THE EVOLUTION OF ENROLLMENT MANAGEMENT MARKETING
Where Technology and Tradition Meet

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Capture Higher Ed
HOW DID THIS ALL BEGIN?
The History of Enrollment Management Marketing

Started in the 1970’s

• How to communicate with potential students?
• Fundamental strategies to increase enrollment

“a process that brings together often disparate functions having to do with recruiting, funding, tracking, retaining and replacing students.”

- Jack Maguire
The History of Enrollment Management Marketing

Pen, Paper, Primitive
• Paper surveys by Boston College
The History of Enrollment Management Marketing

First Banner Ad

- Built and deployed in the 1990's.
- There were only 30 million people on the internet at this time.
WHERE ARE WE TODAY?
Where are we today?

- Behavioral Intelligence
  - Marketing Automation
  - Data Modelling
  - Industry Expertise
  - Customizations
Where are we today?

The Capture Solution

- Capture Behavioral Engagement (CBE)
- Envision
- Account Management
- Technology Partner Integrations
Data Science as ... Data

Big Data

Information You Can Use!

Data Jujitsu

With Trained Data Scientist
Data Scientists enable cool features all around us – including machine learning

Machine Learning drives the entertainment in 51% of American households according to Fortune Magazine . . .

. . . and someday, machine learning may actually drive for 51% of Americans.
Dashboard Reporting & Daily Visitor Report
Daily Visitor Reports

SNHU Turns Information into Action

Export a .csv of all visitors who were engaged on your site in the past 24 hours

Top page views in the past 24 hours
Measuring Engagement

Capture Affinity Index (CAI). Capture Higher Ed’s proprietary measurement of a prospective student’s engagement with a school, is not a prediction, but Capture has found that CAI scores do correspond with a prospect’s likelihood to apply and enroll. The more a potential student engages with a school’s website, the more likely they are to apply. Or put another way, if they are not coming to your website, they are not coming to your school! Here are the application rates by number of pageviews:

<table>
<thead>
<tr>
<th>Proof Point</th>
<th>Application Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Pageviews</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>1-4 Pageviews</td>
<td>12%</td>
</tr>
<tr>
<td>5-9 Pageviews</td>
<td>21%</td>
</tr>
<tr>
<td>10 or More Pageviews</td>
<td>42%</td>
</tr>
</tbody>
</table>

Measuring engagement — how often a prospective student visits a website and what they do when they get there — does give us a true indication of whether a prospect is interested in applying. Prospective students with higher CAI scores are more likely to apply and enroll.

For more information visit capturehighered.com/getstarted

(502) 585-9033
Evolving Your Enrollment Management Marketing Program
What is Marketing Automation?

Behavior-based ways to communicate with your website visitors in real-time.

Types of digital Dynamic Content:
• Toaster Messages
• Popover: Static Images
• Popover: HTML (with video)
• Image Swaps
• Image Inserts
• Academic Scholarship Calculator
• Progressive Identification (ID) Forms:
  – Embedded or Popover

Triggered Dynamic Content:
• Personalized Emails
• Personalized Postal Letters, Postcard
• Personalized Text Messages
• Email Alerts to Staff
Dynamic Content Examples
Finding (and getting to know) the right students

University of Tennessee, Knoxville
• Served to anonymous visitors who:
  • Visit 2 admissions pages and
  • Visit 2 academics pages
• Ongoing. Results after 27 months.

300k Unique Impressions
30k | 10% Forms Submitted
24k | 80% Stealth Inquiries / Not in Pool

Students that complete a Progressive ID Form are 5x more likely to enroll than traditional inquiries.
Making the personal connection

University of Toledo
• Ohio residents
• Non-Commuters
• Living <25 miles from campus
• 11 months

59k Unique Impressions
10k Clicks | 17% Click Through Rate
1,900 | 19% Applied
1,600 | 85% Admitted
860 | 54% Enrolled
Maintaining Momentum

Western Kentucky University
- 7 month campaign
- Identified, Non-applicants in US
- Visited Admissions and Financial Aid pages
- Email triggered 30 minutes after site visit

5,000 emails triggered
516 | 10% Recipients applied

Jacqueline,
WKU will put the world within your reach, but it’s up to you to take the next step! You still have time to submit your application.

