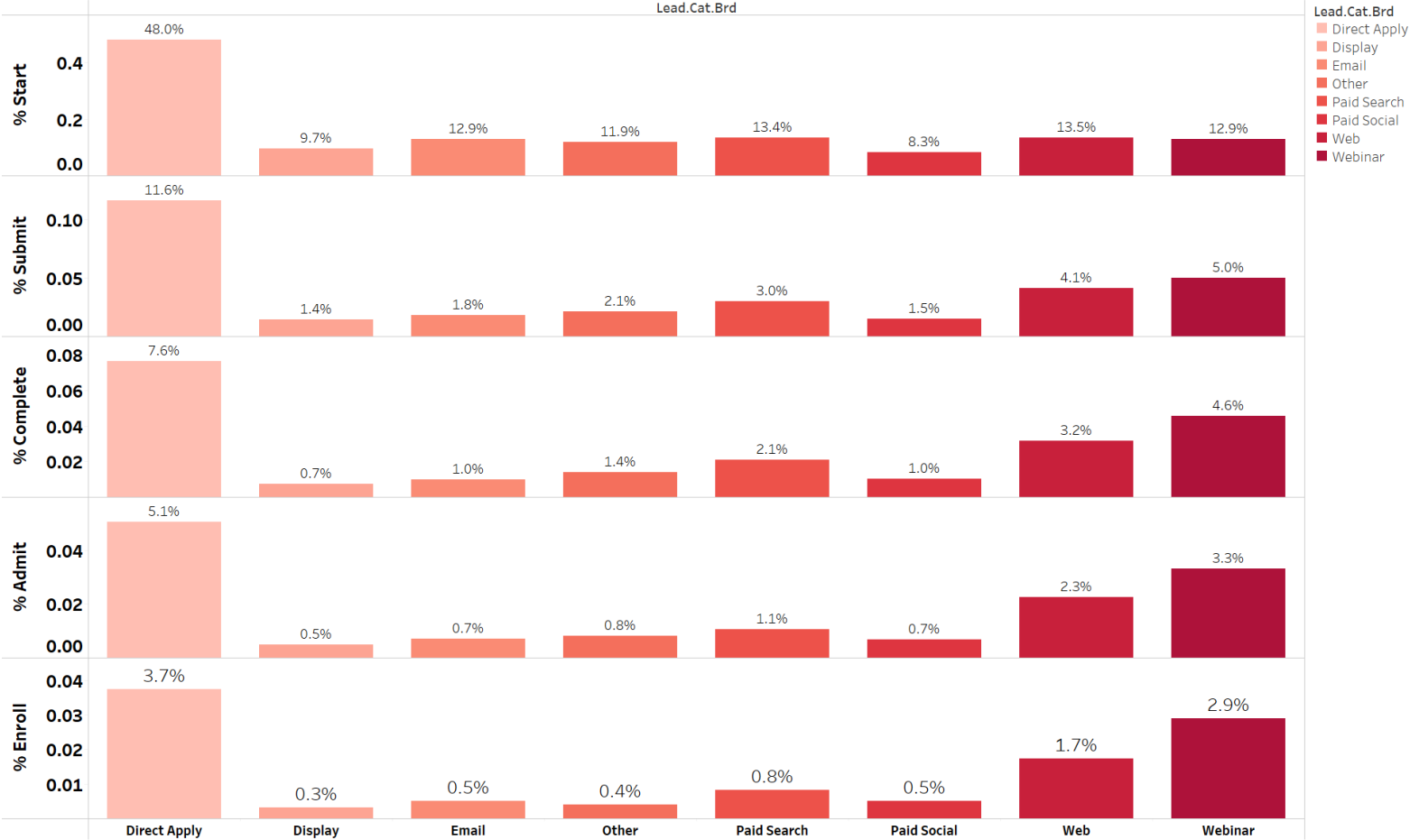


Lead Source Progression Through the Marketing Funnel: From Start to Enrollment

Q1



% Start, % Submit, % Complete, % Admit and % Enroll for each Lead.Cat.Brd. Color shows details about Lead.Cat.Brd. The view is filtered on Lead.Cat.Brd, which excludes Null.

Direct Apply leads with the highest percentages at every stage (Start, Submit, Complete, Admit, and Enroll), starting with **48.9%** at the initial stage, showing it’s the most popular way to begin the process.

