

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 it's interactive hierarchal 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

