

CASE STUDY

Strategic Targeting Generates Rapid Results

Rockcross University,¹ Private Catholic University, Northeast

About: Rockcross University enrolls 2,200 undergraduate students and has a 65% graduation rate over a three-year period.

Challenge: Located in one of the most competitive markets in the country, Rockcross thought they had hit their enrollment ceiling. While working with an enrollment vendor over the past several years, Rockcross's pipeline remained stagnant.

Solution: Due to stagnant enrollment, Rockcross signed on with EAB for Application Marketing and Search campaigns to help reach potential new markets. Little did the school know they would find most of their success right in their own backyard.

Impact: EAB expanded search within their primary market before evaluating new markets. By analyzing historical data for all current market segments, EAB recommended individual target markets that were best suited to meet Rockcross's goals and enrollment aspirations. This resulted in a 23% increase in in-state applications within the first year of partnership.

Impact Highlights

23%

Increase in in-state applications from 2018 to 2019

33%

Increase in admits from 2018 to 2019

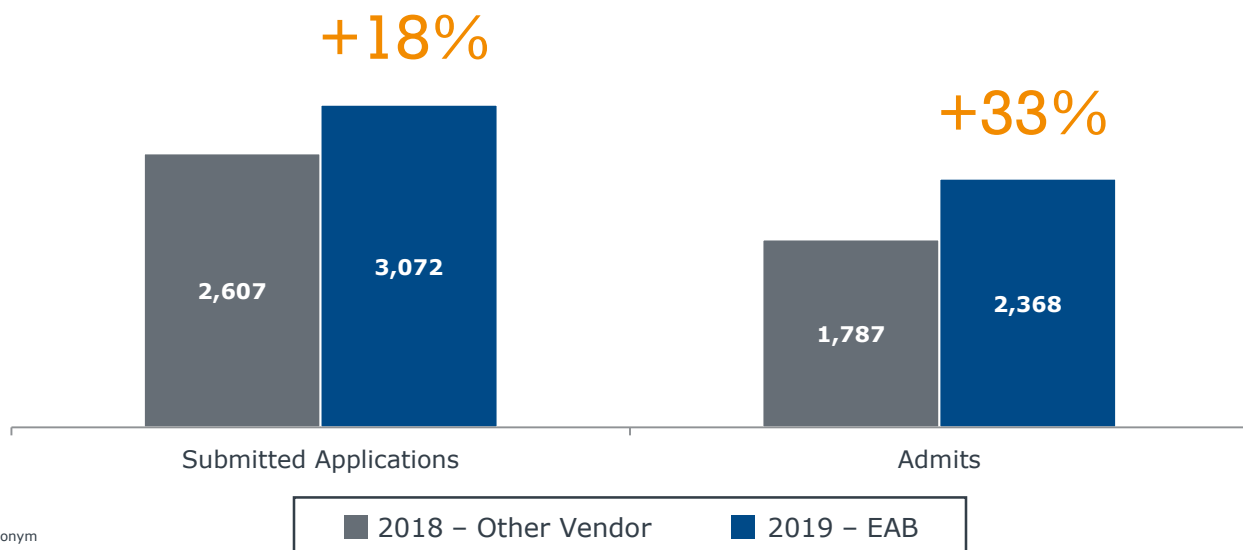
18%

Increase in net tuition revenue from 2018 to 2019

EAB Campaigns Outpace and Outperform Other Enrollment Vendor

Fall Freshman Enrollment Funnel

Entering Classes 2018 (Final)–2019 (as of 5/2)



1) A pseudonym