Webinars show strong performance among other lead types (Display, Email, Other, Paid Search, Paid Social, Web) in later stages, with figures like **12.9%** for starting, **5.0%** for submitting, and **2.9%** for enrolling, highlighting their effectiveness for deeper involvement.

Paid Search maintains a consistent presence across stages, reaching a high of **13.4%** at the start, while Paid Social and Web contribute modestly but noticeably, especially toward the end of the process.

Cost Analysis by Lead Source for Domestic VS International Students

Q2

Lead.Cat.Brd	Lead.Cat.Nr..	Domestic vs. International											
		Cost Per Admit		Cost Per Complete		Cost Per Enroll		Cost Per Lead		Cost Per Start		Cost Per Submit	
		Domestic	Internation..	Domestic	Internation..	Domestic	Internation..	Domestic	Internation..	Domestic	Internation..	Domestic	Internation..
Direct Apply	Direct Apply	\$0		\$0		\$0		\$0		\$0		\$0	
Display	Display	\$8,109	\$71,332	\$5,148	\$47,555	\$12,013	\$142,664	\$63	\$63	\$995	\$472	\$3,604	\$6,203
	Remarket	\$2,190		\$2,190		\$2,920		\$62	\$91	\$674	\$543	\$1,752	
Email	Email	\$5,020		\$3,535	\$252,202	\$6,792		\$61	\$60	\$657	\$337	\$2,839	\$4,203
Other	Other	\$4,490		\$2,660		\$8,979		\$63	\$65	\$684	\$421	\$2,317	\$5,300
Paid Search	GoogleSEM	\$9,348		\$5,141		\$10,824		\$132	\$143	\$926	\$1,119	\$3,486	\$42,519
	MarinPPC	\$6,786		\$3,393				\$103	\$79	\$1,018	\$1,541	\$2,908	
	OtherPPC	\$13,314		\$3,804		\$13,314		\$123	\$144	\$1,024	\$886	\$3,804	\$8,860
Paid Social	Facebook	\$7,517		\$5,230		\$10,023		\$61	\$61	\$722	\$629	\$3,701	\$6,287
	Instagram							\$61	\$86	\$2,817			
	LinkedIn	\$8,828	\$64,942	\$5,675	\$64,942	\$12,223		\$72	\$68	\$875	\$843	\$4,414	\$9,277
	Twitter							\$58	\$73	\$1,854	\$508		
Web	Web	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Webinar	Webinar	\$57		\$42		\$65		\$2	\$0	\$16	\$0	\$38	
Grand Total		\$65,658	\$136,273	\$36,818	\$364,699	\$77,153	\$142,664	\$861	\$932	\$12,263	\$7,299	\$28,863	\$82,649

Cost Per Admit, Cost Per Complete, Cost Per Enroll, Cost Per Lead, Cost Per Start and Cost Per Submit broken down by Domestic vs. International vs. Lead.Cat.Brd and Lead.Cat.Nr.. The view is filtered on Lead.Cat.Brd, which excludes Null.

The table reveals significant cost differences for acquiring domestic versus international students across various lead sources

