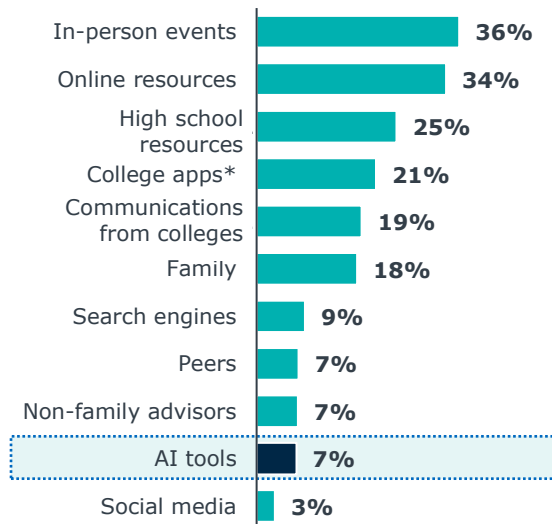
Despite Widespread Usage, Feelings Toward AI Are Mixed

## Top Emotions Students Associate with AI



## Trust in AI Lags Behind That of Other Resources

*Q: What resources do you trust most to provide accurate information about specific schools?*



# How Do Students Feel About Colleges Using AI?



## Students Want Tailored Messages That Don't Feel AI-Generated

### Highly Personalized Communications Resonate

**93%** of students say personalized college outreach would **increase their interest in a school**

**73%** of students say personalization makes them **feel wanted or valued by a school**

### Negative Reactions to AI-Generated Content

Q: How did it make you feel to receive an AI-generated communication from a school?



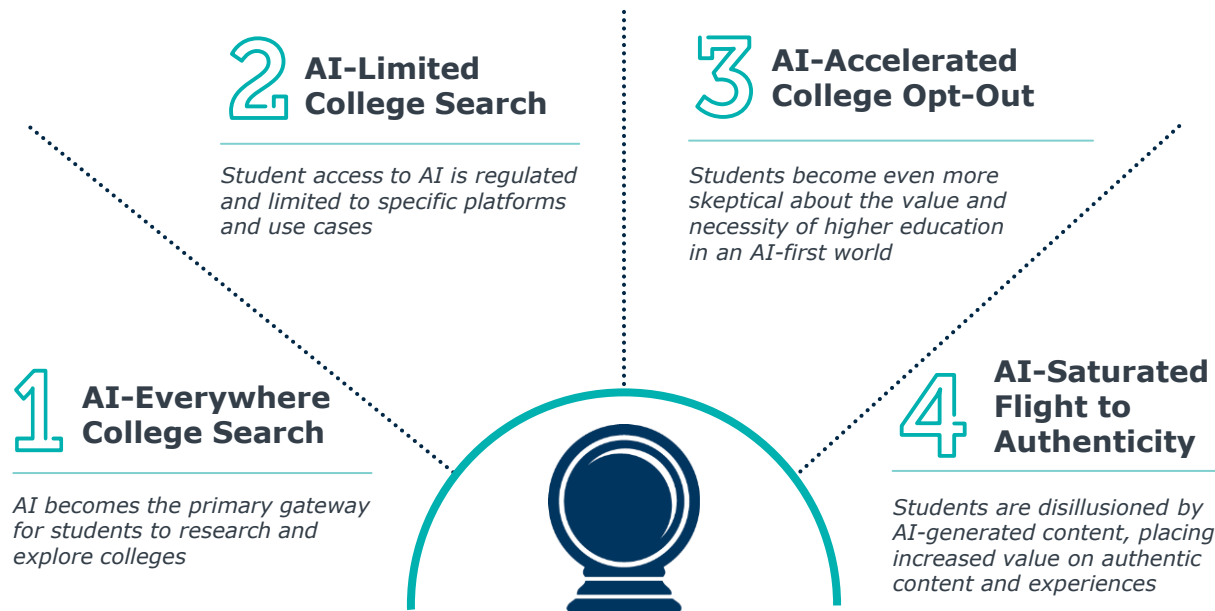
### Students Are Fairly Adept at Recognizing AI

