



EAB

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

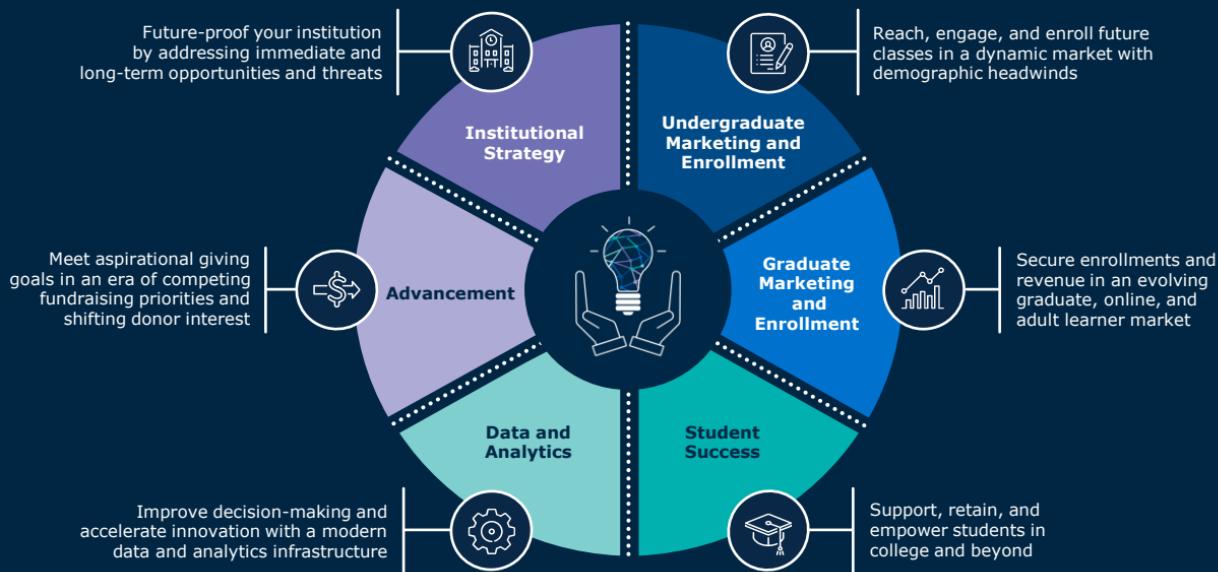
Vice President, Enroll360 Marketing,
Innovation and AI Strategy



EAB

Education's Trusted Partner to
Help Schools and Students Thrive

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^o BT HRY BR ^cT^o HBL

✉ Henry T
✉ Merton College, Oxford

How About Some Comparative Anatomy?

Ecology

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

$$Nat(F, G) \cong \int_A Hom_D(F(A), G(A)).$$

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

$$CoNat(F, G) \cong \int^A Hom_D(F(A), G(A)).$$

Let:

- $F = B_*(\Sigma_4)_*$ be the under ∞ -category of the nerve of the delooping of the symmetric group Σ_4 on 4 letters under the unique 0-simplex $*$ of $B_*\Sigma_4$.
- $G = B_*(\Sigma_7)_*$ be the under ∞ -category nerve of the delooping of the symmetric group Σ_7 on 7 letters under the unique 0-simplex $*$ of $B_*\Sigma_7$.

How many natural cotransformations are there between F and G ?

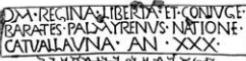


Almost Unimaginable Progress in AI

'Humanity's Last Exam' Charting Rapid Advances

Sample Exam Questions

Classics

Question:

 OMNIS REGINA LIBERIA ET CONIVGE
 BARATES PALMIS YRENSIS NATIONE
 CATALAVANA AN. XXX.

Here is a representation of a Roman inscription, originally found on a tombstone. Provide a translation for the Palmyrene script.
 A transcription of the text is provided: RGTNY-BT HRY BR-+T+ HBL.

By Henry T.
 (c) Merton College, Oxford

Ecology

Question:
 Hummingbirds within Apodiformes uniquely have a bilaterally paired oval-shaped tendon imbricated in the caudal/ventral portion of the expanded, concave epiphyses of insertion of m. depressor bone? How many paired tendons are supported by this sesamoid bone? Answer with a number.

