

FY21 Search 1 Planning: Historical Analysis of Lead Purchases

October 2017 - April 2020

Office of Marketing and Brand Management

September 11, 2020

Brief Description

As requested, I have compiled a historical and updated report of all of the leads and their conversions through the application funnel based on search name purchases between October, 2017 and April, 2020.

Findings

Senior Lead Performance

Created.Date	Vendor	Class	Leads	Inquiry	Applied	Admitted	Confirmed	Enrolled	InqYield	AppYield
17-Oct	CB	SR	2,279	198	129	112	39	31	8.69%	5.66%
17-Oct	NC	SR	424	23	17	16	4	3	5.42%	4.01%
18-Feb	CB	SR	9,464	123	74	59	24	18	1.3%	0.78%
18-Feb	NC	SR	243	19	11	10	5	4	7.82%	4.53%
18-Oct	CB	SR	35,634	438	290	213	51	41	1.23%	0.81%
18-Oct	NC	SR	2,975	43	31	26	9	7	1.45%	1.04%
19-Oct	CB	SR	2,101	56	51	~	~	~	2.67%	2.43%
19-Oct	NC	SR	3,908	23	19	~	~	~	0.59%	0.49%
20-Jan	CB	SR	3,119	9	7	~	~	~	0.29%	0.22%
20-Jan	NC	SR	1,523	8	7	~	~	~	0.53%	0.46%
20-Jan	Both	SR	663	2	2	~	~	~	0.3%	0.3%

Junior Lead Performance

Created.Date	Vendor	Class	Leads	Inquiry	Applied	Admitted	Confirmed	Enrolled	InqYield	AppYield
17-Oct	CB	JR	13,015	1,960	1,138	1030	307	253	15.06%	8.74%
17-Oct	NC	JR	2,556	176	81	71	22	20	6.89%	3.17%
18-Feb	CB	JR	25,270	1,736	966	835	263	226	6.87%	3.82%
18-Feb	NC	JR	21,315	518	152	125	24	21	2.43%	0.71%
19-Feb	CB	JR	9,649	1,256	735	710	136	111	13.02%	7.62%
19-Oct	CB	JR	13,901	115	~	~	~	~	0.83%	0%
19-Oct	NC	JR	4,480	28	~	~	~	~	0.62%	0%
20-Jan	CB	JR	38,969	147	~	~	~	~	0.38%	0%
20-Jan	NC	JR	12,092	20	~	~	~	~	0.17%	0%
20-Jan	Both	JR	5,248	30	~	~	~	~	0.57%	0%
20-Apr	CB	JR	5,074	25	~	~	~	~	0.49%	0%
20-Apr	NC	JR	1,185	2	~	~	~	~	0.17%	0%
20-Apr	Both	JR	79	1	~	~	~	~	1.27%	0%

Conclusions

- FY20 Senior search names don't have data beyond application; however, the inquiry and application data was updated 9/11/20. FY20 Junior search names reflect their current status. The most recent campaign concluded on June 25, 2020.

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