**63%** of students identified AI-generated **images** correctly

**58%** of students identified AI-generated **text** correctly

# So, Where Is This Heading?

Imagining Four Possible AI Futures Based on Six Parameters



**Primacy of AI in Search**

**Level of Human Interaction**

**Perceived Value of College**

**Level of Trust in AI Tools**

**Degree of AI Regulation**

# 8 Cross-Scenario Imperatives

14

'No-Regrets' Actions Mostly Likely to Set Institutions Up for Success

**Plan for Continuous  
Adaptation**

**Optimize for AI  
as an Audience**

**Invest (More) in  
Brand Management**

**Elevate Human  
Connection**

**Strengthen Parent and  
Counselor Relationships**

**Shore Up  
Data Integrity**

**Anticipate Workforce  
and Value Shifts**

**Evolve Recruitment  
Marketing Campaigns**

*Download our new insight  
paper for in-depth scenarios  
planning guides.*





AI will be  
**transformative** in  
ways that are both  
predictable and  
unpredictable.



Institutions that take  
advantage of AI  
innovation will have  
**a significant edge in  
the market** in the  
coming years.



AI transformation  
requires capabilities  
and strategies that  
individual institutions  
are **unlikely to  
develop alone.**

- 1 Recruiting the AI-Native Learner
- 2 New and Next-Cycle AI Enhancements
- 3 The Agentic Future of Enrollment



# Our AI Roadmap

## AI-Enabled Transformation Across Four Key Areas

### Reimagining Content

#### Answer Engine Visibility

Accurate, structured, and machine-readable content optimized for AI systems

#### Hyper-Personalized Content

Personalized content that increases relevance and improves engagement across multichannel student journeys