By Edward V.
 (c) Massachusetts Institute of Technology

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 cotraformations from F to G to be the coend

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

Let G be a graph. An edge-indicator of G is a function $a : 0, 1 \rightarrow V(G)$ such that $a(0), a(1) \in E(G)$.

Consider the following Markov Chain $M = M(G)$:
 The statepace of M is the set of all edge-indicators of G , and the transitions are defined as follows:

Assume $M_0 = a$.

1. pick $b \in \{0, 1\}$ u.a.r.
2. pick $v \in N(a(1-b))$ u.a.r. (here $N(v)$ denotes the open neighbourhood of v)
3. set $a'(b) = a$ and $a'(1-b) = a(1-b)$
4. Set $M_{t+1} = a'$

We call a class of graphs G well-behaved if, for each $G \in \mathcal{G}$ the Markov chain $M(G)$ converges to a unique stationary distribution, and the unique stationary distribution is the uniform distribution.

Which of the following graph classes is well-behaved?

Answer Choices:

- The class of all non-bipartite regular graphs
- The class of all connected cubic graphs
- The class of all connected graphs
- The class of all connected non-bipartite graphs
- The class of all connected bipartite graphs.

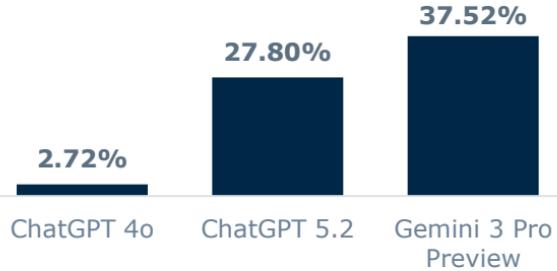
By David S.
 (c) University of São Paulo

Source: https://scale.com/leaderboard/humanitys_last_exam,
 accessed January 20, 2026.

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



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**



23%

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



34%

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



25%

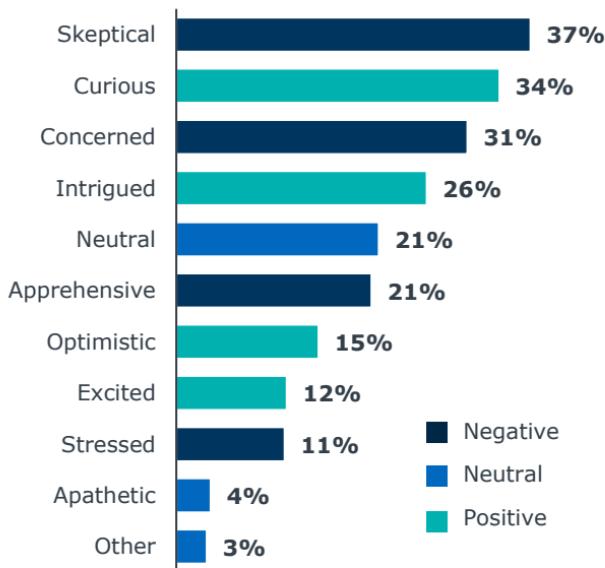
of high school students have an **“ongoing conversation with AI”** about their college search



However, Students Remain Conflicted

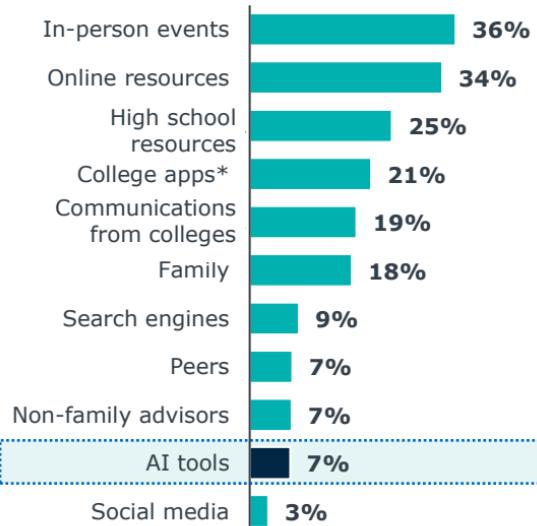
Despite Widespread Usage, Feelings Toward AI Are Mixed

