

135

No. of Enrollments

ABC University

Education Enrollment Campaign 2023 Report

31,604

Total Leads

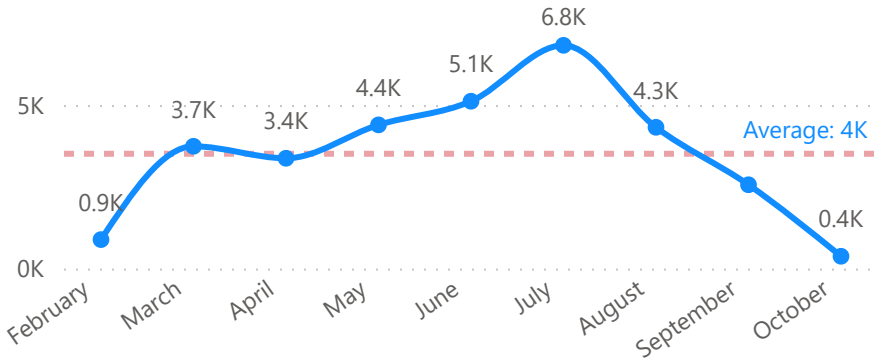
44

Active Campaigns

India	Unverified	Disqualified
31597	27803	17446
Bangladesh	Verified	Qualified
6	3801	2884

- Single Lead from **Zimbabwe** with Verify Email have not enrolled

Lead Generated over year 2023



- Getting **Highest Leads 6.8K** in **July** Month and a clear decrease is visible after that to **only 0.4K in October**. It must be due to the admission session starts in March and July.

2884

Qualified Leads

0.43%

Conversion Rate

89%

Enrolled Leads have Verified Mobile

96%

Enrolled Leads have Verified Email

67%

of Leads are Responsive

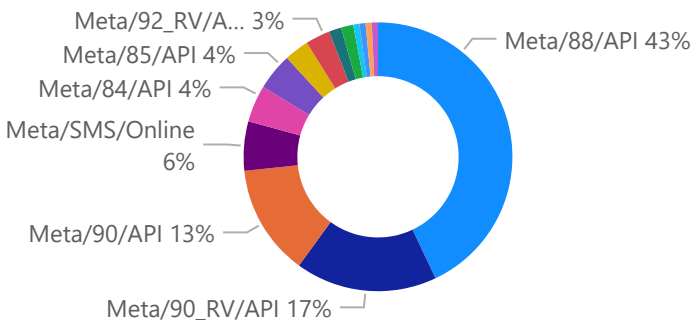
1270

Initiated Form

34%

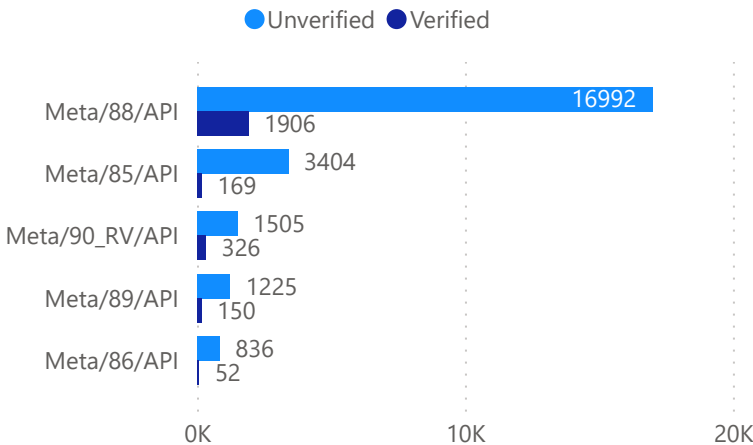
Paid Fees after Filling Application

Which Campaigns Giving us Highest Enrollment?



- About **80% of Enrollments** we are getting through only **4 Campaigns**

Top 5 Campaigns with highest Leads



From Which city we are getting higher leads?

Kolkata	26774
Barasat	657
North 24 Parganas	527
Howrah	144
Siliguri	140
Asansol	114
Durgapur	113
Bankura	96
Patna	95
Jamshedpur	92

Which State is giving us more leads?

West Bengal	29844
Bihar	450
Jharkhand	351
Assam	220
Odisha	90

- About **94.5%** of leads are from **West Bengal** Alone followed by **1.42%** from **Bihar** and **1.11%** from **Jharkhand**

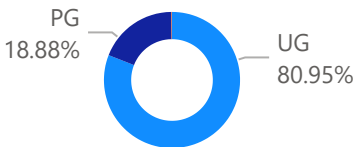
Lead Stage	Leads	% of Total Leads
Disqualified	17446	55.20%
NR Closed	5936	18.78%
No Response	4139	13.10%
Qualified	2884	9.13%
Asked for Callback	1029	3.26%
Untouched	99	0.31%
PhD Enquiry	56	0.18%
Sports Quota	15	0.05%

- About **32%** Leads are **Unresponsive** while **3.26%** have asked for Callback

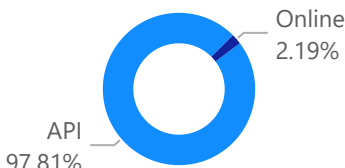
Which Course should we more focused on?

B.Com (H)	1.7K
B.Ed	1.6K
BA LLB (Hons.)	0.9K
B.Pharm	0.8K
BCA	0.6K

- 8.15%** of Responsive Leads are for B. Com (Honors)



- About **81%** Leads are interested in **UG Programme**. Also there is **1 lead** for **PHd** Also



- About **98%** Leads are Originated from **Ad Campaigns** on different websites like Facebook and Instagram. While only **2%** are from **SMS, E-Mail, Official Website and Google Form**.

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Recommendations -

1. Leads generated through **API** on different Websites are still not converted to Enrollments. Because most of them are **Disqualified due to eligibility Criteria or maybe False Leads** can be the case also. Team should put focus on **Unresponsive leads** as these can significantly **improve Conversion rate**.
2. There is **80%** of enrollment in **UG Programmes** so the team can **increase UG Specific Campaigns**.
3. There is about **43% of enrollment** in only **Engineering and Businesses Specialization** so Team should run Campaigns on Engineering and Business specific Websites.
4. **Mobile Number verified leads** are most likely to enroll rather than email verified.
5. About **15% of leads** Enrolled from Verified and Qualified Leads(#914).
6. **Kolkata(West Bengal)** is generating more lead for the campaign so team should be more focused on running local campaign also on local websites of West Bengal, This can **boost Conversions**.
7. There might also be **Language factor** in Campaigns Banners, Articles etc. So team should use multilingual text so that other states students can also read it at first glance.
8. Team should work on communication methods to as **31% leads are unresponsive**.
9. **Meta 88 Campaign** that is running through API is our top performer so team should also provide a direct registration link there and also a smooth communication method such as Query resolution Landline.
10. Students from **Bihar(450) and Jharkhand(351)** are also interested in Admissions so team can also do specific **Native language campaigns on there local Online websites**.