



## 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 testtakers, it is harder than ever to reach and resonate with students.

#### **Expanding Audience Reach Requires:**



combination of **student** data sources

- Standardized testing
- · Survey-based list sources
- Online student sources
- · Data from work in other areas such as virtual tours and .edu



The right mix of student communication and influence channels

- · Direct marketing
- · Social media
- College readiness platforms
- Student search sites



Are we placing the right bets? How do we prioritize? Where and how do we expand?



Which channels are **most** critical to be in? How do we leverage the student insights we are generating?

#### **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 highintent students.



#### An Integrated **Approach**

Coordinate and align your audience investments with one relationship to



#### **Expertise & Guidance**

Access a deep library of EAB research and audience sourcing experts to quide your strategy ...



#### A Connected **Data Set**

Integrated data between channels allows you to better customize your marketing





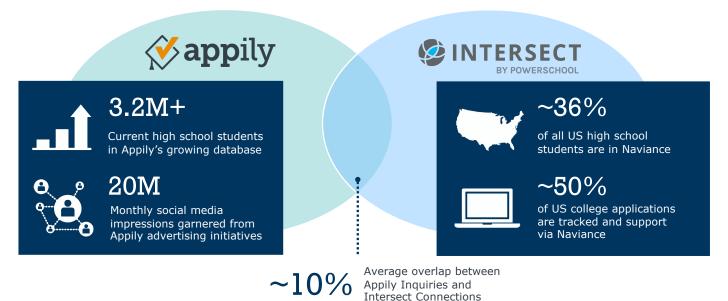


# What Sets Enroll360 Audiences Apart

#### **UNRIVALED REACH**

#### **Connect With High-Intent Students Nationwide**

Leverage complementary market share across Appily, 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 Appily 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 webbased 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 Appily and Naviance 17.5%

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