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%

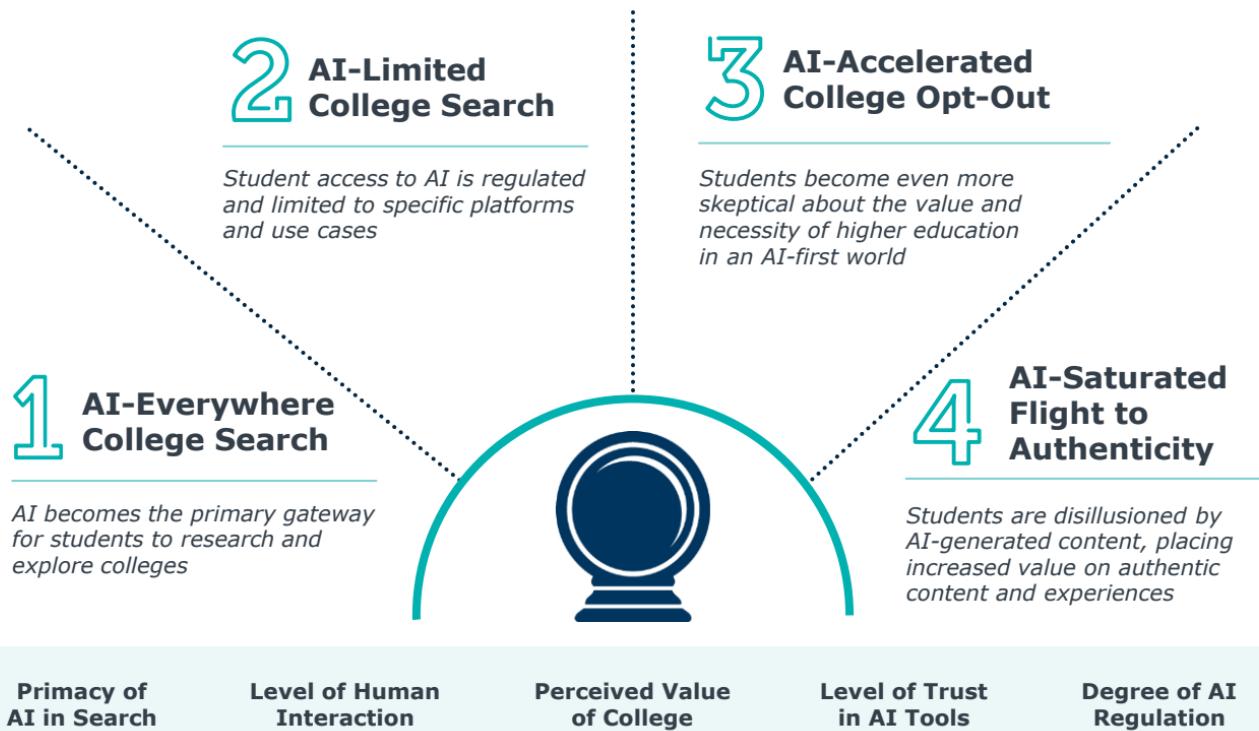
of students identified AI-generated **images** correctly

58%

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

So, Where Is This Heading?

Imagining Four Possible AI Futures Based on Six Parameters



8 Cross-Scenario Imperatives

‘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.*



What We Believe



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

..... Reimagining Channels

Channel Orchestration

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

Hyper-Personalized Content

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

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

Discovery Now Starts with AI

46% of Gen Z users begin search with AI-chat or generative platforms instead of standard search engines.

Traditional Search Engines Are Adapting to AI

The presence of AI Overviews has increased, more than doubling from 25% in August 2024 to nearly **50%** by May 2025.

