

**encoura**<sup>™</sup>  
where informed decisions begin

Reach Your  
Recruiting Goals with  
Encoura<sup>™</sup> Data Lab.

# Don't waste money on the wrong names.

With Encoura™ Data Lab, you can filter prospective student names by:

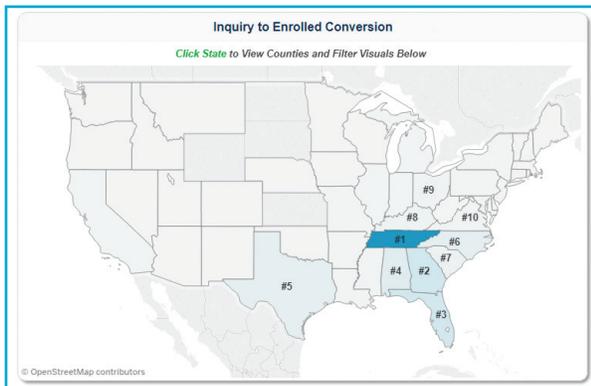
- The industry's most powerful predictive model, which uses A.I. algorithms to accurately identify the students most likely to apply and enroll.
- Those that are related to your current students, faculty or staff.
- Those who have named your school as one they are interested in attending.
- All of the standard demographic and performance data you could ever want - including religious preference.

Encoura Data Lab's precise filters allow you to select students by predictive model score, grad year, gender, location, ethnicity, major, and many more parameters.

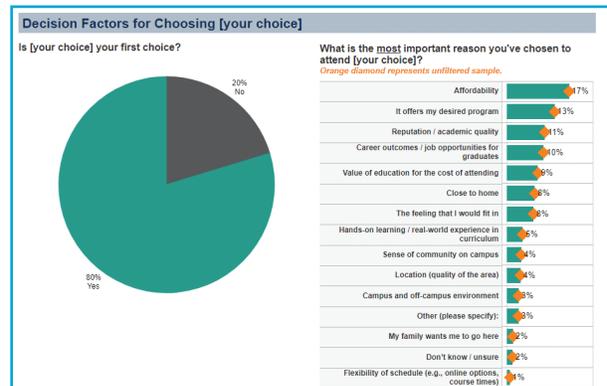
# Understand what your data is telling you...

in ways that spreadsheets simply can't.

- Interact with your data and hone in on geographic areas to see what's really happening.
- Visualize each prospective student's journey through your enrollment funnel.
- See how each source of your data is performing.
- Understand what students think of your brand and how they prefer to be messaged.
- Compare the profiles of students in your enrollment funnel to those from across the nation.



With Encoura Data Lab, you will understand where you maximized inquiry to enrolled conversion by geography and other factors.



