

# Case study

## Understanding a diverse student body

**OBJECTIVE:** A university wanted help better understanding differences between each stage of their enrollment process:

- Initial student leads, enrollees and starting students,
- Across both online as well as campus sites, as well as
- Across three different regions of the country

**SOLUTION:** Experian's Custom Analytics team worked with them to discover key differences across the three stages in enrollment.

- Custom Profiles** were created to deep dive into all leads as well as across each of the three regions;
  - Leads were compared to enrollees and starters for both online as well as on-campus
- Standard Profile** provided deep dive into Experian assets while its interactive hierarchical allowed for an easy comparison across key demographic attributes

**RESULTS:** By understanding and leveraging these profiles, they understood differences in their student body across campus types and markets in order to tailor their marketing accordingly