~60%

of Google searches now **end without a click**

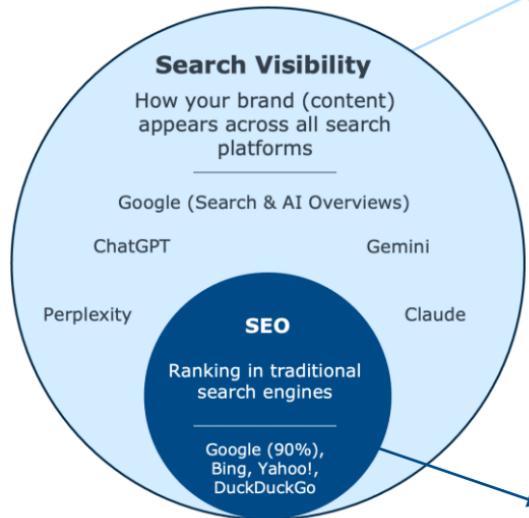
Position “0” Is the Spot to Win

Ranking #1 is no longer enough. Zero-clicks and AI summaries are shortening the click path, and AI is pulling from lower rank orders if content is credible.

Paid Search ROI Is Under Pressure

Emerging data shows CTRs dropping by **30—50%+** when AI summaries are present. Paid search must evolve beyond legacy models.

Inside Our AI Visibility Audit



AI Engine Audit

VISIBILITY

- AI Share of Voice
- Mentions
- Average Position
- Enrollment-Related Searches
- Competitor Benchmarking

