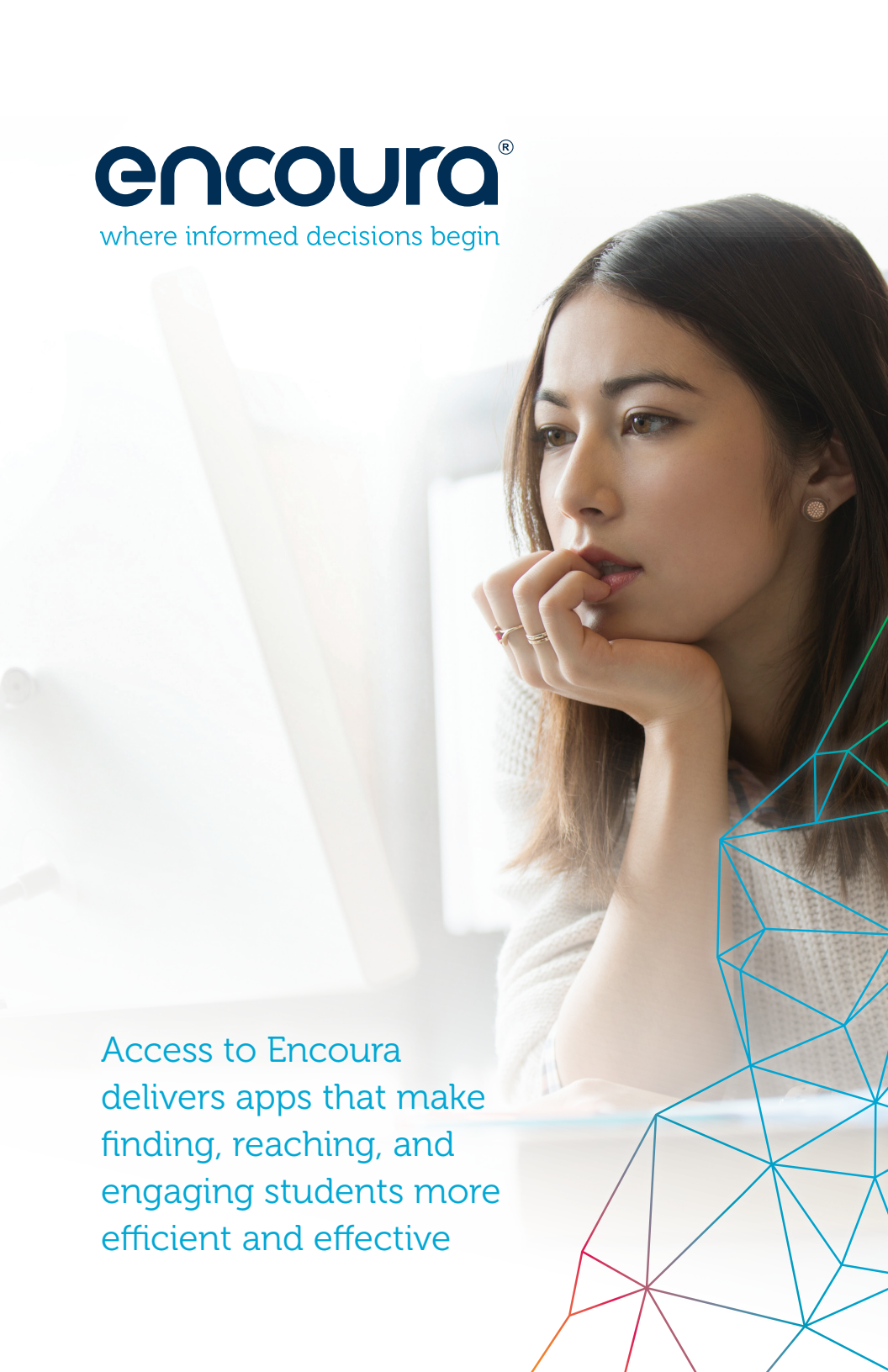
encoura®

where informed decisions begin



Access to Encoura delivers apps that make finding, reaching, and engaging students more efficient and effective

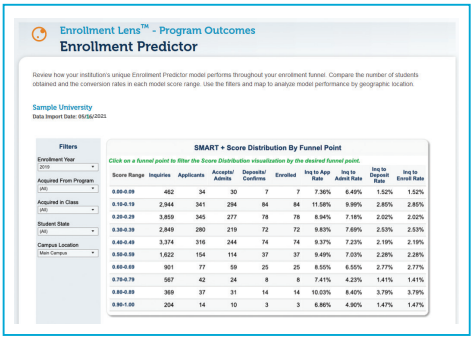
Class Planner™ App

Find the students who best fit your institution by searching and segmenting millions of students nationwide from the Encoura and ACT combined dataset.

