

Search December 2019: Funnel Conversions

Office of Marketing and Brand Management

2020-01-27

Conversion Summary as of 2020-01-27

In-State Senior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield	App_Yield
In-State	Senior	College Board	1365	60	35	4.4%	2.56%
In-State	Senior	NRCCUA	1027	9	5	0.88%	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	24	0	0.49%
In-State	Junior	NRCCUA	1520	4	0	0.26%

Out-of_State Junior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield
Out-of_State	Junior	College Board	8994	12	0	0.13%
Out-of_State	Junior	NRCCUA	2960	7	1	0.24%