Visit www.wku.edu/admissions to apply now for admission into the Hilltopper family.

We look forward to receiving your application.

Sincerely,
WKU Office of Admissions
Testing, Testing 1, 2, 3, 4, 5 ...

There can be a central doubt about enrollment marketing that comes down to the question: *Were the students who inquired, applied and enrolled going to inquire, apply and enroll anyway?* Capture Higher Ed partner **Biola University** wanted to put our email marketing to the test. At the school’s request, about 10% of the Fall 2018, 2019 and 2020 prospect pools were withheld as a comparison group and not communicated with. The results show that ...

**Proof Point**

Students who we emailed were **5x** more likely to complete an application compared to those we did not email.

Capture creates and sends branded, personalized emails with targeted content to prospects segmented by status. Their engagement (e.g. opens, click-thrus, etc.) triggers a custom communication flow to maximize conversions.

For more information visit capturehighered.com/proofpoint
Digital Advertising

Household IP Targeting
With 100% accuracy you can reach student households based on their IP address.

Retargeting
Students are visiting your site everyday. Keep your school top of mind by serving tailored targeted ads.

Geo-IP Targeting
Serve your ads to specific locations, such as feeder or competing institutions.
Digital Advertising: IP Targeting

Patent-pending technology to target ads at a household level based on IP address

More accurate targeting = less waste and higher ROI

Small private liberal arts university in the south: 316 Deposited Students clicked on HHIP!
HOUSEHOLD IP TARGETING:
What is HHIP Targeting?

Household IP (HHIP) Targeting is similar to Email Targeting, but using home addresses to append IP addresses. Ads are displayed to anyone in the household across the web.
PAID SOCIAL PROSPECTING (PSP):

What is Paid Social Prospecting?

PSP is used to find new prospects based on demographics and behaviors available through Facebook, Instagram and LinkedIn.
PROOF POINTS
Fewer Viewbooks, More Applications

At the beginning of the enrollment cycle, Gannon University admissions counselors analyzed the results of Capture’s Envision applicant model — a ranked list of the prospective students who were most likely to apply. They used Envision to pare down their direct mail strategy. Instead of mailing viewbooks to 55,000 prospective students, Gannon excluded 10,000 students who were least likely to apply. This saved thousands of dollars in production, packaging and mailing costs.

With the money they saved, Gannon purchased additional names of students interested in specific academic programs as well as directed money toward events for admitted students. This all resulted in 500 more applications than the previous year. Simply put: Gannon used Capture’s Envision predictive model to get more applicants for the same amount of money.

For more information visit capturehighered.com/proofpoint
Growing Organic (Leads)

Colorado State University-Pueblo served a progressive identification (PID) form to anonymous visitors on the scholarship page of its website. The PID form garnered 3,664 unique impressions and 252 submissions. Fifty-eight percent of the submissions were truly organic leads.

Progressive identification is just one of the many ways Capture Higher Ed helps institutions communicate with prospective students in real-time. In addition to PID forms, Capture Behavioral Engagement (CBE) offers over 11 types of dynamic content.

For more information visit capturehigher.com/oroofpoint
Igniting Graduate Applications

Jefferson (Philadelphia University + Thomas Jefferson University) wanted to increase applications for one specific graduate program: Architecture. The university used dynamic content — in this case a pop-up — which was served to identified graduate architecture leads and anonymous visitors who had been on two or more of its College of Architecture pages.

Digital advertising via dynamic content on a college’s website is far more powerful than traditional digital advertising. Also, Capture Behavioral Engagement (CBE) campaigns go beyond the industry standard of a .07% CTR. Jefferson’s grad architecture campaign was specific to a low application program and its “Apply Now” call-to-action performed at 30x the industry standard. From 659 unique impressions came 14 clicks, which amounts to a 2.12% CTR. This demonstrates that CBE can be nuanced enough to focus on one specific graduate program — a focus that’s key to graduate enrollment.

For more information visit capturehighered.com/getstarted
LET’S REVIEW
The Evolution of Enrollment Management Marketing

Pen, Paper, Primitive
• Don’t forget the intent of where it all began

Where we are today
• Seize the opportunity to evolve your engagement management marketing program

Analog origins, Digital destinations, Student-centered strategies
• Celebrate your successes!
THANK YOU! QUESTIONS?

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