BRAND PERCEPTION

- Brand Sentiment
- Key Attributes
- Competitive Perception

STRATEGY & ACTIONS

- Prioritization
- Benchmarking & Trends
- Reports

AUDIENCE & CONTENT

- Real Student Questions

Expanding Our Digital Capabilities



EAB + Hybrid

Search Engine Optimization (SEO) Audit

Visibility & Ranking

- Keyword Rankings
- SERP Features Presence
- Impressions

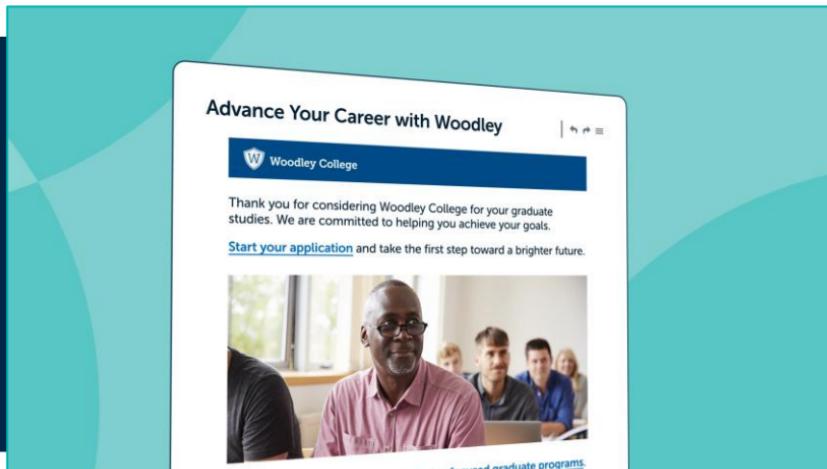
Technical SEO Health

- Technical Errors/404s
- Duplicate Content
- Hygiene
- Missing Titles



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

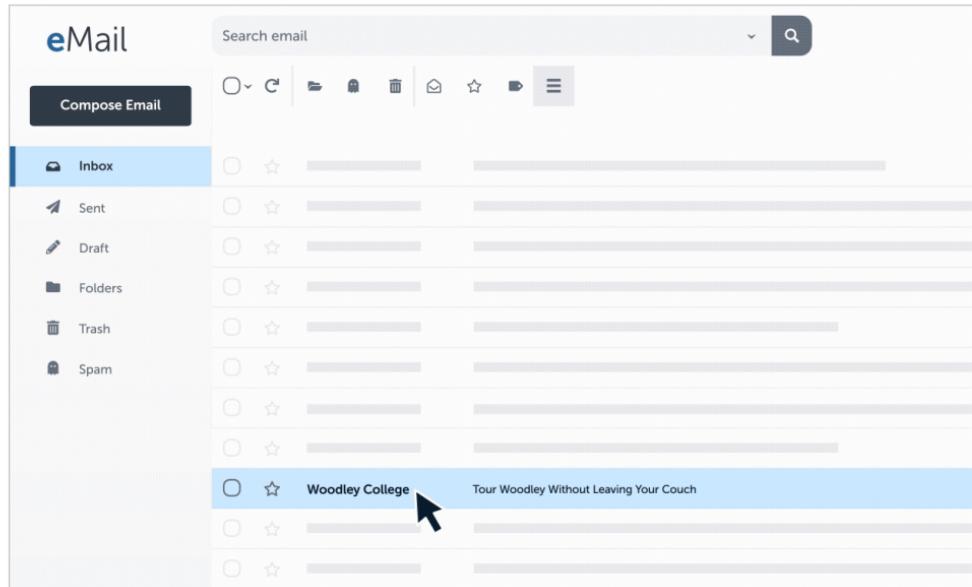
4

Subject Line Enhancements

5

Fully Personalized Email Copy

Subject Line Enhancements



The image shows a digital email inbox interface. On the left, a sidebar lists navigation options: 'Compose Email', 'Inbox' (which is selected and highlighted in blue), 'Sent', 'Draft', 'Folders', 'Trash', and 'Spam'. The main area displays a list of emails. The first email in the list has a blue background and contains the text 'Woodley College' followed by the subject line 'Tour Woodley Without Leaving Your Couch'. A black cursor arrow is positioned over the subject line of this email. Above the email list is a search bar with the placeholder 'Search email' and a magnifying glass icon. Below the search bar are several small, light-gray icons representing different actions or filters.



Introducing Dynamic Web Offers

A Special Invitation for Book Lovers | [View Offer](#)

Woodley College

Choosing the right college means more than identifying strong academics and a welcoming campus. (If only it were that easy!) Check out our free guide, [5 Unexpected Essentials for English Students](#).



As you explore 5 Unexpected Essentials, you'll learn about often-overlooked factors you'll want to have in mind as you research colleges. From the campus to the classroom, there's so much to enriching experiences that will expand your view of the world.



Woodley College

5 Unexpected Essentials for English Students

Discover all you can do at Woodley College

What do you want from your college? A stellar English program, robust academics, and a welcoming campus. (If only it were that easy!) Check out our free guide, [5 Unexpected Essentials for English Students](#).

A Special Invitation for Engineering Innovators | [View Offer](#)

Woodley College

Choosing the right college means more than identifying strong academics and a welcoming campus. (If only it were that easy!) Check out our free guide, [5 Unexpected Essentials for Engineering Students](#).



As you explore 5 Unexpected Essentials, you'll learn about often-overlooked factors you'll want to have in mind as you research colleges, from crucial career-building opportunities to enriching experiences that will expand your view of the world.



Woodley College

5 Unexpected Essentials for Engineering Students

Discover all you can do at Woodley College

What do you want from your college? A stellar engineering program, robust academics, and inspiring professors? Great! But consider other surprising factors in your choice. There's a breakdown of the things you may not have known you needed in an engineering school.

A Special Invitation for Business Leaders | [View Offer](#)

Bear University Online

Taking the next step in your career is about more than just finding the right graduate program. (Though that part matters, too!) Check out our free guide on how to [Grow Your Career in Business with Online Classes](#) at Bear U.



In the guide, you'll get a closer look at what learning at Bear University Online is really like—from how courses are structured to the kinds of support and flexibility Bear U offers to its students. You'll also see how our programs are designed to help you build practical skills you can apply right away.



Bear University Online

Grow Your Career in Business with Online Classes

At Bear University, we're focused on your future

As a graduate student at Bear University Online, you will receive personalized guidance from caring faculty in small classes that facilitate personalized interactions, even in a virtual setting. Bear U offers a diverse array of online degree programs and innovative programs right for you.

