

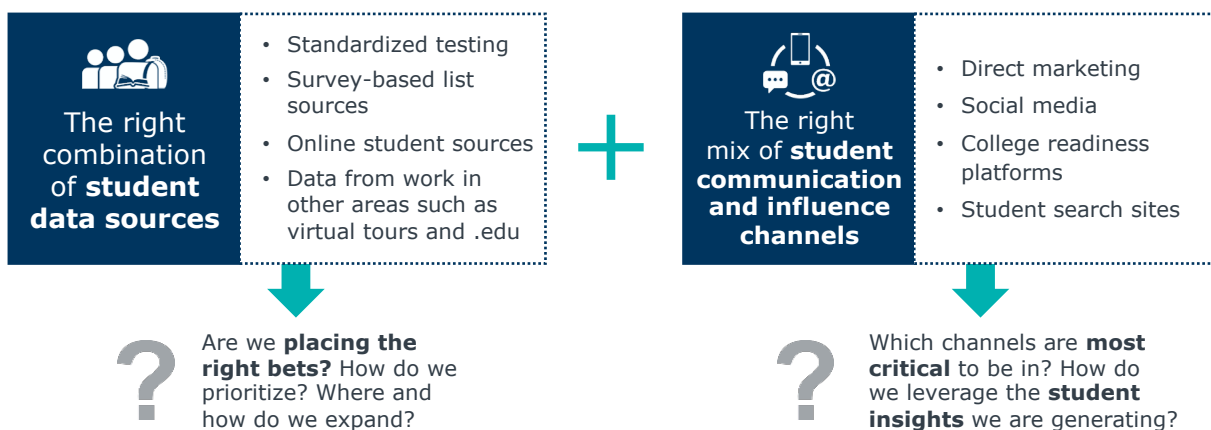
Reach High-Intent Students with Enroll360 Audiences

A GROWING IMPERATIVE

Connecting With Students Through Traditional Sources Is More Difficult Than Ever Before

With students' attention becoming increasingly split across multiple channels and the declining availability of test-takers, it is harder than ever to reach and resonate with students.

Expanding Audience Reach Requires:



OUR APPROACH

We Combine Leading Data Sources With The Channels Most Critical to Reaching Students

Our products help institutions make high-affinity connections with right-fit students. **Intersect** connects with **Naviance**, the leading college, career, and life readiness platform that serves more than 10 million students, helping you build awareness and connections. **Appily** and **College Greenlight** allow you to generate inquiries through a network that includes more than half of US college-bound students. Together, these products leverage customized promotional tools, integrated data sets, and complementary market share to attract and retain high-intent students.

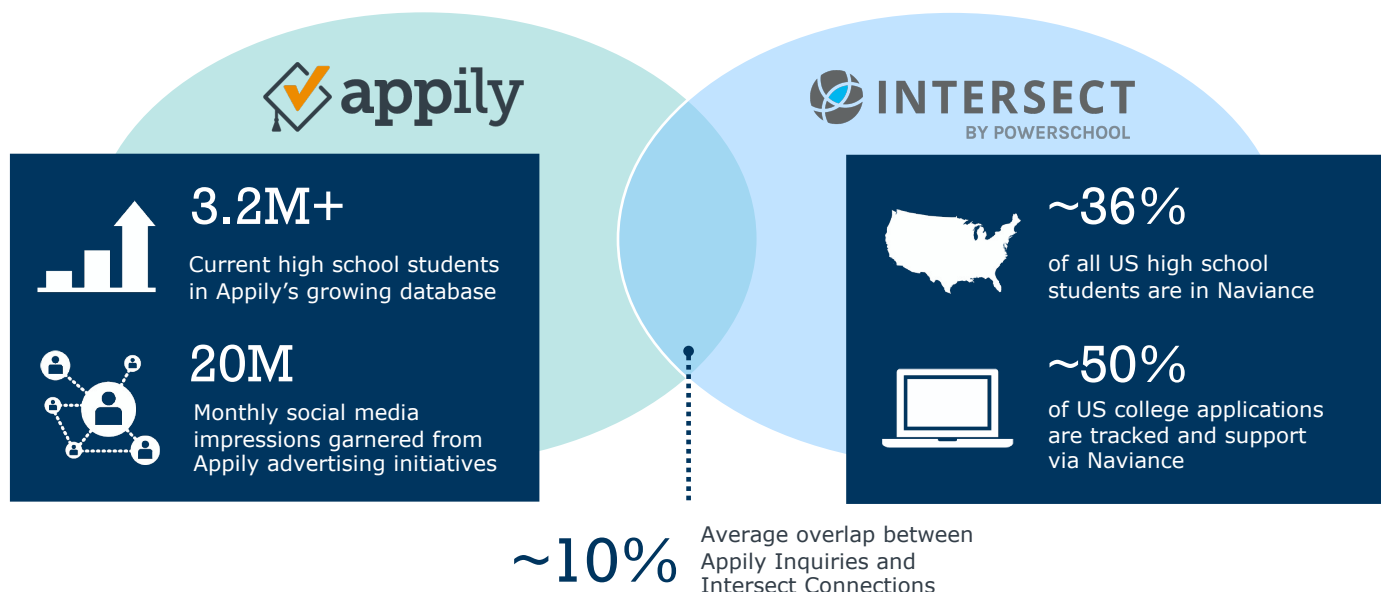


What Sets Enroll360 Audiences Apart

UNRIVALED REACH

Connect With High-Intent Students Nationwide

Leverage complementary market share across Apply, Intersect, social media, and our network of 45 partner sites to meet students in the right place at the right time.



POWERFUL RECRUITMENT TOOLS

A Rapidly-Evolving Recruitment Landscape Requires Advanced Tools



Source high-intent inquiries from students who have self-reported their interest in you while searching for even more best-fit students with Apply Candidates.



Reach students earlier by leveraging our ecosystem to communicate with 6.6M+ high school students throughout their college search trajectory.



Diversify your class with **College Greenlight**, one of the largest web-based platforms dedicated to helping first-generation and underrepresented students find their best college fit.



Streamline recruitment efforts by publicizing your events in Naviance and simplifying recruitment travel with RepVisits, a collaborative college visit platform.

RESULTS

High-Affinity Inquiries And Higher-Quality Connections More Likely to Convert

94.1%

Inquiry to Application rate for students who connect via both Apply and Naviance

65.4%

Inquiry to Admit rate for students who connect via both Apply and Naviance

17.5%

Inquiry to Enrollment rate for students who connect via both Apply and Naviance

To speak with an expert, email eabenrollmentcomm@eab.com.
Learn more at eab.com/audience.