



BGSU 2021 Mid-Year Conversion Review Demand Builder

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Agenda

1. Demand Builder – junior/sophomore
2. Purchased Data - senior search
3. RNL April Pulse Check



Demand Builder

Demand Builder

Up to six campaign launches; up to 125,000 junior and sophomore search records

- **Modeling**
 - *Search Predictive Model with four distinct markets to inform search purchases*
- **Marketing Mix and Targeted, Personalized Outreach**
 - *Email: up to six campaigns with nine unique messages and three unique segments*
 - *Phone: two phone launches and 400 calling hours to new search records*
 - *Print: up to 125,000 personalized, direct mail letter packages with branded envelope. Three unique segments, and text message reply mechanism included*
 - *Digital: 1,000,000 ad impressions, including custom-audience first-party matching and location-based geo-fencing at select feeder high schools*
 - *Next day fulfillment email to responders, and four additional PLUS fulfillment emails to responders and select non-responders*
- **Consulting**
 - *Search strategy development and model leveraging*
 - *Annual reporting and 24/7 on-demand access to results*




*Affordability Predictor added for 2021 2022, completed one 2020 scoring



Search Program Summary

Class of Fall 2021 – Data as of March 19, 2021

Sophomore Class Searched: February 2019-October 2019
Junior Class Searched: December 2019-November 2020

- 132,378 search records included in the report, 28,253 inquiries
 - 6,803 responders
 - 21,450 non-responders (a portion were loaded directly into the inquiry pool)
- 7,477 total responders, 6,803 for Fall 2021 provided in service data
- The impact of your multi-channel direct marketing approach:
 - 82.4% of your search response applied pool derived from email strategy 
 - 7.9% of your search response applied pool derived from the direct mail strategy 
 - 9.6% of your search response applied pool derived from the calling strategy 

Search Program Summary

Class of Fall 2020

- RNL search generated **28,253** total inquiries for Fall 2021, 55.1% of total inquiries
 - 6,803 responders
 - 21,450 non-responder inquiries
- RNL search generated **7,558** total applications, 46.5% of total applications
 - 1,235 responders
 - 6,323 non-responders
- RNL search generated **6,169** total admits, 48.4% of total admits
 - 1,014 responders
 - 5,155 non-responders

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Fall 2021 Mid-Year Data by Stream

Stage	Searched	Not Searched	Institutional Total	F21 Search as a % Total
Inquiries	28,253	23,052	51,305	55.1%
Applicants	7,558	8,713	16,271	46.5%
Accepts	6,169	6,580	12,749	48.4%

- RNL Search has targeted and influenced 48.4% of your total, domestic, freshmen admitted pool for fall 2021



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Fall 2021 Mid-Year Conversion Rates

Stream	Search Records	Non-Search Records	Institutional Total
Inquiry-to-App Rate	26.8%	37.8%	31.7%
App-to-Accept Rate	81.6%	75.5%	78.4%

Search Model Markets

- **Market 1**
 - 63.8% of total applied, 65.6% of total admitted, **69.5%** of total enrolled
 - Primary Ohio Counties
- **Market 2**
 - 15.0% of total applied, 16.1% of total admitted, **20.0%** of total enrolled
 - Rest of Ohio
- **Market 3**
 - 15.9% of total applied, 13.8% of total admitted, **7.7%** of total enrolled
 - Select New York, Select Pennsylvania, Indiana, Illinois, Michigan
- **Market 4 – Limited purchasing in MD/VA and remaining Rochester area**
 - 5.3% of total applied, 4.6% of total admitted, **2.9%** of total enrolled
 - Rest of the United States

