

# TOP FEATURES

A MORE ADVANCED METHOD OF STUDENT RECRUITMENT



## A SIMPLE SOLUTION SUPPORTED BY COMPLEX TECH



### 1 **ADVANCED AUDIENCE BUILDING**

Why would you buy a mailing list in hopes of finding a few good leads? Students are already exploring your academic programs online, but they do it anonymously.

Our automated solution identifies the most qualified prospects and develops a targeted list of 'best-fit' candidates that you should be marketing to.

We employ patented tracking technology, advanced modeling and machine learning to build a precise, engaged student prospects that are otherwise out of reach.



### 2 **STRATEGIC AD BUYS**

We'll develop a custom plan to optimize your ad spend with a focus on highest quality, highest return opportunities.

We then build a custom cadence of marketing touches, including digital banner ads, pre-roll video, OTT commercials, and highly personalized direct mail.



### 3 **PRECISE TARGETING**

We saturate your ideal applicants with multi-channel content to only the target students' home — not a radius or even their neighbors — eliminating wasteful spend.

The tech stack we have built ensures your content is delivered only to those households on your ideal target list, accurately and timely.

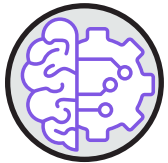
[BOOK A DEMO](#)



# TOP FEATURES



A MORE ADVANCED METHOD OF STUDENT RECRUITMENT



## 4 A.I. OPTIMIZATION

Gaining insights with a closed loop design, we deploy relevant marketing campaigns to convert more student applicants.

We analyze the data collected and can then make adjustments, in real time, to improve response rates and generate meaningful outcomes.



## 5 TRANSPARENCY & COMPLIANCE

When you work with us, you own your target lists and we'll share the data we collect and help you understand it.

While our proprietary tech stack and laser-honed tactics help you identify and connect more deeply to your best prospects when they are in market, everything we do adheres to the highest standards of privacy and data protection.

**WE'RE NOT SELLING AD TECH — WE'RE GUIDING YOU INTO THE NEXT PHASE OF MARKETING DRIVEN BY FIRST-PARTY DATA, BUILDING AND EXECUTING ADVANCED, BESPOKE DIGITAL CAMPAIGNS THAT RESULT IN GREATER CONVERSIONS AND ROI.**



Depending on the scale and scope of your customized program, the NTR of just one FTE can exceed the spend multiple times over.

