

How the University of Pittsburgh Built a Stronger Pipeline in an Uncertain Market

Public research university located in the northeast



OVERVIEW

Impact Highlights

As of Fall 2025

22%

Increase in applications
from FY24–FY26¹

16%

Increase in deposits
from FY24–FY25

Challenges: As enrollment headwinds intensified nationwide, the University of Pittsburgh (Pitt) knew it needed to evolve its top-of-funnel strategy to meet future enrollment goals. They set to move beyond broad awareness tactics and build a more intentional pipeline—one that supported right-fit recruitment, program-level priorities, and long-term enrollment stability.

Solutions: Pitt partnered with Enroll360 to reimagine the top of their enrollment funnel. Together, they launched coordinated omnichannel outreach, applied advanced segmentation, and used Apply to identify high-propensity, right-fit students. The teams aligned digital and print campaigns with parent engagement and predictive modeling to support academic rigor, program priorities, geographic mix, ability to pay, and social mobility goals. Clear likelihood-to-apply insights helped focus resources where they would drive the strongest return. This division of labor allowed Pitt to concentrate on high-engagement relationship building. At the same time, EAB scaled identification, engagement, and ongoing optimization across the enrollment ecosystem.

Results: The partnership drove measurable growth across the funnel. Pitt increased applications by 22% across two years and deposits by 16% in their first year. Apply prospects delivered higher admit and deposit rates than other primary sources and improved yield predictability. By building a smarter, right-fit pipeline instead of simply generating more names, Pitt expanded its reach and improved performance across key channels.

¹FY represents Fiscal Year

How EAB and Pitt Achieved Partnership Success

Reimagining the Top of the Funnel

Challenge

- ▶ Declining high school populations and rising competition
- ▶ Overreliance on broad awareness tactics
- ▶ Limited engagement with parents as key influencers

Solution

- ▶ Launched coordinated omnichannel outreach across digital, print, and virtual experiences
- ▶ Introduced earlier engagement for stealth visitors and added clear calls to action
- ▶ Conducted tailored parent messaging and paid campaigns

Results

- ▶ **Expanded reach with 24M emails and 7M paid social impressions**
- ▶ **Increased applications by 22%**
- ▶ **Reached 80K individual parents and generated 600K impressions**

Right-Fit Recruitment at Scale

- ▶ List source disruptions and missed prospects
- ▶ Program-level and demographic enrollment gaps

- ▶ Leveraged Appily to identify engaged students aligned to Pitt's profile
- ▶ Deployed targeted campaigns for priority programs and key demographic focus areas

- ▶ **Appily prospects were 13% more likely to be admitted and 10% more likely to deposit**
- ▶ **Strengthened performance in strategically important academic and population segments**

A Model of Strategic Partnership



Identifying and reaching right-fit students at scale and bringing them into EAB's extensive enrollment ecosystem.



Investing more energy in the **high-engagement, relationship-building work** that converts interest into enrollment.



Stronger performance across the full enrollment funnel by effectively reaching and engaging more students.

Attracting and Finding Right Fit Students

University of Pittsburgh Gains a Strategic Advantage with Apply

Apply Leads

Apply enables Pitt to build a pool of engaged student inquiries and connect with prospective students who match Pitt's profile

Pitt works with EAB to set lead criteria, ensuring incoming inquiries are high quality and right fit

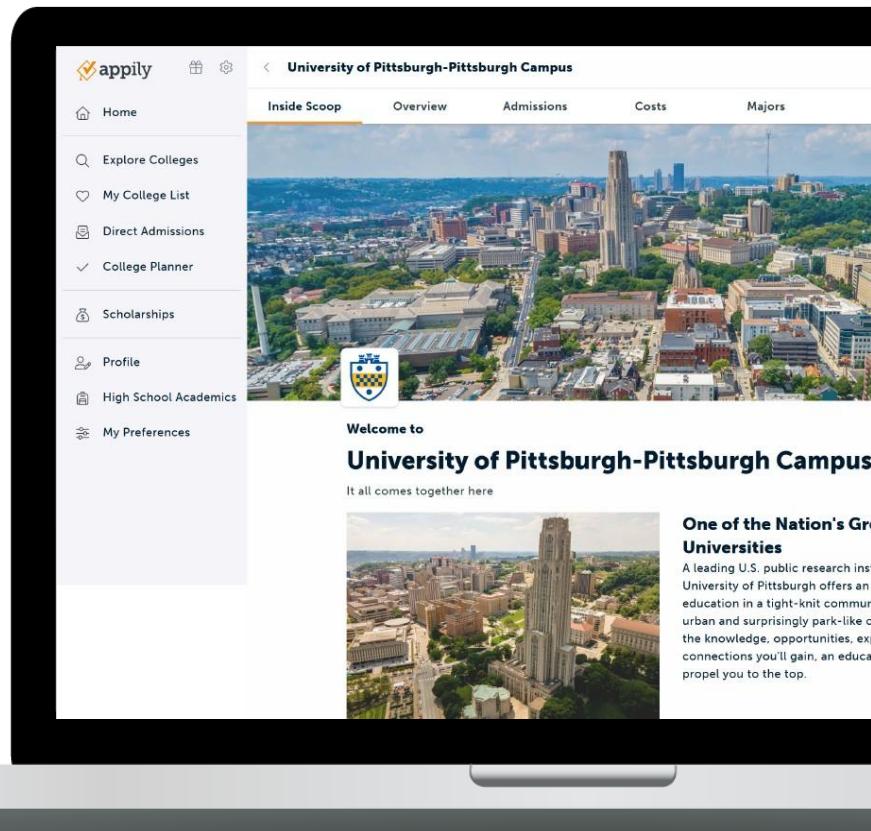
Amid list source disruptions, Apply connects Pitt with students traditional sources may have missed

Pitt's Apply Prospects are

13% more likely to be admitted

10% more likely to deposit

than prospects from other main sources.



Apply Tours

Pitt's Apply tour increases visibility among prospective students, with **more than 27,000 visitors** spending **more than five minutes** on average and engaging deeply with the experience.

Paired with their Apply leads strategy, this added exposure helps connect Pitt with more right-fit students while expanding reach beyond traditional sources.