Search Market Results

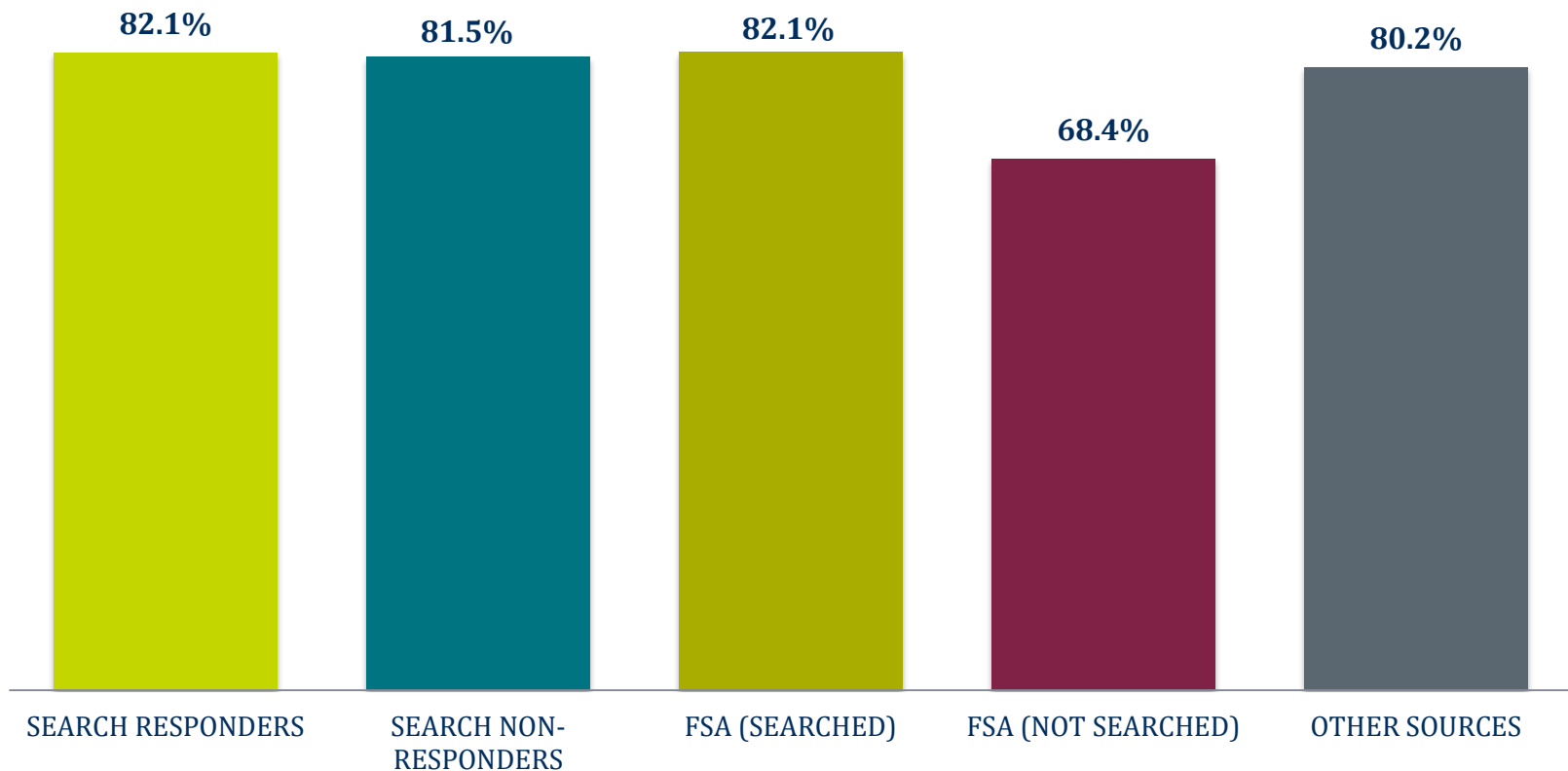
Market	Market 1	Market 2	Market 3	Market 4
Searched	47,473	17,792	52,331	14,768
Inquiries	16,187 (2,791 responders)	6,441 (1,061 responders)	4,589 (2,052 responders)	1,036 (137 responders)
Inquiry Rate	34.10% (5.88% response rate)	48.90% (5.96% response rate)	9.88% (3.92% response rate)	7.02% (6.09% response rate)
Apps	4,892 (773 responders)	1,426 (251 responders)	1,177 (199 responders)	63 (12 responders)
App Rate	36.52% (27.70% responders)	22.14% (23.66% responders)	25.65% (9.70% responders)	6.08% (1.33% responders)
Accepts	4,088 (647 responders)	1,177 (211 responders)	863 (148 responders)	41 (8 responders)
Accept Rate	83.57% (83.70% responders)	82.54% (84.06% responders)	73.32% (74.37% responders)	65.08% (66.67% responders)