- Connect with students:
  - Based on institutional match criteria and/or statistical probability of enrolling in your institution thanks to the Smart+® Predictive Model
  - Who have displayed interest in attending your institution based on institutional characteristics
  - Who have expressed an unaided and specific interest in attending your institution
- Enhance your findings with our eMatch® data correction and appending tool
- Download your files on demand from the new Data Center app

Enrollment Lens™ App

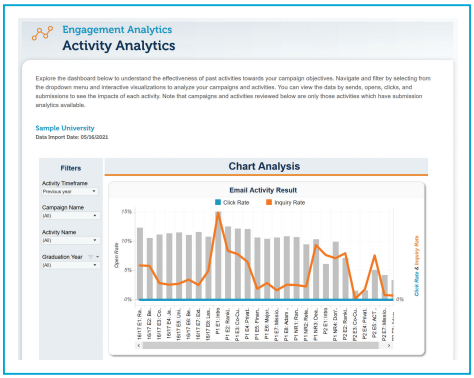
Interact with your enrollment data—from all sources—to fully analyze and understand your institution's recruitment funnel.



- Visualize your enrollment funnel through all stages and by program area, academic quality, and likelihood to enroll
- Refine, enhance, and maximize your recruitment efforts and budget
- Track velocity across key areas of the admissions funnel, diagnose potential issues, and reconcile execution to strategy in a continuous manner
- Use Funnel Over Time to characterize the trajectory of your path to goal compared to previous years
- Compare progress with regional and national benchmarks

Engagement Analytics App

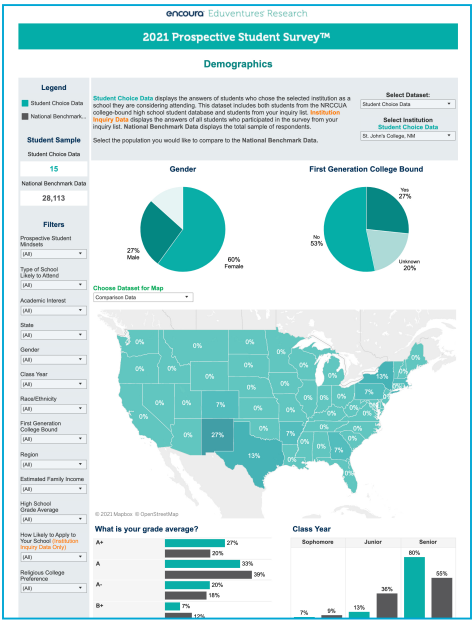
Review and understand your active and past recruitment and engagement efforts to maximize ROI.



- View the top performing campaigns by opens, clicks, and submissions
- Analyze the profiles and engagement of students across campaigns and activities
- Examine how a student's location and distance from campus impacts your campaign objectives

Eduventures® Research App

Provides research and advisory services that are focused on analyzing the forces transforming higher education today.



- Access the Research Library filled with primary research, analysis, and advisory services to support decision-making throughout the student lifecycle
- Interact with results from relevant, institution-specific research reports, such as those from our Prospective Student Research, Admitted Student Research, and Adult Prospect Research
- Review hundreds of program feasibility studies, examining prospective students for both new and existing programs for colleges and universities of all types. These studies span undergraduate, graduate, and noncredit programming, and a wide array of fields of study.

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What Our Members Have to Say About Encoura:

"We had to figure out how to convert better with a smaller pool of applicants. It helped immensely to have the data analytics from the Encoura platform. In the end, we were able to get a much better class."

David Lesesne,
Vice President for Enrollment, Randolph-Macon College

"Encoura has not only been a huge time saver, it has really helped me stay on track and be mindful of what our data is telling us and how we're performing. It has been incredibly impactful."

Michelle Lewis,
Director of Undergraduate Recruitment, Washington State University

"Everybody has a dashboard and data tools these days, but what Encoura is bringing to the table goes far beyond any other tools currently out there."

Justin Rogers,
Director of Undergraduate Admissions, Canisius College

Get in touch:

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