### Reimagining Channels

#### Channel Orchestration

Speed-to-lead innovations, inbox deliverability, and intelligent analytics

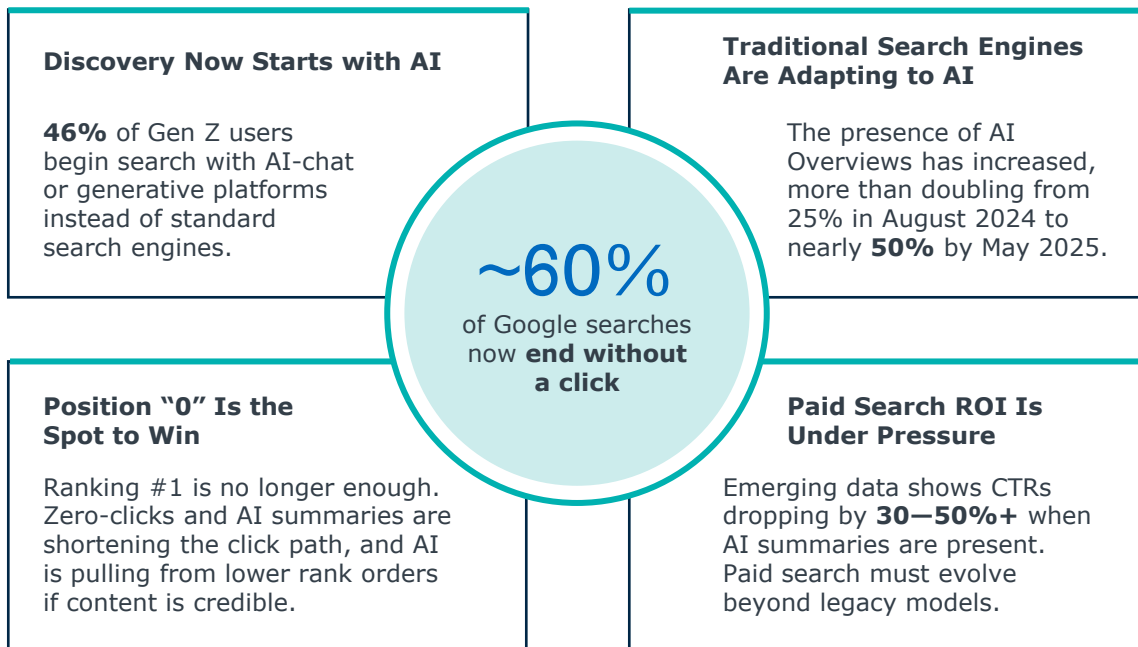
#### Conversation Agents

Always-on, AI-enabled conversational marketing built into your campaigns

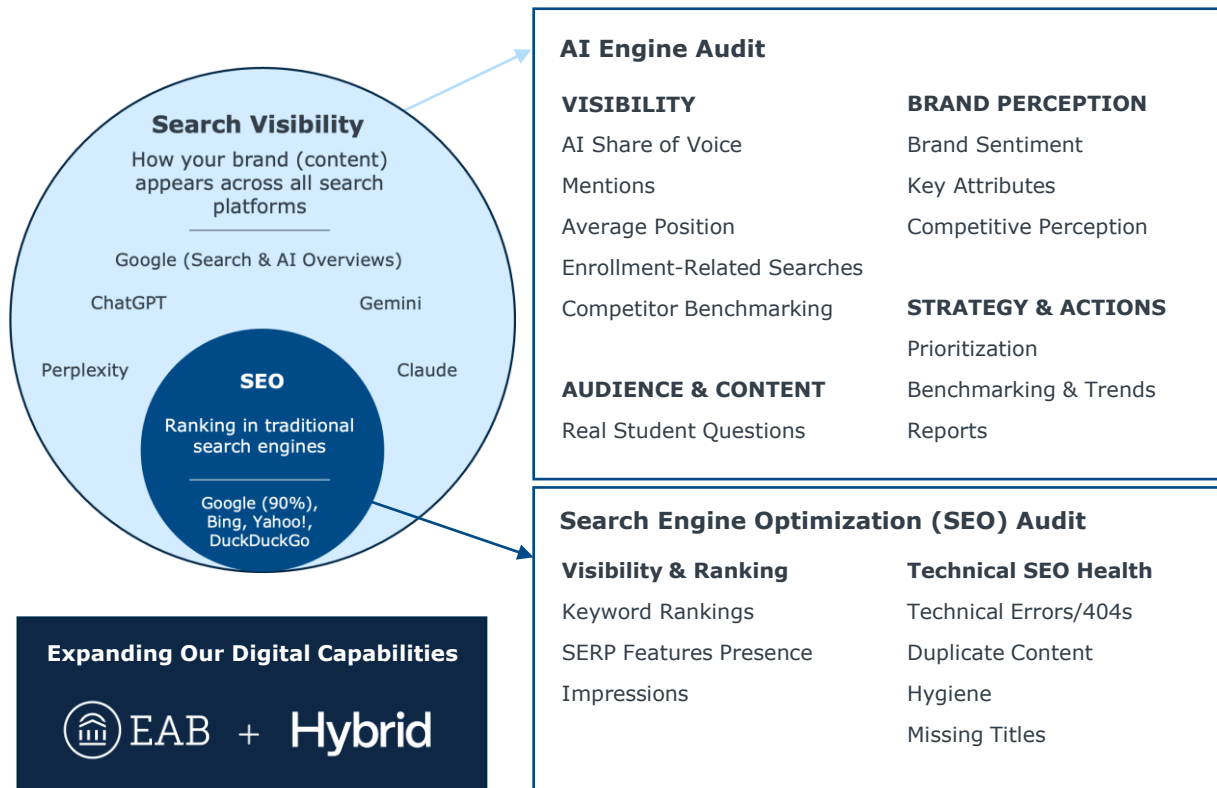


# What About the Top of Your Funnel?

AI Has Moved the Goalposts for Search Engine Visibility and Conversion

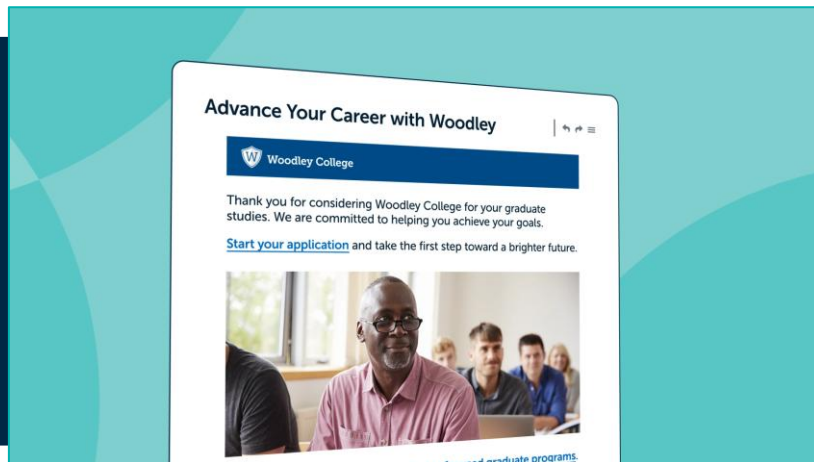


# Inside Our AI Visibility Audit



# Using AI to Hyper-Personalize Content at Scale

Making Content More Relevant and Engaging to Students



205+

Tests across grad and undergrad campaigns last cycle

