ENROLLYTICS

CENTRALIZE YOUR DATA WITHIN A SINGLE, REAL-TIME DASHBOARD

At most institutions, data silos leave various departments speaking different languages because each has a limited view. For example, your marketing department may have data indicating that brand awareness and impressions are up, but they can't tell what that means for enrollment. At the same time, your web team may be able to tell that traffic is up to the school's admissions site, but they have no way of knowing if students are actually converting.

Spark451's Enrollytics dashboard combines all your institution's enrollment, marketing, and web analytics data to serve as a single source of truth. It pulls info from your CRM and SIS, your web analytics, and your digital media performance, and organizes it all in one centralized space. This allows you to visualize high-level KPI data in one location, and get an overall view of your institutional marking and enrollment performance—all in real time!

CRM + SIS

element451 · salesforce · ORACLE PEOPLESOFT · slate · ellucian · CAMPUS MANAGEMENT · Jenzabar

WEBSITE TRAFFIC

YOURWEBSITE.EDU · Google Analytics

DIGITAL MEDIA

Google · TikTok · Facebook · Snapchat · Instagram

GET THE MOST OUT OF YOUR DATA

ROI-Boosting Intel
Combine marketing data and recruitment outcomes to determine which efforts are most worth your budget dollars.

Real-Time Insights
Keep up-to-the-minute info from all of your platforms at your fingertips.

Streamlined User Interface
Our attractive, highly navigable dashboard makes it easy to access and synthesize complex information.

Increased Efficiency
Make informed decisions more quickly, without having to cross-reference multiple portals and platforms manually.

Platform Agnostic
Seamlessly integrate data from virtually any CRM, SIS, website analytics platform, and paid social or digital media reporting site.

Marketing Analytics
Quickly identify discernible marketing optimization opportunities.

SPARK451®
a Jenzabar company

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ENROLLYTICS: YOUR SINGLE SOURCE OF TRUTH

Combine your enrollment, marketing, and web analytics to empower teams across your college or university with the insights they need to make better, more-informed decisions.

Start Exploring

1

Tier 1: Enrollment Insights

Blend marketing data with recruitment outcomes to calculate ROI

- Year-over-year enrollment funnel analysis by source, program, EPS, and state
- Application completion and source data
- Yield progression
- Search performance by purchasing source
- Geographic analysis with Experian data overlay
- Year-over-year feeder school performance
- Email campaign analysis
- Email performance by subject line, major, gender, and geography

2

Tier 2: Behavioral Insights

Leverage your CRM data to better understand and tap into student behavior

- .edu website traffic
- Application and landing page performance
- Most visited pages
- Insights on webpage anomalies
- Time of day/week engagement
- Web traffic for print recipients
- Web traffic engagement for prospect pool
- Total web traffic vs. new prospects
- Total web traffic vs. started applications
- Slate Ping integration

3

Tier 3: Predictive Modeling

Utilize your enrollment and behavioral data to reveal discernible marketing optimization opportunities

- Enrollment summary by lead score
- Visualize your predictive model
- Prospect web engagement
- Prospect behavior scoring
- Shortlist of weekly top prospects
- Health of prospect pool
- Year-over-year engagement insights

4

Tier 4: Digital Marketing Hub

Access real-time insights on your overall paid search and social efforts, as well as campaign-specific performance

- Campaign-level data
- Paid social performance
- Paid search performance
- Conversions over time
- Engagement by ad
- Real-time key performance metrics, including impressions, clicks, conversions, CTR, CPM, CPC, and ad spend
- Top keywords
- Best performing ads by platform