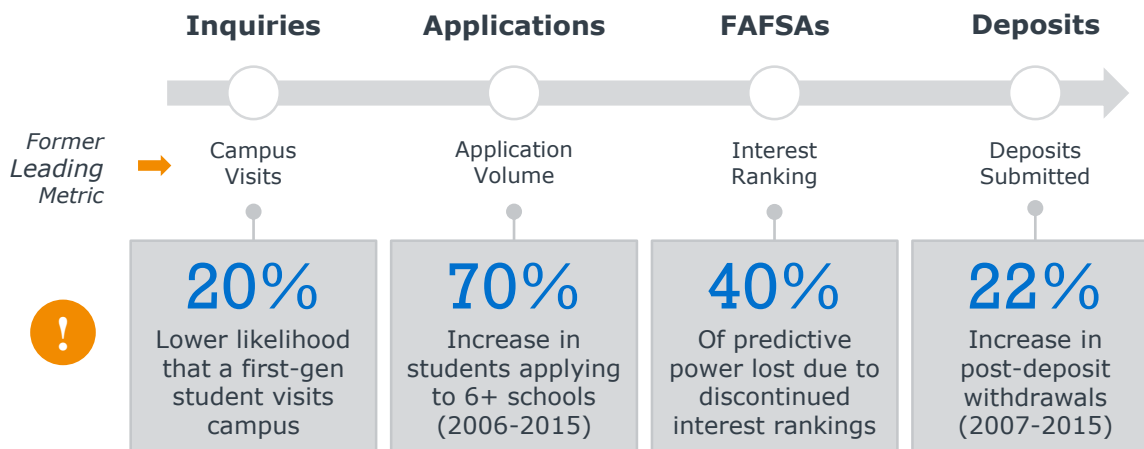


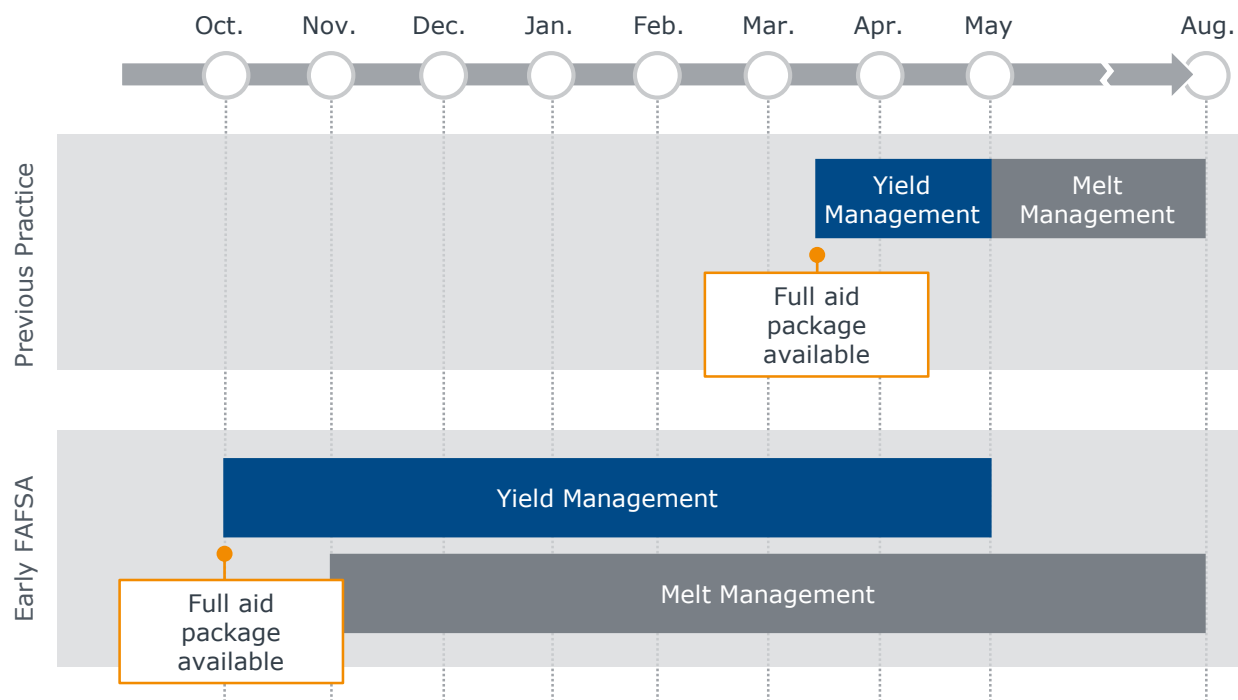
The Mandate for Enhanced Yield-Stage Intelligence

An Increasingly Unpredictable Yield Season Threatens Enrollment Goals

New Blind Spots Have Emerged at Each Stage of the Funnel



A Greatly Extended Yield Season Exacerbates Logistical Challenges



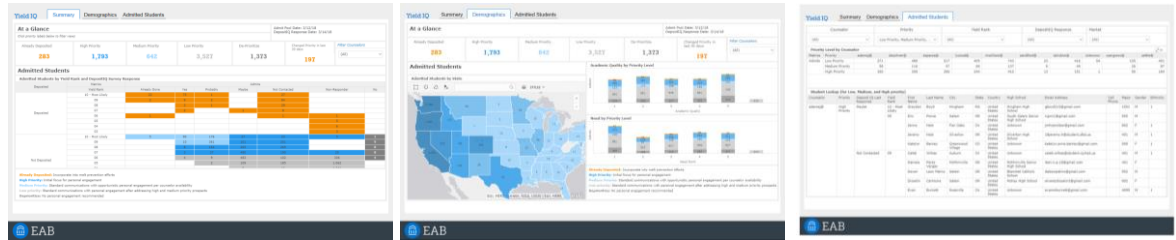
Our Next Generation Yield Solution

Yield IQ Brings Machine Learning to Yield Management

Prescriptive Analytics

We aggregate 150+ demographic, financial aid, and recruitment campaign data points for all admitted students. Our data scientists then use advanced data modeling techniques to assign each student to a "likelihood-to-yield" category. We also survey admitted students on their likelihood to yield to enhance the accuracy of our data model, and gather competitive intelligence using a nonyielding-student survey.

Live Counselor Dashboards



High-level dashboards

Drill-down tools

Student-level insight

Multichannel Yield Campaigns



Hyper-targeted campaigns focus on the students and parents that you want to engage



Social media display ads are integrated with your admitted students' webpages



Customized messaging addresses students and parents more effectively



Data-driven calls to action advance the conversation and brand positioning among students and parents

Student Insights Enable Counselors to Better Prioritize

Case-in-Brief: Millsaps College