Extending Hyper-personalization to the Virtual Tour



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%

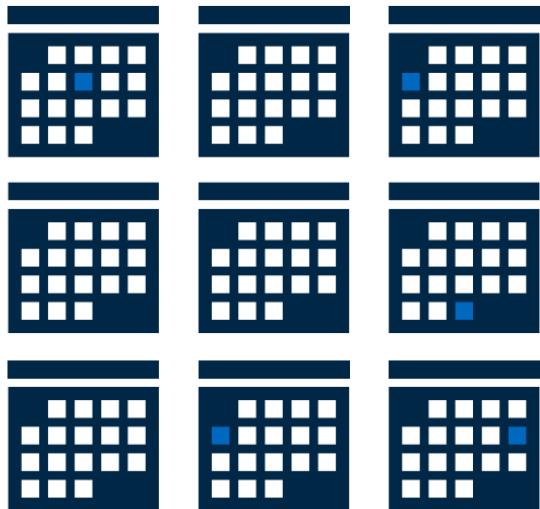
increase in average **time on tour** when visitors personalize their experience

AI-Powered “Speed-to-Lead” Acceleration

Undergrad List Source Purchasing Balancing Speed, Availability and Budget

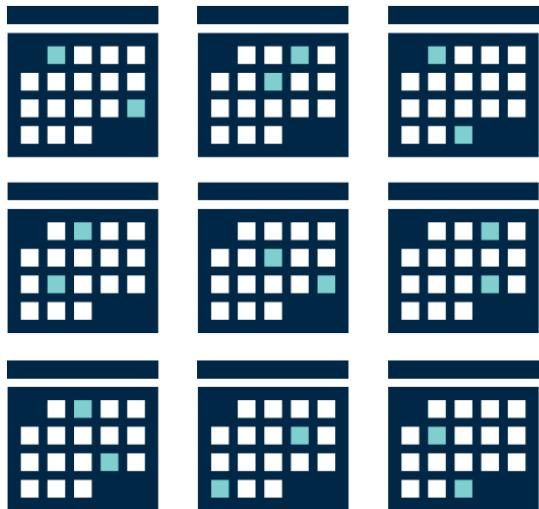
Typical CRM Campaign

(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



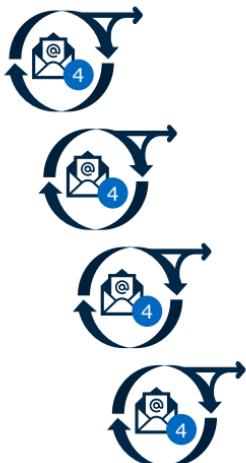
Group B



Group C



Group D



Enhanced

Core

Limited

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.

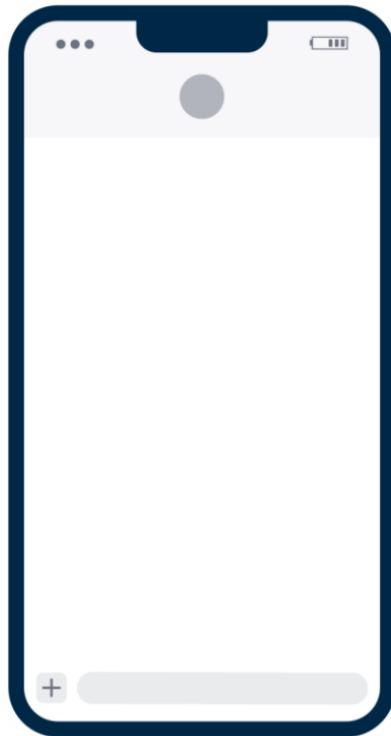
Landing Page Chat Agent



The screenshot shows a landing page for Woodley College. At the top, the Woodley College logo is displayed. Below the logo, a large image of two students, a man and a woman, wearing VR headsets, is shown. A blue callout box on the left side of the image contains the text: "Welcome to your personal exploration hub, **Marco!**" and "We're excited you're here, and we're so thrilled to offer our support as you explore your college journey opportunities." A cursor arrow points towards the right side of the image. Below the image, the text "Explore. Imagine. Belong." is displayed. At the bottom of the page, there is a paragraph of text: "Welcome to your Woodley College Exploration Hub—a personalized gateway to discovering all that our Massachusetts campus has to offer. Here, you can take a virtual tour of our vibrant campus, explore majors that match your interests, and see how Woodley could be the perfect fit for your goals and lifestyle. No matter where you're starting from, this is your space to imagine life as a Woodley student and find your path to becoming part of our community." To the right of this text is a blue circular icon containing a white speech bubble with three dots, representing a chat or AI conversation agent.