13K

Unique variations of single email

+68%

Increase in engagement rate when hyper-personalization is used

## Types of Hyper-Personalization We've Tested

1

**Super-Granular Segmentation** (by region, major, etc.)

2

**Advanced Trigger Emails**

3

**Individualized Offers**

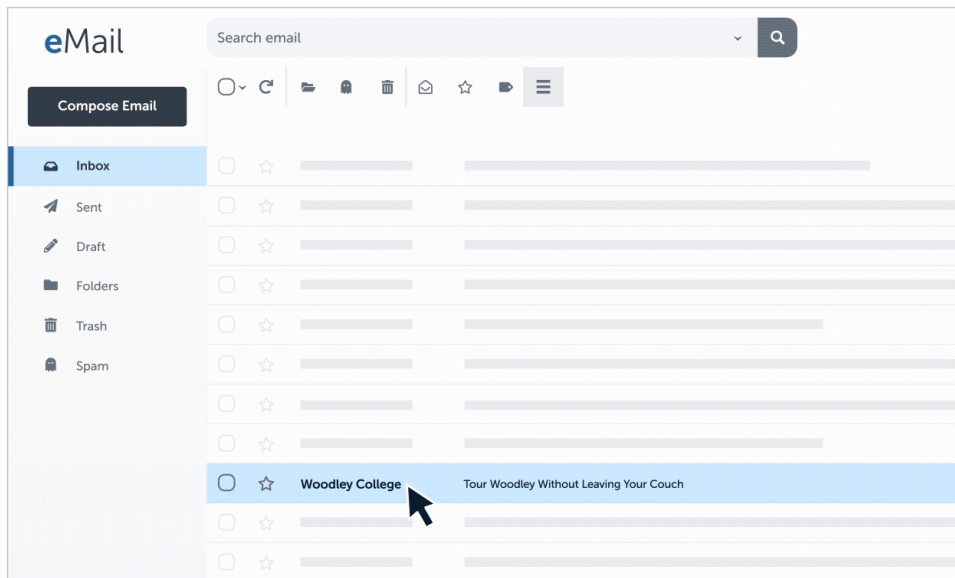
4

**Subject Line Enhancements**

5

**Fully Personalized Email Copy**

# Subject Line Enhancements



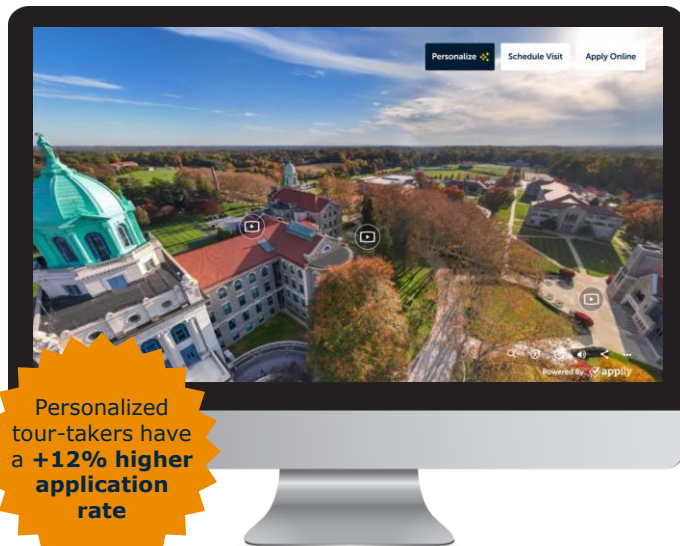
# Introducing Dynamic Web Offers



# Extending Hyper-personalization to the Virtual Tour

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## Customized Tour Experiences Powered by AI