M3 & M4 Searched Counts:

17,325(IL), 4,559(IN), 23,558(MI), 3,465(NY), 4,474(PA), 5,156(MD), 8,563(VA)

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Fall 2021 Application Completion Rate





Purchased Data

Demand Builder

Goal of 150,000-175,000 senior, junior and sophomore search records

- **Modeling**
 - *Search Predictive Model with four distinct markets to inform search purchases*
- **Purchasing/Data Preparation**
 - *Four phases of list preparation (up to 70), purchase recommendation*
 - *Purchasing*
 - *Data processing and de-duping*
- **Consulting**
 - *Search strategy development and model leveraging*
 - *Annual reporting*

Search Program Summary

Fall 2021 – Data as of March 19, 2021

- **Searched Timeframe:**
 - Senior Class Searched: September 2020
- **Searched Count**
 - 19,802 searched records included in the report
 - 5,063 inquiries
 - 2,090 applications
 - 1,706 admits

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Fall 2021 Mid-Year Data by Stream

Stage	Purchased	Not Purchased	Institutional Total	F21 Senior Purchase as a % Total
Inquiries	5,063	46,244	51,307	9.9%
Applicants	2,090	14,180	16,270	12.8%
Accepts	1,706	11,042	12,748	13.4%

- The senior search purchase has targeted and influenced 13.4% of your total, domestic, freshmen admitted pool for fall 2021

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Fall 2021 Mid-Year Conversion Rates

Stream	Purchased Records	Non-Purchased Records	Institutional Total
Inquiry-to-App Rate	41.3%	31.7%	30.7%
App-to-Accept Rate	81.6%	78.4%	77.9%

Senior Search Market Results

Market	Market 1	Market 2	Market 3*	Market 4
Searched	14,163	2,878	2,719	19
Inquiries	4,152	686	221	0
Inquiry Rate	29.32%	23.84%	8.13%	0.00%
Apps	1,692	269	1,29	0
App Rate	40.7%	39.2%	58.4%	0.00%
Accepts	1,392	224	90	0
Accept Rate	82.27%	83.27%	69.77%	0.00%

M3 & M4 Searched Counts:
2,719(MI), 19(VA)



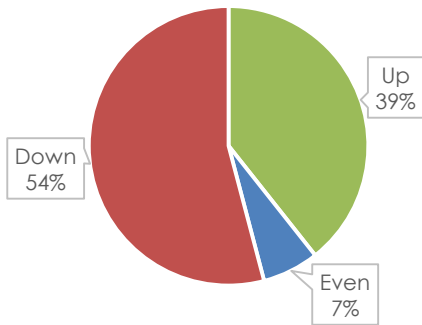
A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their hands, looking at the screen. In the foreground, a laptop keyboard is visible. The entire image is overlaid with a semi-transparent blue filter.

