



IMPROVING YOUR STUDENT ENGAGEMENT

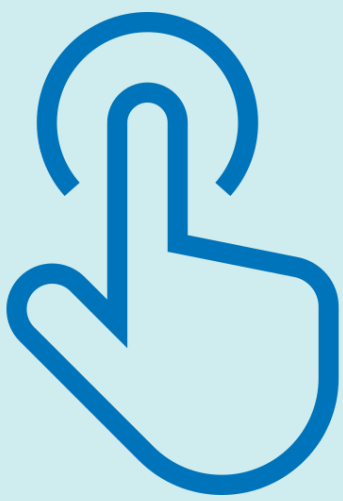
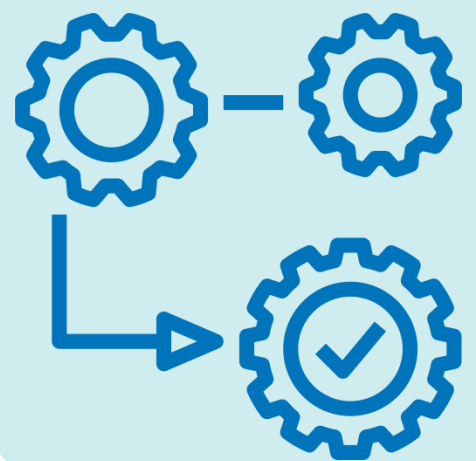


SPEED

A response within 5 minutes will convert 22 times more often than after 30 minutes.

PROCESS

A student's enrollment probability is determined 55% by lead quality and 43% by the admissions process (e.g calling, follow-ups, quality responses).



PERSISTENCE

If you try at least 6 times, you have a 93% chance of making contact instead of 39% if you only tried to contact them once.

RELEVANCE

Targeting students with content relevant to their position along the recruitment funnel yields 73% higher conversion rates.