### AI Personalization

Relevant tour stops are brought to the top of the destination picklist based on expressed interest

### AI Search

Visitors can search the tour at any time to discover relevant content from tour stops or media galleries

### AI Descriptions

Enrollment teams can create robust media gallery descriptions at the click of a button using generative AI

55%

of visitors now **using AI Personalization** to customize their tour experience

+49%

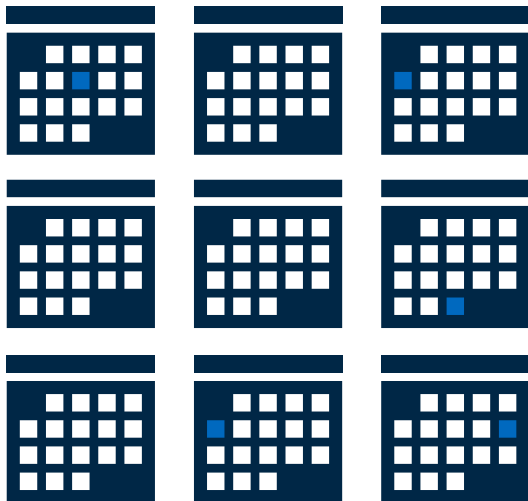
increase in average **time on tour** when visitors personalize their experience

# AI-Powered “Speed-to-Lead” Acceleration

Undergrad List Source Purchasing Balancing Speed, Availability and Budget

## Typical CRM Campaign

(4–5 Purchases per Year)



## Enroll360 Campaigns

(18–20 Purchases per Year)



Determined by list availability  
and human capacity



**Machine learning** informs name  
ordering and campaign timing



# AI-Powered Innovations to Reach More Inboxes

## Protocol for Gmail Inbox Deliverability to Reach High School Students

Engagement Tiers

Staggered Warming

Multi-Track Stream



Group A



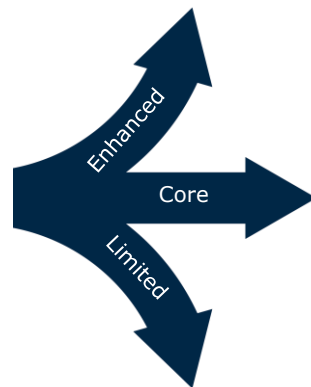
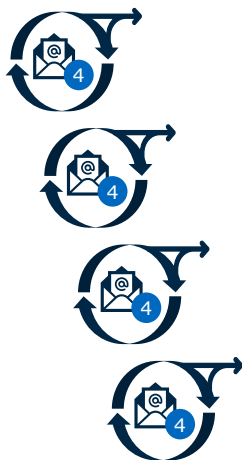
Group B



Group C



Group D



### Machine learning helps determine...

Which tier each prospective student is in

The timing of each campaign launch

Who is routed into which track



# Building a Better Student Search Experience

## What We've Learned from Our Conversation Agent Pilots

### What We've Learned About Agents...



#### **Knowledge base matters**

There is a “Goldilocks” zone: too little context limits usefulness, too much reduces consistency.



#### **Clear goals drive better performance**

Agents work best when designed for a specific moment (e.g., exploration vs. application), not as all-purpose assistants.



#### **Channel matters**

Agent responses, links, and CTAs should differ across web, SMS, and virtual tour environments.



#### **Human handoff is essential**

Not every interaction should stay with an agent; knowing when to escalate builds trust and effectiveness.

