Enrollment Data Solutions

Improve the outcome of your institution's enrollment initiatives

At a time when the relevance of a college degree is increasingly in question, higher education institutions are under intensifying pressure to demonstrate the value of their educational programs to prospective and returning students. This, coupled with the ongoing impacts of the pandemic and an increasingly volatile economy, is forcing higher education marketing teams and agencies to find new, creative ways to boost enrollment.

To reinvigorate interest in their courses and degree programs, many universities, colleges, and other tertiary institutions are restructuring and improving their direct-to-student marketing campaigns. Personalized messaging and the most relevant communication platforms are key in this increasingly competitive market with a dwindling applicant pool.

Rely on AccuData to help. Our tenured team drives enrollment success for educational institutions through our strategic partnerships, custom data solutions, and superior digital marketing capabilities.

Enhance Enrollment Marketing with Custom Multichannel Campaigns

Even though social media and digital channels are considered the primary communication platforms for today's target student body, direct mail retains its place as a trusted and reliable method to deliver valuable content. AccuData creates custom audiences that blend both online and traditional direct marketing capabilities to empower your enrollment initiatives.

To start, AccuData provides instant access to hundreds of direct marketing data sources, including the nation's leading compiled resident/occupant, consumer, and business datasets for prospecting, enrichment, and analytics. Each audience is hand selected with your goals and communication channels in mind. Postal audiences are delivered directly to your institution or to the agency of your choice for mail preparation and delivery.

Benefits

Boost effectiveness by leveraging valuable insight into the student enrollment market

Optimize audience identification and creation with access to the nation's leading databases and data-related services

Extend the reach of your message with comprehensive multichannel campaigns that leverage key tactics to meet your enrollment objectives

Receive thoughtful guidance and detailed feedback throughout the duration of your campaign

Utilize matchback reporting to apply attribution, calculate return on investment, and optimize future enrollment efforts

Build Your Ideal Enrollment Audience

High School Seniors and College-Bound Students

AccuData's high school senior and college-bound student data is sourced from proprietary surveys distributed in high schools as well as information collected from educational websites, online behaviors, and public records.

The following actions taken by students are part of the data compilation process: requesting a school catalog, requesting student loan information, applying for a scholarship, making a school-related purchase, searching for a particular school, and/or signing up for a related email.

Available Attributes

- Class Year
- College-Bound Interests
- Date of Birth
- Email Addresses
- Ethnicity
- Household Income
- Intended Major
- GPA
- Sports Interests and more

College Students, College Grads, and Alumni

Ideal for transfer offers and post-graduate studies, AccuData's college student, college graduate, and alumni data is sourced from college directories, educational websites, online behaviors, and public record information. College students are actively attending their college or university.

Available Attributes

- Age/Date of Birth
- Career Interest
- Class Year/Graduation Year
- College Attending
- College Major
- Email Addresses
- Ethnicity
- Head of Household Income
- School Type and more

Adults Interested in Online or Continuing Education

Also ideal for post-graduate studies as well as continuing education offers or certificate programs; AccuData enables the targeting of licensed professionals at their home address based on a variety of demographic attributes. We are able to provide:

- Individuals interested in furthering their education or attending classes online
- The education level completed by an individual
- Buying activities, interests, and online behaviors
- Current professions, both self-reported and those sourced from state licenses

Licensed Professionals

- Architects
- Court Reporters
- HVAC Contractors
- Insurance Agents and Brokers
- Lawyers
- Funeral Home Directors
- Nurses and more

Please note that all student data lists require mailer and mail piece approval.

Leading Display Advertising Tactics for Enrollment Campaigns

With the creation of your enrollment audience complete, AccuData leverages our deep expertise in the ever-evolving digital advertising space to see to the display portion of your campaign. You benefit from a team that keeps up with current trends, consistently changing specs, and industry best practices. Our in-house experts provide end-to-end management for all display services, including strategy, campaign development, deployment, testing, optimization, and reporting. Copywriting and creative design services are also available.

We'll provide guidance on how each tactic supports your KPIs, ensuring that budgetary requirements are top of mind.