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

SMS Two-Way Text Agent

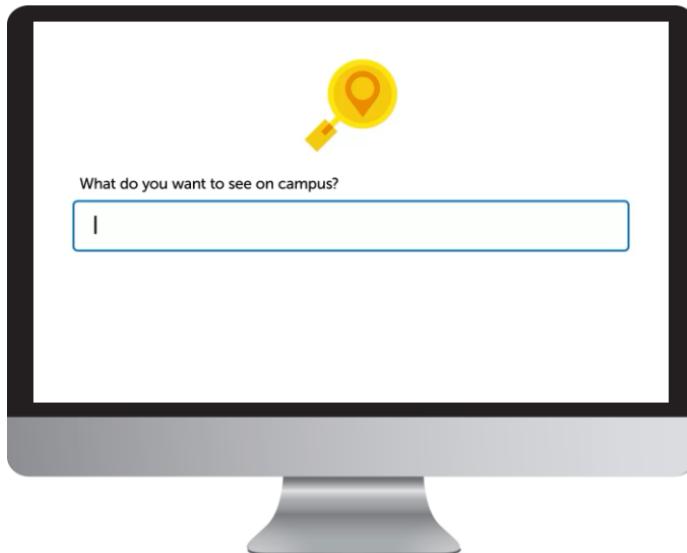


- ▶ Outbound outreach to students on your lists
- ▶ More dynamic and more effective than landing pages



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

Tuition **\$11,610/year** US News Ranking **#21**

Avg. Salary after Graduation
\$107,000

> Application Requirements

> Curriculum



On-Demand Answers

Where do students usually hang out?

The Quad — it's frisbee and hammock central!



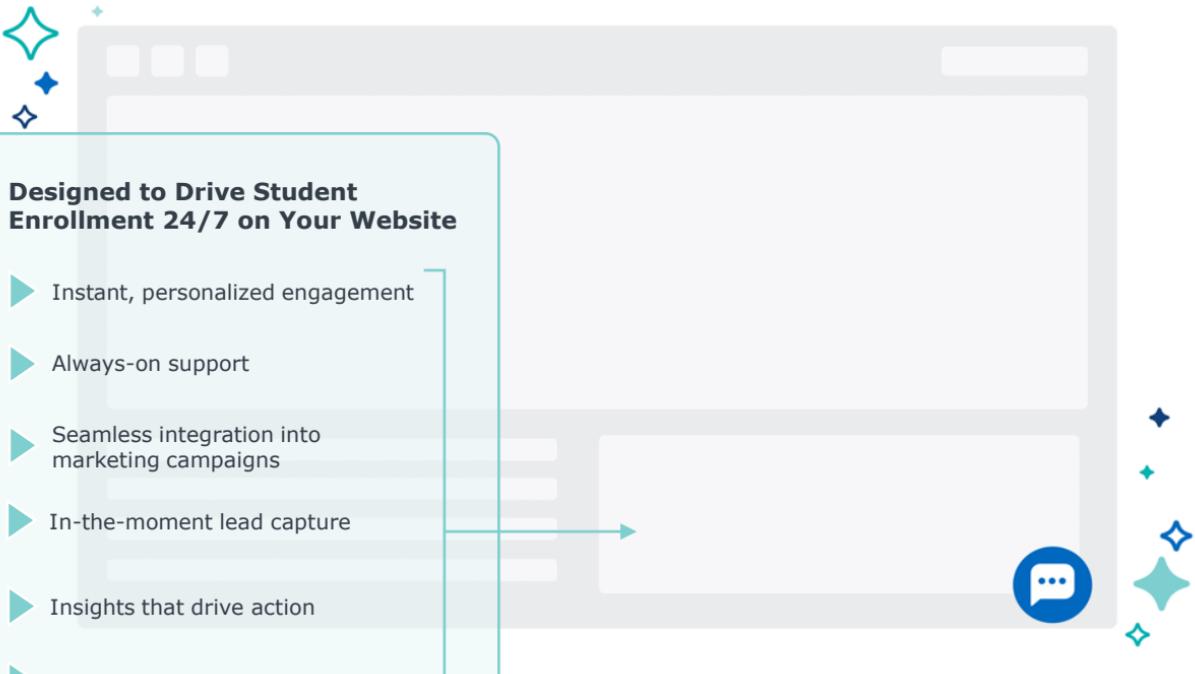
South State Park — take a hike and explore the outdoors



...