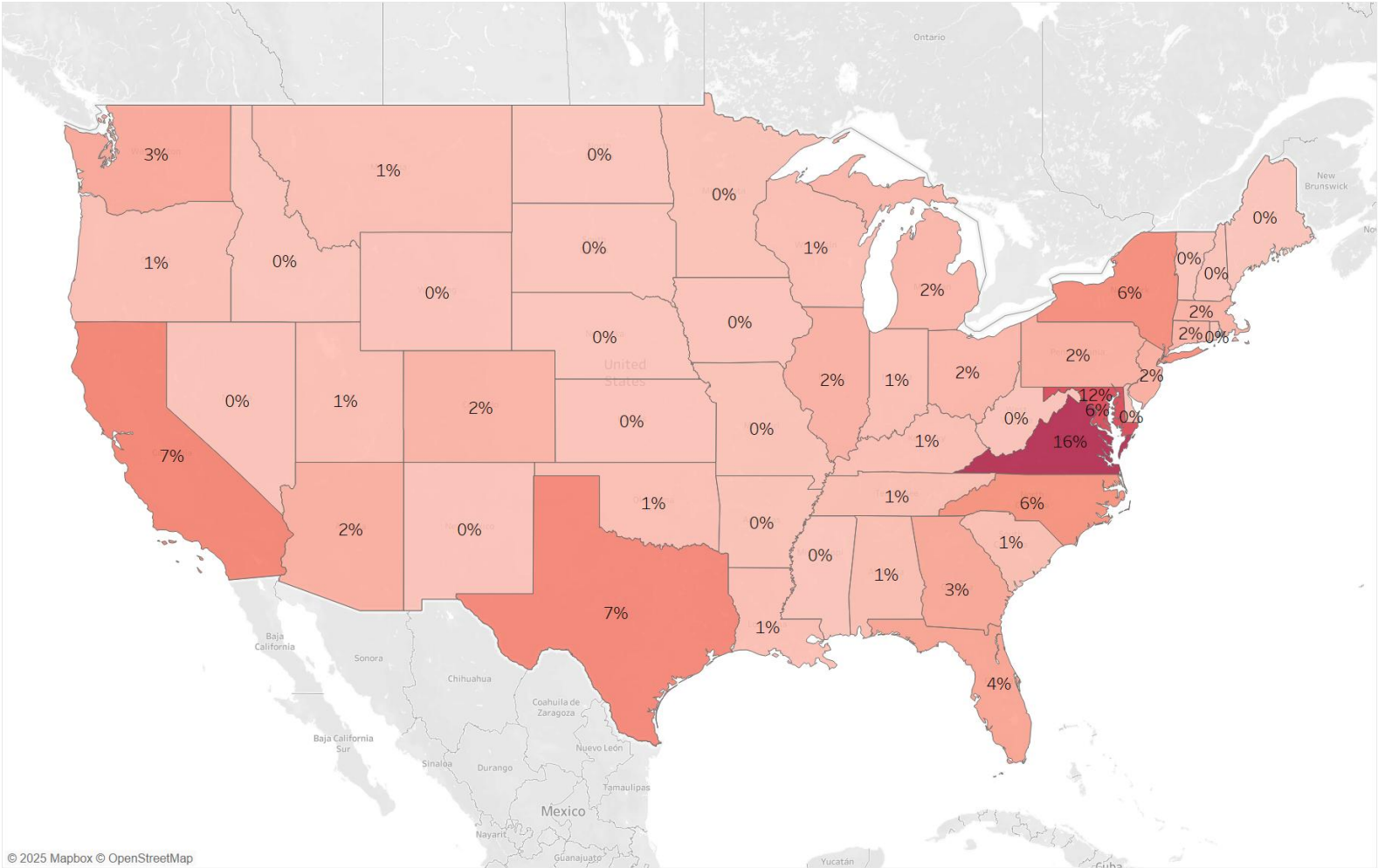
Web leads have zero costs for both domestic and international students at all stages, indicating they are **cost-free** in this context.

Paid Social channels like Facebook and Instagram show **moderate** costs for domestic students (e.g., \$7,517 per admit on Facebook) but escalate sharply for international students

Overall, international student acquisition is far more **expensive**, with the Grand Total cost per admit reaching **\$136,273** for international students compared to **\$65,658** for domestic students.

Percentage of Total Enrolled Students Across the U.S.

Q3



Virginia stands out with the largest share of total student enrollments at **16%**, closely followed by **Maryland** at **12%**.

Texas and **California** are major contributors, each of these states represents **7%** of the total enrollments, positioning them as significant players in the enrollment landscape.

Minimal or **no participation** from **many states**, numerous states, especially in the Midwest and Mountain areas, report 0% enrollment, indicating little to no activity.

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Map based on Longitude (generated) and Latitude (generated). Color shows % of Total App.Enroll. Details are shown for State.C. The view is filtered on State.C, which excludes Null, AK, HI and Other.

Areas for Additional Data Analysis

- **Geographic and Demographic Trends:** Investigate why certain states, like Virginia, Maryland, Texas, and California, show higher enrollment percentages compared to others with 0% or low contributions, and analyze demographic factors (e.g., age, income, education level) influencing these patterns.
- **Lead Source Effectiveness Over Time:** Examine how the cost and conversion rates for lead sources (e.g., Direct Apply, Webinars, Paid Social) have evolved across quarters or years to identify trends, seasonal variations, or shifts in effectiveness for domestic versus international students.
- **Cost Efficiency by Stage:** Conduct a deeper analysis of the cost-per-stage breakdown (Start, Submit, Complete, Admit, Enroll) to pinpoint inefficiencies or opportunities for cost reduction, particularly for high-cost international student acquisition channels like Paid Social and Display.
- **Correlation with Marketing Strategies:** Explore the relationship between specific marketing strategies (e.g., Paid Search, Email, Webinars) and enrollment outcomes to determine which tactics yield the highest ROI and long-term engagement for different student segments.