

FY2019 Search February 2019

Office of Marketing and Brand Management

2020-04-08

College Board Juniors: Anticipated Start Fall 2020

As of April 3, 2020, the FY19 February lead name conversions are as follows:

Geo	Leads	Inqs	Apps	InquiryYield	AppYield
In-State	4,091	605	363	14.79%	8.87%
Out-of-State	6,640	138	59	2.08%	0.89%

In February 2019, USM purchased ~10,000 lead names from the College Board, all Juniors with an anticipated start of September 2020. Confirmations and enrollments will be available in the next few months.

College Board Juniors: Anticipated Start Fall 2021

In February 2020, USM purchased ~75,000 lead names, over half of which were College Board Juniors. An email search campaign began almost three weeks ago, and to date, 2 emails have been sent to these lead names. The inquiry and application conversions to date are shown below. These numbers will change daily as the campaign runs.

Geo	Leads	Inquiries	Apps	InquiryYield	AppYield
In-State	1,567	5	2	0.32%	0.13%
Out-of-State	42,651	81	6	0.19%	0.01%