Early April Pulse Check

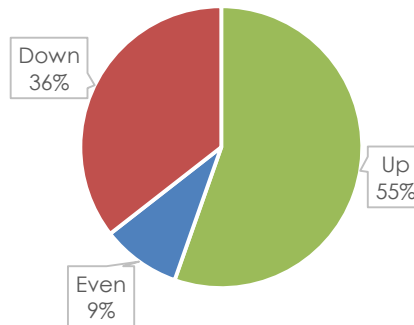
RNL Early April Pulse Check

Overall and Public Applications, Admits, Deposits

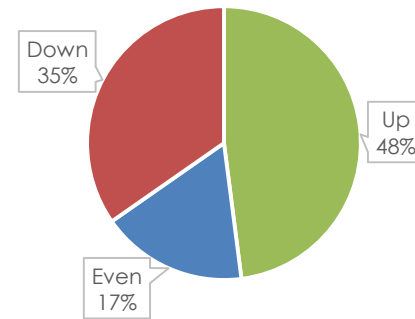
Overall Applications



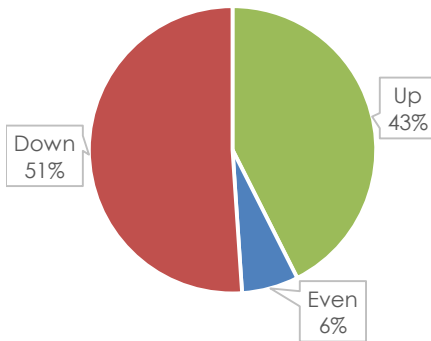
Overall Admits



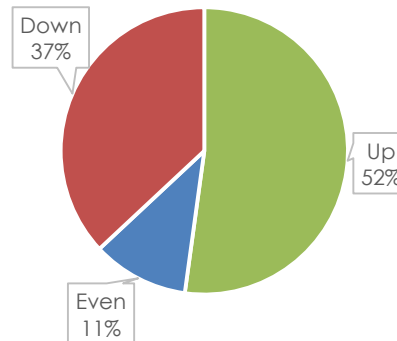
Overall Deposits



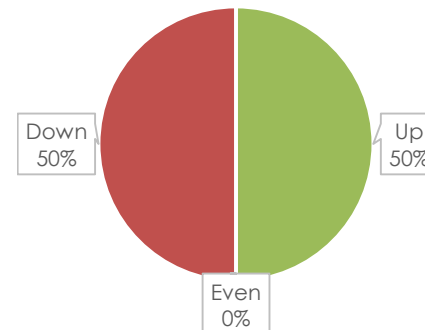
Public Applications



Public Admits



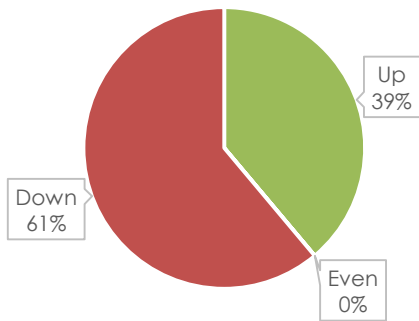
Public Deposits



