

FY20 Search: Lead Name Conversions

Office of Marketing and Brand Management

6/15/2020

FY20 November Senior Search

Geo	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield	App_Yield
In-State	College Board	1356	53	49	3.91%	3.61%
In-State	NRCCUA	1027	15	11	1.46%	1.07%
Out-of-State	College Board	745	3	3	0.4%	0.4%
Out-of-State	NRCCUA	2881	8	8	0.28%	0.28%

FY20 November Junior Search

Geo	Vendor	Leads	Inquiries	Inquiry_Yield
In-State	College Board	4907	67	1.37%
In-State	NRCCUA	1520	10	0.66%
Out-of-State	College Board	8994	30	0.33%
Out-of-State	NRCCUA	2960	15	0.51%

FY20 January Senior Search

Geo	Vendor	Leads	Inquiries	Applicants	Inquiry_Yield	App_Yield
In-State	Both	210	1	1	0.48%	0.48%
In-State	CB	791	8	6	1.01%	0.76%
In-State	NRCCUA	708	7	6	0.99%	0.85%
Out-of-State	Both	453	1	1	0.22%	0.22%
Out-of-State	CB	2328	1	1	0.04%	0.04%
Out-of-State	NRCCUA	815	0	0	0%	0%

FY20 January Junior Search

Geo	Vendor	Leads	Inquiries	Inquiry_Yield
In-State	Both	76	0	0%
In-State	CB	1491	15	1.01%
In-State	NRCCUA	160	1	0.62%
Out-of-State	Both	5172	25	0.48%
Out-of-State	CB	37478	116	0.31%

Geo	Vendor	Leads	Inquiries	Inquiry_Yield
Out-of-State	NRCCUA	11932	18	0.15%

FY20 January Sophomore Search

Geo	Vendor	Leads	Inquiries	Inquiry_Yield
In-State	Both	4	0	0%
In-State	CB	2534	22	0.87%
Out-of-State	Both	27	0	0%
Out-of-State	CB	14184	32	0.23%

FY20 April Junior Search

Geo	Vendor	Leads	Inquiries	Inquiry_Yield
In-State	Both	3	0	0%
In-State	CB	781	4	0.51%
In-State	NRCCUA	43	0	0%
Out-of-State	Both	76	1	1.32%
Out-of-State	CB	4293	10	0.23%
Out-of-State	NRCCUA	1142	2	0.18%

FY20 April Sophomore Search

Geo	Vendor	Leads	Inquiries	Inquiry_Yield
In-State	Both	72	0	0%
In-State	CB	664	0	0%
In-State	NRCCUA	1464	4	0.27%
Out-of-State	Both	129	1	0.78%
Out-of-State	CB	3823	4	0.1%
Out-of-State	NRCCUA	5422	5	0.09%