

Search December 2019: Funnel Conversions

Office of Marketing and Brand Management

2020-02-11

Conversion Summary as of 2020-02-11

In-State Senior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield	App_Yield
In-State	Senior	College Board	1365	67	43	4.91%	3.15%
In-State	Senior	NRCCUA	1027	11	5	1.07%	0.49%

Out-of-State Senior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield	App_Yield
Out-of_State	Senior	College Board	745	3	2	0.4%	0.27%
Out-of_State	Senior	NRCCUA	2882	8	6	0.28%	0.21%

In-State Junior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield
In-State	Junior	College Board	4914	32	0	0.65%
In-State	Junior	NRCCUA	1520	6	0	0.39%

Out-of_State Junior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield
Out-of_State	Junior	College Board	8994	15	0	0.17%
Out-of_State	Junior	NRCCUA	2960	7	1	0.24%