

Search December 2019: Funnel Conversions

Office of Marketing and Brand Management

2020-01-16

Conversion Summary as of 2020-01-16

In-State Senior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield	App_Yield
In-State	Senior	College Board	1365	49	26	3.59%	1.9%
In-State	Senior	NRCCUA	1027	7	5	0.68%	0.49%

Out-of-State Senior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield	App_Yield
Out-of_State	Senior	College Board	745	1	1	0.13%	0.13%
Out-of_State	Senior	NRCCUA	2882	5	4	0.17%	0.14%

In-State Junior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield
In-State	Junior	College Board	4914	16	0	0.33%
In-State	Junior	NRCCUA	1520	2	0	0.13%

Out-of_State Junior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield
Out-of_State	Junior	College Board	8994	7	0	0.08%
Out-of_State	Junior	NRCCUA	2960	4	1	0.14%