### ...And How Students Use Them



**Most engagement happens after hours** (roughly 6 p.m. to 1 a.m.).



**Some students prefer agents** for low-pressure, judgment-free conversations.



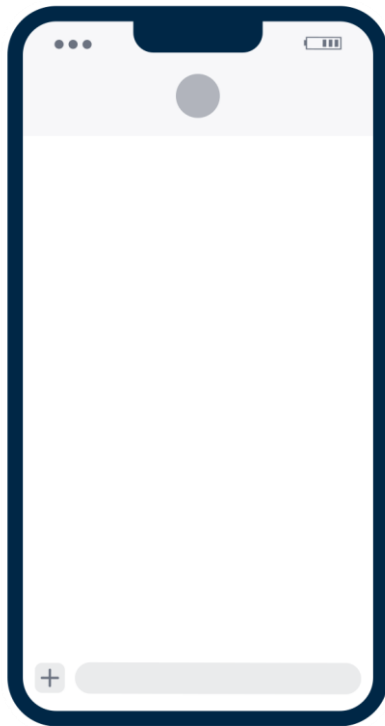
**Agents provide real service** by answering questions, reducing anxiety, and providing real-time nudges.

# Landing Page Chat Agent



- ▶ Students are prompted and can engage and ask questions of an AI conversation agent

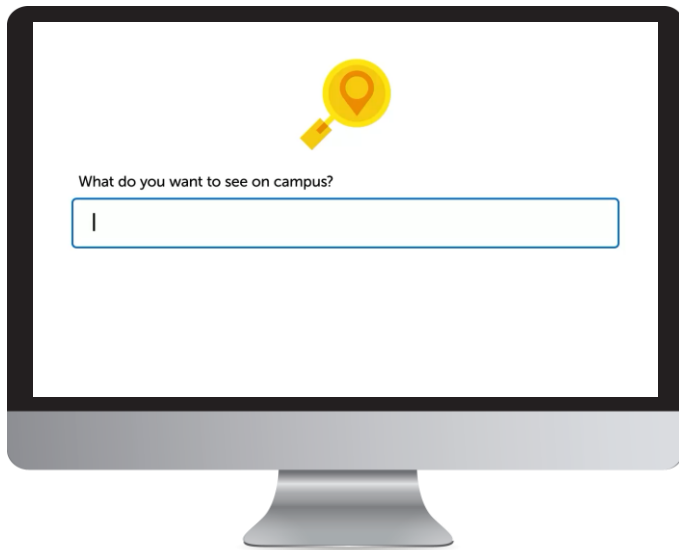
# SMS Two-Way Text Agent



- ▶ Outbound outreach to students on your lists
- ▶ More dynamic and more effective than landing pages

# Next Level Experiences in the Virtual Tour

## An AI-Powered Tour Companion



### Contextual Questions

Are you interested in an engineering major?

Yes

No


### Proactive Guidance

**Program Stats** [Save to Apply](#)

Tuition	US News Ranking
<b>\$11,610/year</b>	<b>#21</b>
Avg. Salary after Graduation	
<b>\$107,000</b>	

[Application Requirements](#)

[Curriculum](#)

  
Alumni Story

### On-Demand Answers

[Where do students usually hang out?](#)

**The Quad** — it's frisbee and hammock central!



**South State Park** — take a hike and explore the outdoors



[More](#)

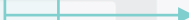
[Feedback](#)

# A Chat Agent for Your Website



## **Designed to Drive Student Enrollment 24/7 on Your Website**

- ▶ Instant, personalized engagement
- ▶ Always-on support
- ▶ Seamless integration into marketing campaigns
- ▶ In-the-moment lead capture
- ▶ Insights that drive action
- ▶ Dynamic database



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# Exploring New Agentic Experiences Across the Funnel



## **Conversational Net Price Calculator**

A better NPC experience connected to your tours and campaigns



## **Conversational Application**

App pre-populated based on campaign data, with support from AI agent



## **Financial Aid Guidance**

Personalized explainer video and conversational guidance



## **Yield Concierge Experience**

Personalized virtual tour and admitted student hub







A trusted CRM to recruit, retain, and empower students in college and beyond

Enrollment Success

Student Success

Advancement Success

Career + Life Success



Amplified by **AI**



A trusted CRM to recruit, retain, and empower students in college and beyond



## Enrollment Success

- ▶ Improve yield with **unified data** and **coordinated engagement** from inquiry to the first day of class
- ▶ Spot and **fix funnel bottlenecks** with reporting and analytics
- ▶ Help prospects **apply and track progress** in the Application Portal
- ▶ Personalize **outreach** and **prepare for meetings** with an AI assistant