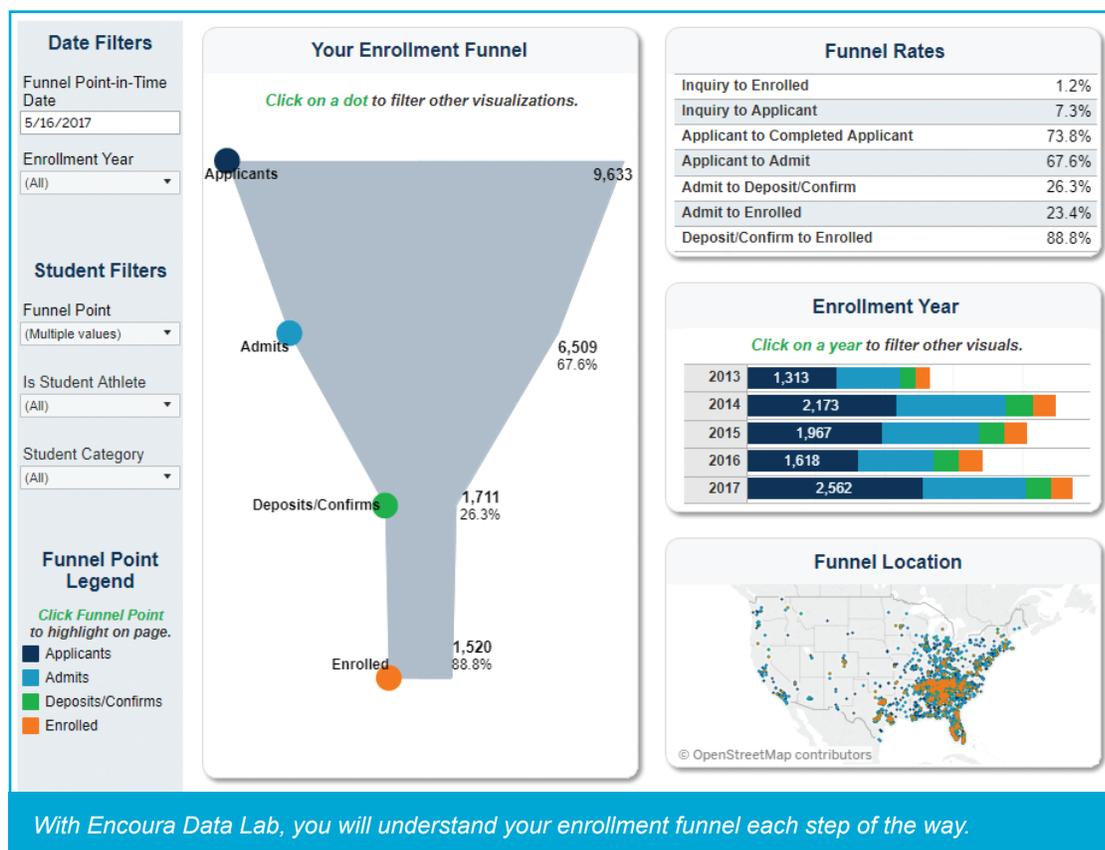
Research from Eduventures®, such as the Survey of Admitted Students and Prospective Student Survey, will tell you how to message students to get their attention and what impressions they have of your brand.

## Engage your future freshmen.

*We aren't the Wizard of Oz, so we won't grab your student data, run behind a curtain and tell you we're great and powerful.*

Instead, we'll work with and involve you every step of the way. We're here as an extension of your team - filling in resource gaps and training your team along the entire journey. We'll help you with the creation of a complete strategic plan and tactical execution that includes things like:

- Digital marketing, such as location-based advertising and custom audience targeting
- Email and direct mail
- In and outbound phone-calling services
- Promotion on the myOptions™ website
- Campaign tracking and analysis so changes can be made in real-time



## Track and analyze campaigns...

*like never before.*

- Understand the effectiveness of current and past activities towards your campaign objectives.
- Examine how a student's location and distance from campus impacts your campaign objectives.
- Determine your most effective marketing channels by type.
- View the top email activities by opens, clicks, and submissions to inform messaging.
- Review upcoming communications in your campaign.

# But don't take our word for it. Take theirs...

“*There are plenty of vendors out there that will promise you lots and lots of names and beautiful brochures, but what you really want is help becoming the master of marketing for your institution. That's what NRCCUA does.*”

**Arlene Wesley Cash,**  
Vice President for Enrollment Management, Guilford College

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“*We previewed the Smart+ Approach model inside Encoura Data Lab and are really excited by its capabilities. And for such an accurate and powerful model, using it is incredibly easy. We can simply drag the slider bar to add or remove students based on their likelihood to enroll. This is the level of sophistication we have been hoping for and it will really help us be more efficient and thoughtful around our search planning process.*”

**Brian Jones,**  
Director of Admissions, Minnesota State University, Mankato

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“*What NRCCUA has done through innovation and in the way they are reshaping and redefining themselves is extremely exciting. It allows us to do our jobs more effectively and efficiently.*”

**Sean Kaylor,**  
Vice President for Enrollment Management, Marketing and Communication, Marist College

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## Let us show you how it works. Get a demonstration today!

[contact@nrccua.org](mailto:contact@nrccua.org)

800-862-7759

[encoura.org](http://encoura.org)