

CASE STUDY

How One Graduate School Increased Domestic Enrollments by 36% After Restarting its EAB Partnership

Rosemary University¹, a Medium-Sized, Private University in the Northeast

BACKGROUND: Rosemary University is a private research university in a large city in the Northeast, enrolling approximately 5,500 graduate students.

OPPORTUNITY: Rosemary University had previously partnered with EAB to support graduate enrollment growth but changed partners following leadership transitions at the university. After three years of stagnant enrollment growth with their OPM and increased competition, Rosemary re-engaged EAB to grow their domestic prospect pool, optimize marketing investments, and scale their marketing and recruitment operations. Rosemary also expanded the scope of their work with EAB to include both online and in-person programs.

SOLUTION: EAB's Adult Learner Recruitment team diversified Rosemary's lead generation strategy, strengthened their multichannel nurture campaigns, and helped the University scale recruitment efforts more efficiently.

IMPACT: Across two years of partnership with EAB, Rosemary University nearly doubled domestic graduate applications, resulting in a 36% increase in enrollments and a 5:1 return on investment. EAB influenced 66% of applications and 74% enrollments in the second year of the partnership.

Impact Highlights

2 years of partnership

+36%

Increase in enrollments

74%

of enrollments influenced by EAB in year 2

5:1

Return on investment

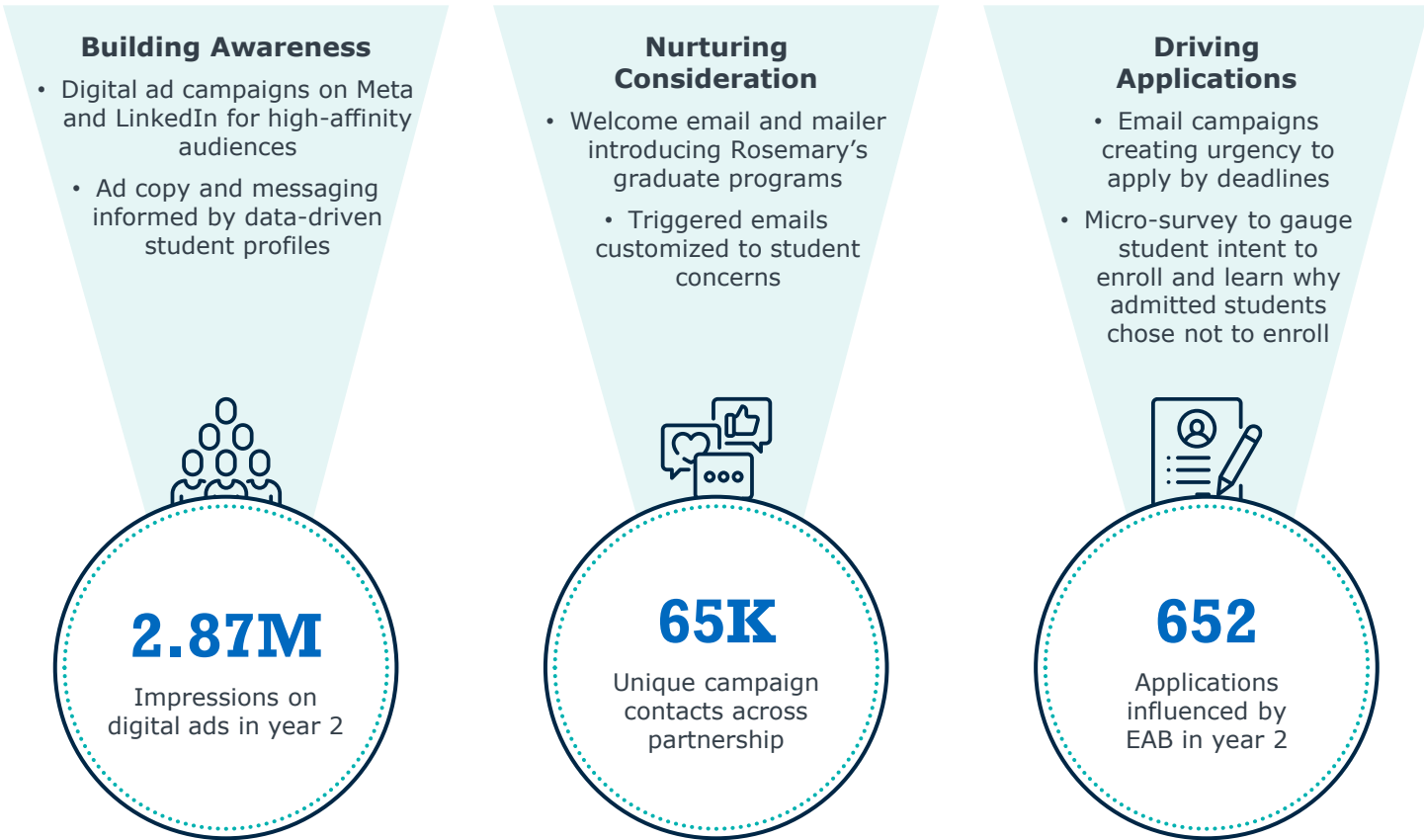
EAB Expanded Rosemary's Audience Sources to Support Pipeline Growth

Audience	Previous Strategy	Strategy with EAB
 GRE and GMAT lists	Decentralized, sporadic approach to list buying	→ Expanded names based on EAB's data-informed recommendations
 Digital Marketing	Limited college-, department-, or program-level campaigns	→ Multi-step digital strategy, including robust Meta and LinkedIn campaigns
 Alumni and Current Undergrads	Decentralized approach to attending fairs, etc.	→ Augmented follow-up with intent-based nurture campaigns across the student journey
 Paid Search	N/A	→ Retargeting strategy captured an additional 452 leads in year 2
 Additional Sources	N/A	→ Generated new high-affinity audience with consumer analytics

1) A pseudonym

EAB Strategies that Helped Rosemary Grow Interest For Graduate Programs

KEY CAMPAIGN COMPONENTS BY FUNNEL STAGE



Impact of EAB Strategies on Rosemary University's Domestic Enrollment Funnel

