

# Search December 2019: Funnel Conversions

Office of Marketing and Brand Management

2020-02-03

## Conversion Summary as of 2020-02-03

### In-State Senior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield	App_Yield
In-State	Senior	College Board	1365	64	39	4.69%	2.86%
In-State	Senior	NRCCUA	1027	10	5	0.97%	0.49%

### Out-of-State Senior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield	App_Yield
Out-of_State	Senior	College Board	745	2	2	0.27%	0.27%
Out-of_State	Senior	NRCCUA	2882	7	5	0.24%	0.17%

### In-State Junior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield
In-State	Junior	College Board	4914	25	0	0.51%
In-State	Junior	NRCCUA	1520	5	0	0.33%

### Out-of\_State Junior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield
Out-of_State	Junior	College Board	8994	13	0	0.14%
Out-of_State	Junior	NRCCUA	2960	7	1	0.24%