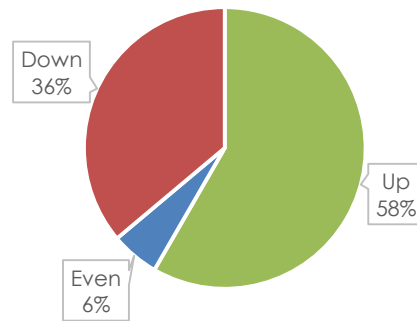
RNL Early April Pulse Check

Midwest Applications, Admits, Deposits

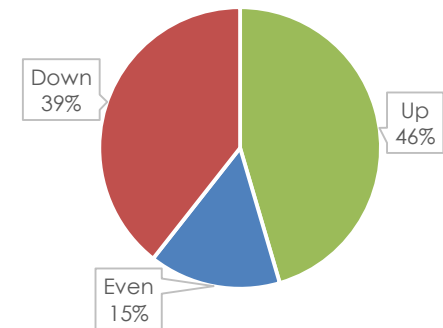
Midwest Applications



Midwest Admits



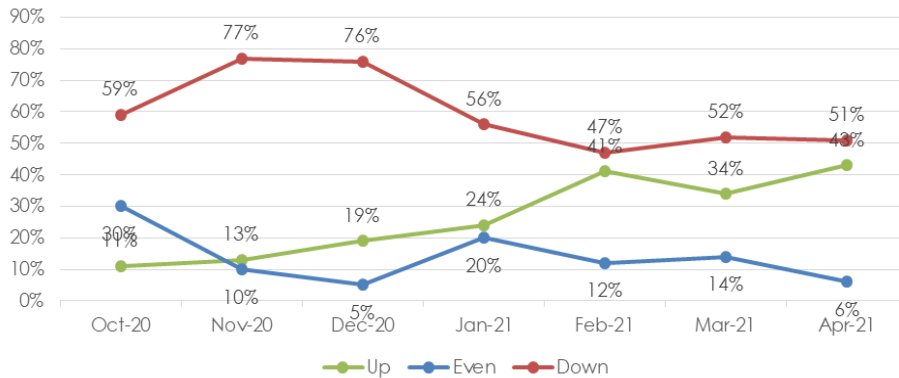
Midwest Deposits



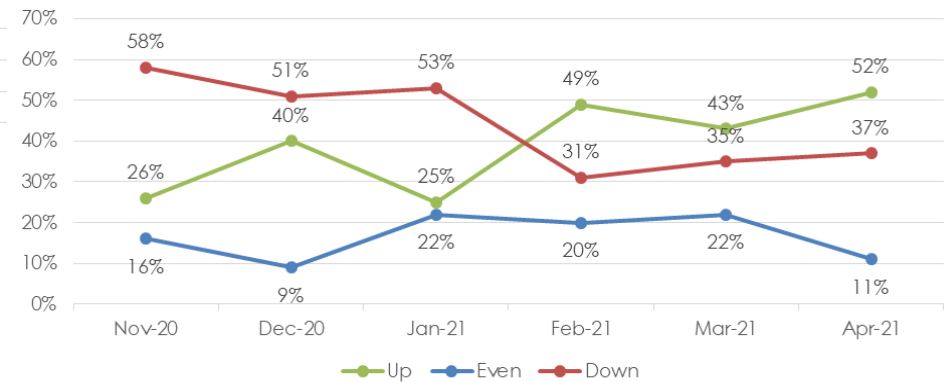
RNL Early April Pulse Check

Change Over Time

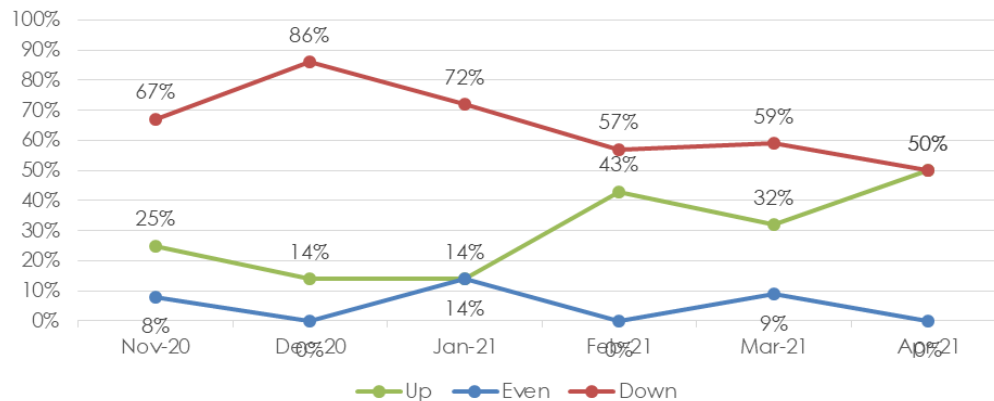
Public Apps



Public Admits



Public Deposits





Thank you!

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