

Student Search and Application Generation Results

EXECUTIVE SUMMARY

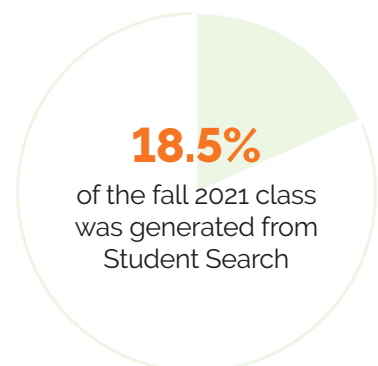
enrollmentFUEL partnered with a mid-sized, private university on the west coast to meet short-and long-term goals. This institution was looking for a more attentive, experienced enrollment team with which to partner. They were also looking for a new way to search with a look to the future of finding students and reaching them digitally. Additionally, the institution was looking to grow their male and STEM populations as well as expanding their market reach to a broader geographic region.

For the incoming class of 2021, the institution used enrollmentFUEL’s omni-channel Student Search and Application Generation (appGEN) campaigns. The Student Search results below contain data for both junior and senior search over two years.

CAMPAIGN ELEMENTS

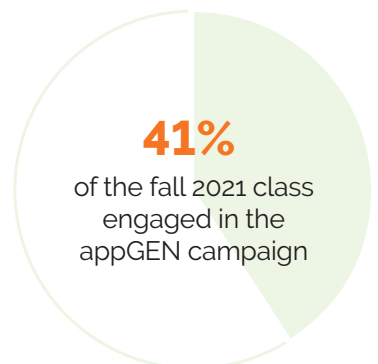
Student Search

- Household Targeting and Social Media Ads
- 4 A/B Emails
- Postcard with QR Code
- 3 Nurture Emails
- Behavior Scoring and clickCAPTURE Reporting
- Personalized Microsite Landing Page with Campus Visit Integration

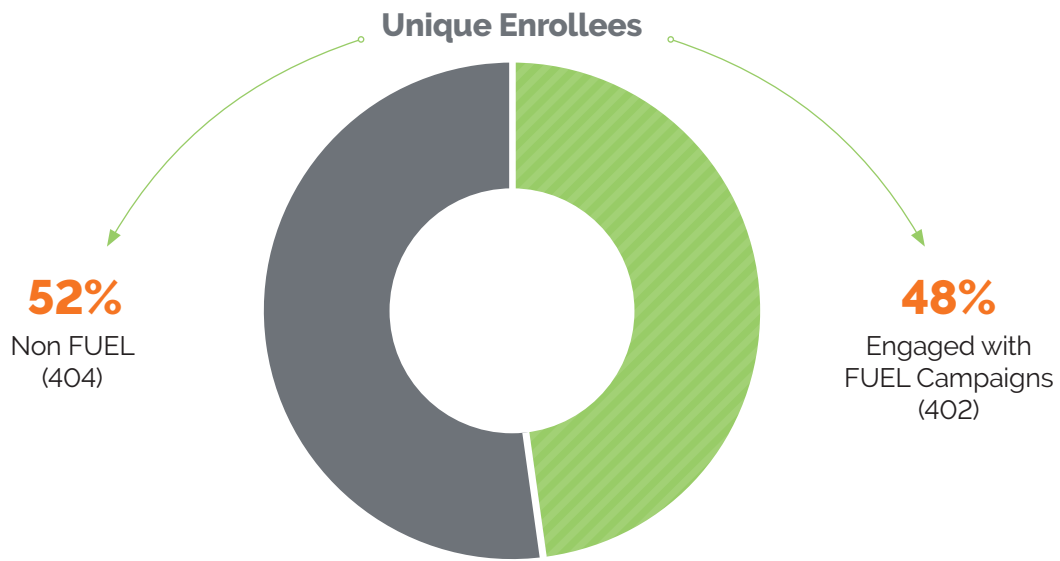


Application Generation

- Reporting
- Postcard Mailing
- Social Media and Device ID Ads
- Emails
- ghostVOICE Ringless Voicemail
- 2 Letter Mailings to All Incomplete Applicants



CAMPAIGN ROI



Campaign	Applications from FUEL Campaigns	Total Applications	Enrollment from FUEL Campaigns	Total Enrollment
Student Search	761	3,254	149	806
appGEN	699	3,254	330	806

CONCLUSION

In the fall of 2021, this west coast partner met their enrollment goal and increased the number of males in their incoming class.

In the fall of 2020, 87% of FUEL's clients met or exceeded their enrollment goals. At enrollmentFUEL, we never define success by response rates; for us, it's all about meeting your enrollment goals. We are truly experienced partners who help at every stage of the enrollment management and marketing process. Successful campaigns drive students who will not just respond or apply—but will ultimately enroll at your institution. As a result of these campaigns, this client-partner reached their enrollment goals while increasing their male enrollment.

► **Visit enrollmentFUEL.com for more information about our services or to sign up for your free copy of our magazine, *Octane*.**