A Chat Agent for Your Website



1

Recruiting the AI-Native Learner

2

New and Next-Cycle AI Enhancements

3

The Agentic Future of Enrollment

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



Amplified by **AI**



Navigate360

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

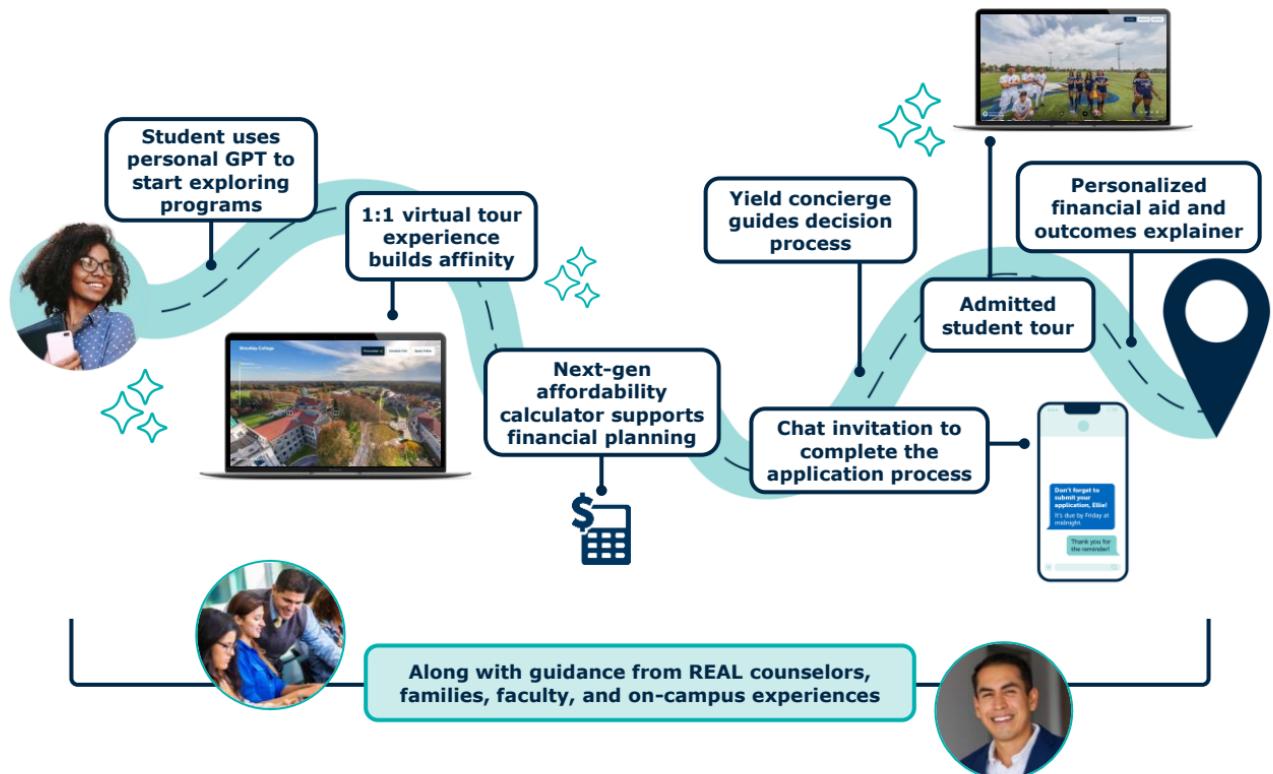
additional tuition revenue in two years

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.**

39

Thank You for Joining! We'd Love Your Feedback in the Exit Survey



Hope Krutz

President, Enroll360



Michael Koppenheffer

Vice President, Enroll360 Marketing,
Innovation and AI Strategy



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