# 40+

Navigate360 Enrollment Success partners

### *Promising Early Results*

# \$8.8M

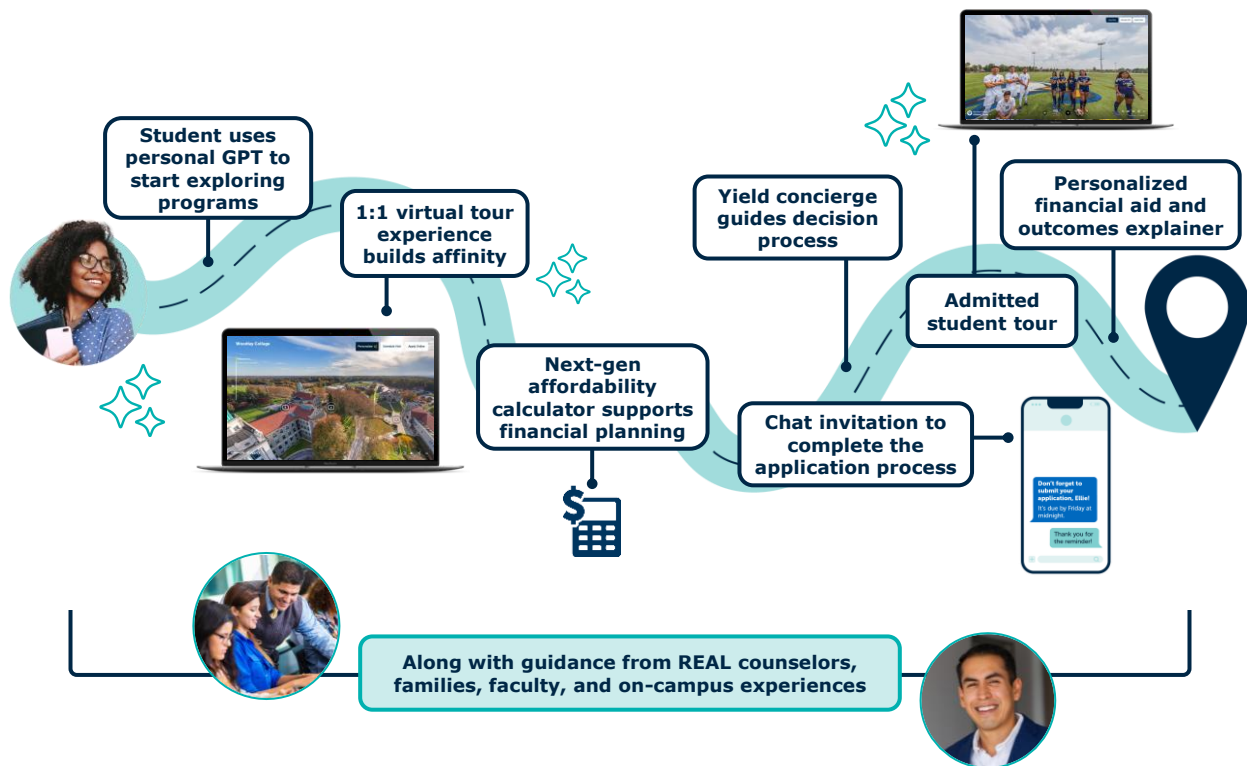
additional tuition revenue in two years

# 447%

Increase in prospect outreach without hiring more staff

# What Is the Agentic Future?

## Envisioning an Agent-Enabled Student Journey



# Our Guiding Principles (for AI and Always)

Expanding What's Possible, Grounded in What Works

Built on Best  
Practices



Rigorously  
Tested



Designed for  
Results



Our commitment is to **build upon a 35-year foundation** of proven marketing strategies to help you **succeed in an AI-enabled future.**

# Ready to Continue the Conversation?



I'd like to speak  
with an expert  
about **EAB**  
**solutions** to:



- 1 Engage and enroll more **graduate/adult students**
- 2 Engage and enroll more **undergraduate students**
- 3 Create an AI-powered **virtual tour** experience
- 4 Improve our **website visibility** in the AI search era
- 5 Embed an **AI chat agent** on our website
- 6 I'd like to learn more about **EAB's enrollment CRM**.

# Thank You for Joining!

## We'd Love Your Feedback in the Exit Survey



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