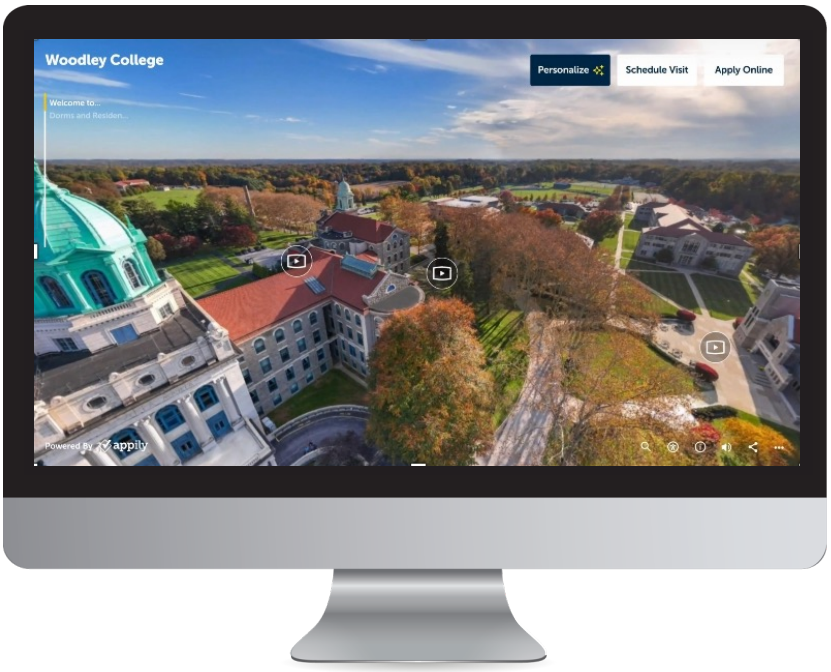
Appily Tours

EAB

A Captivating Digital Experience Designed for Impact

Students rely on virtual tours to inform their college decision-making—but not all tours are created equal. With an Appily Tour, you can leverage our innovative platform and the power of AI to wow your prospective students, build a more engaged student audience, and capture more inquiries.



SHOW MORE. ENGAGE MORE. ACHIEVE MORE.

7:09
Average time per visit

3.9X
Higher campus visit rate

16%
Average inquiry rate

14%
Average inquiry-to-deposit rate

Unlike other virtual tours, an Appily Tour brings your campus to life through **immersive storytelling, layered multimedia, and smart personalization**.

WHY 600+ SCHOOLS TRUST APPILY TOURS

A Personalized Tour Driven by AI
Students are using AI to support their college search. With our embedded AI features, you can provide a personalized tour experience for every student.

Access to an Award-Winning Studios Team
From storyboarding to content capture to launch, our team will be there every step of the way to create a standout virtual tour.

Built-In Promotion on Appily.com
With more than 3.5M students in the Appily audience, you can rest assured that your tour will be found every day by students across the country.

OUR TOURS ARE ALSO …

- ✓ Fully ADA-Compliant
- ✓ Offered in 130+ Languages
- ✓ Available with an Interactive Map

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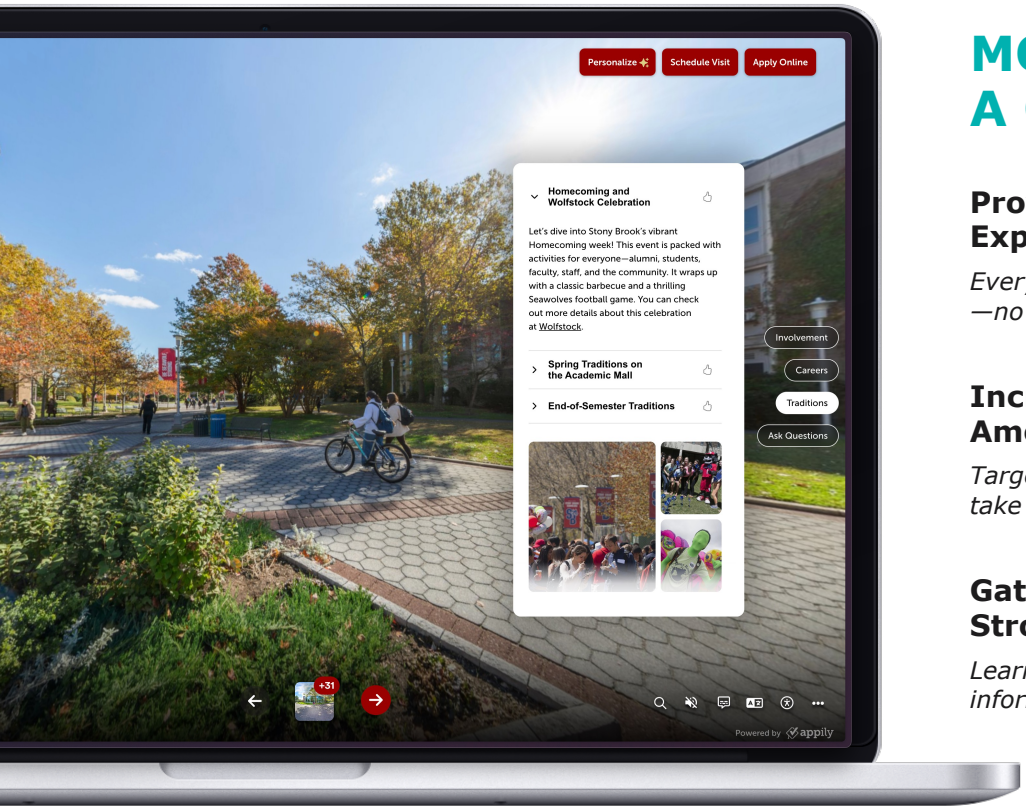
appily Tours

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Meet Our New AI Tour Navigator

Turn Every Virtual Tour Visit into a Smart, Student-Focused Journey

Take personalization to the next level with our AI Tour Navigator. Acting as a dynamic guide, it anticipates questions, surfaces relevant information from your .edu and collects valuable visitor data—making each tour experience more personalized and engaging.



MORE THAN A CHATBOT

Provide Personalized Digital Experiences at Scale

Every visitor receives a tailored journey —no additional staffing required.

Increase Propensity to Act Among Tour Visitors

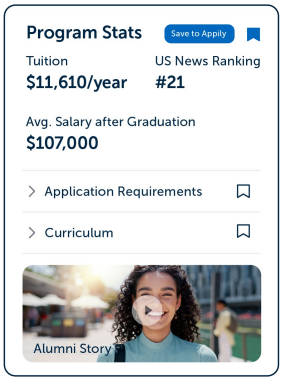
Targeted nudges encourage visitors to take the next step with your institution.

Gather Rich Insights and Stronger Intent Signals

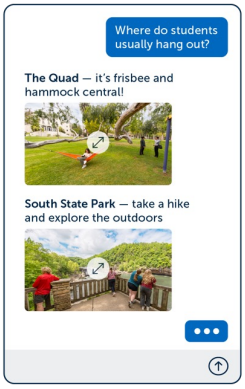
Learn more about virtual tour visitors to inform your future recruitment strategy.

THREE ENGAGEMENT MODES

Proactive Guidance



On-Demand Answers



Contextual Questions



Ready to Learn More? Visit eab.com/virtualtours to request a demo. You can also extend the experience to your institution's website with **EDU Navigator**.

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