

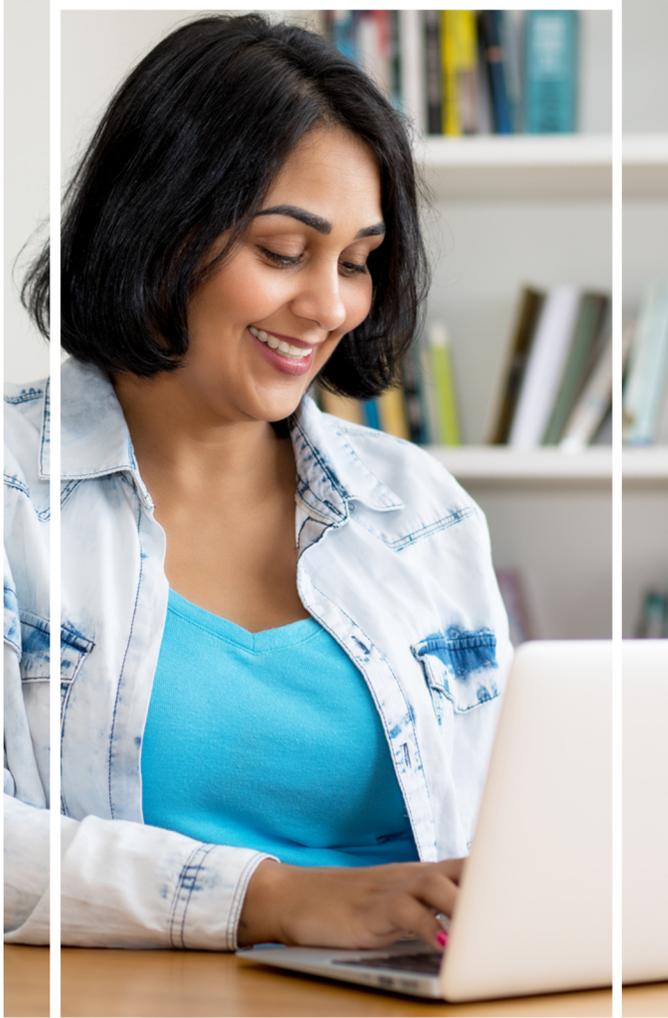


# EDUCATION CONNEX

## UNIVERSITY PARTNER CASE STUDY

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DATA-DRIVEN, BEST PRACTICE STRATEGY RESULTS IN THREE CONSECUTIVE TERM GROWTH IN DOMESTIC GRADUATE ONLINE ENROLLMENT. **THE BEST IN 10 YEARS!**

A public four-year university with over 20,000 students partnered with ED Connex to reverse years of declining domestic graduate enrollments.

For the Fall 2025 term, through a collaborative effort, Education Connex and the university exceeded first-time master's student registrations, reaching 13% over the prior year without enrolling international students or increasing marketing spending. This expertise also cut the enrollment timeline in half.

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### Challenges

Reverse years of graduate enrollment decline and increase domestic registered students without increasing marketing spend or engaging an OPM.

ED Connex was tasked with increasing qualified prospects, applications, acceptances, and registrations for online graduate programs.

- Limited historical data and gaps in data capture and attribution hindered decision-making.
  - The student experience was below expectations.
  - Inquiries and incomplete applications received slow or no follow-up.
  - There was no multichannel nurturing or consistent, professional outreach.
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### Strategy

Deployed and staffed data-driven enrollment best practices.

- Optimized on-page conversion across the main EDU site with subtle adjustments to page layouts, lead form configurations, and the addition of direct response elements, all with minimal IT involvement and 100% attribution.
- Captured and attributed every lead by source.
- Deployed multichannel nurturing strategies.
- Implemented Speed-to-Lead and persistent follow-up responses for all inquiries to boost contact rates and applications.
- Measured success of qualified leads, applications, and enrollments on a per-channel basis.



# Transform Your Enrollment Strategies

ACCELERATE GROWTH WITH DATA-DRIVEN SOLUTIONS

## Results

	121% <b>OF GOAL</b>
	15X <b>ROI</b>

	5% increase in <b>APPLICATIONS</b>
	10% increase in <b>ACCEPTANCE</b>
	21% increase in <b>REGISTRATIONS</b>

## Why Ed Connex?

- **Approach**
- **Expertise**
- **Affordable**
- **Data-Driven Results**
- **Executive Commitment**

## About Us

- Enrollment solutions for the entire student lifecycle
- Founded in 2008
- Focused on graduate and adult learners, we are comprised of USA-based performance marketers, student success professionals and data analysts pushing the boundaries of our industry with depth, authenticity and leveraging technology to enhance student engagement at a human level.

**“With Ed Connex we get more custom service versus the more cookie cutter-type work you might get from some of the larger firms. They are more committed to our success and will modify their work plan to make sure we get the results needed.”**

— University Partner



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# Transform Your Enrollment Strategies

ACCELERATE GROWTH WITH DATA-DRIVEN SOLUTIONS

Results: the average growth rate over the last 5 terms was 12%

	121% <b>OF GOAL</b>
	15X <b>ROI</b>
	5% increase in <b>APPLICATIONS</b>
	10% increase in <b>ACCEPTANCE</b>
	21% increase in <b>REGISTRATIONS</b>

TERM	INCREASE
FALL '25 over FALL '24	12.0%
SUMMER '24 over SUMMER '23	11.0%
FALL '24 over FALL '23	7.0%
SPRING '25 over SPRING '24	21.0%
SUMMER '25 over SUMMER '24	13.1%

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# Transform Your Enrollment Strategies

ACCELERATE GROWTH WITH DATA-DRIVEN SOLUTIONS

Results: the average growth rate over the last 4 terms was 13%

TERM	INCREASE
SUMMER '24 over SUMMER '23	11.0%
FALL '24 over FALL '23	7.0%
SPRING '25 over SPRING '24	21.0%
SUMMER '25 over SUMMER '24	13.1%

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