Addressable GeoFence
Key Benefit: Build Brand Awareness Among Your Postal Prospect Audience

Serve engaging display ads to prospective and existing students' mobile and desktop devices based on their physical address. Addressable GeoFence campaigns are ideal complements to direct mail initiatives as they are proven to increase brand awareness and recall.

NextGen Behavioral Targeting
Key Benefit: Place Ads into the Decision-Making Process

Connect with prospective students at the critical decision-making time when they are assessing their education options. With a list of keywords, AccuData can reach the people actively searching for educational institutions or college degree programs. You'll reach the right audience, without wasted impressions.

Connected TV Advertising
Key Benefit: Remain Relevant While Your Audience Disconnects

Target prospective students with your video message over a collection of the nation's largest streaming platforms and services. With a non-skippable content format, enrollment managers can engage with an audience committed to the content they are consuming.

Complement Your Campaign Efforts with Email Marketing

An extensive selection of consumer data attributes paired with AccuData's access to the highest-quality, opt-in email lists create the ideal foundation for high-performing campaigns. Couple that with our sharp creative team and enrollment managers have the keys for superior acquisition email marketing. AccuData utilizes a rigorous email data vetting and approval process, maintains 100% CAN-SPAM compliance, and follows all ANA guidelines.

AccuData's Email Marketing Services include:

- Campaign consultation
- Acquisition audience identification and campaign deployment
- Loyalty campaign deployment
- Addition of email addresses to postal lists
- Creative services including design and copywriting
- Email paired online and offline campaign initiatives

AccuData recognizes the significance of lead attribution and return on investment analysis, so we provide comprehensive match-back reporting following your email campaign. Approximately 90 days after your final deployment, AccuData will match your enrollment file to the individuals that received your email marketing messages to determine which enrollments were directly from, or influenced by, the email deployment. With this intelligence, you gain deeper insights into the specific conversions results.

Catch and Keep the Attention of Gen Z Prospects

Leading studies consistently report that the average attention span of the Gen Z cohort is 8 seconds. With immediate answers and infinite choices at their fingertips, how do you become and stay relevant?

- Use bright, bold colors and candid, casual imagery to immediately engage your audience; be authentic while sharing fun and creative content.

- Avoid heavy copy; Gen Z will instantly move to the next thing when faced with too many words.

- Showcase the humanitarian efforts of your school to show how you are positively impacting the community.

- Focus on incorporating popular trends including games, music, memes, and current events to highlight campus life and student programs.

- Incorporate direct mail into your marketing mix; Gen Z craves the tangible, personal connection that mail brings.

- Utilize creative packaging, unique textures, and augmented reality to instantly encourage engagement.

- Add QR codes to mail pieces so that your recipients have an easy-to-access online link.

SUCCESSFUL ENROLLMENT MANAGERS SHOULD ALSO CONSIDER

Mobile GeoFence/GeoFollow

Reach prospective students present at a specified location, in real time. Devices are identified by GPS location services and custom geofences. Once a device is identified, display ads are served in real-time and for up to 30 days following, making this an ideal tactic for both on- and off-campus recruitment events.

Site Retargeting

Integrate Site Retargeting into your enrollment marketing strategy to keep your message in front of those who have recently visited your school's site. When the visitor leaves your website and continues to browse other sites online, the pixel follows their journey, targeting them with your display ads.

Web Visitor Intel

Turn your website into a lead generation tool enabling you to identify real-time, prospective students for your institution. With the application of custom script coding on your website, the data collection begins. Our proprietary matching process takes once anonymous visitors and turns them into robust multichannel prospects.

Begin Today by Calling 800-732-3440.

When you need exceptional coverage and precise targeting for student enrollment campaigns or additional insight on your existing students, trust the expert team at AccuData to provide thoughtful recommendations developed with your specific campaign needs and business goals in mind.

Sources:
https://www.campaignmonitor.com/resources/infographics/the-ultimate-guide-to-marketing-to-gen-z/
https://tradablebits.com/blog/how-to-capture-gen-z-through-ads
https://www.uspsdelivers.com/gen-z-and-direct-mail/

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INTEGRATED MARKETING