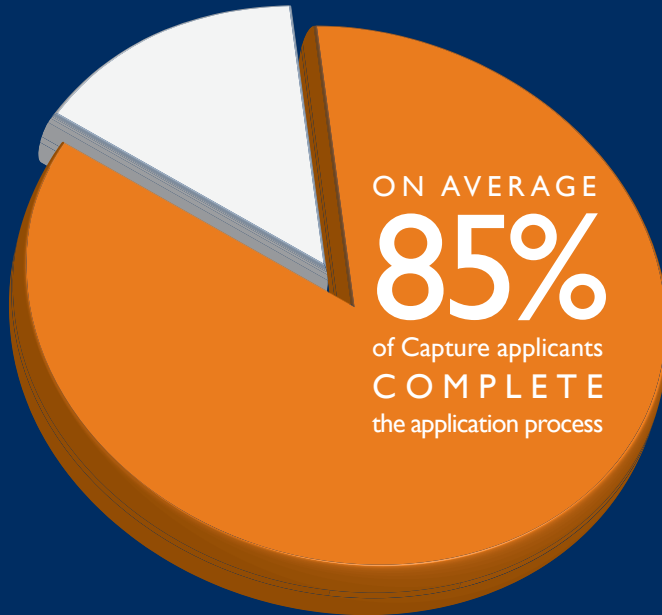


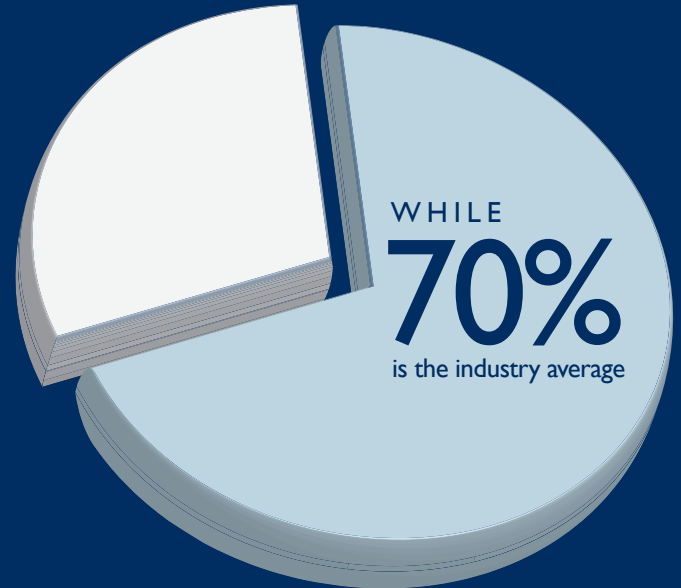


capture  
H I G H E R E D

DECISION-READY  
*Applications*



vs.



# THE capture ADVANTAGE

Capture increases the size of your accepted applicant population while ensuring the best fit possible. It's that simple. With over 20 years experience in college admissions, we have perfected the art of delivering viable students to our clients' campuses. Our proven approach utilizes a proprietary search strategy and predictive modeling process that is unique in our industry. Whether you are looking to shape a new class, boost an underperforming major, or increase your institutional enrollment overall, Capture can deliver viable prospective students to fit your growth strategy.

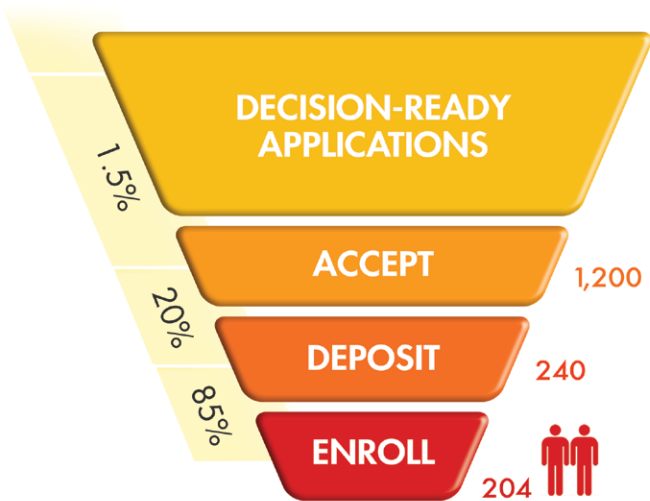
## A CAPTURE SEARCH INCLUDES:

Industry Research and Predictive Modeling  
Student & Family-Focused Communications  
Customized Microsites  
Pre-Populated Applications  
Transcripts & Supplemental Materials

Real-Time Application Notification System  
24/7 Access to Campaign Data  
Insightful Data Reporting Tools  
Strategic Campaign Summary  
VIALE MISSION-FIT APPLICANTS

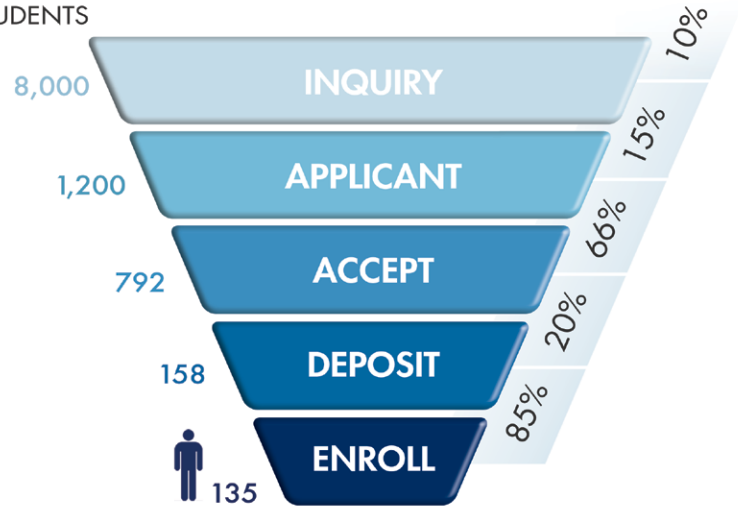
WE DELIVER  
**DECISION  
READY**  
APPLICATIONS

## THE capture FUNNEL



80,000 STUDENTS

## THE INDUSTRY FUNNEL



# Strategic STUDENT SEARCH

## CAPTURE'S ELITE RESEARCH YIELDS A SUCCESSFUL SEARCH

Did you know that a well-targeted search ensures that every respondent is indeed eligible for enrollment at your institution? Moreover, a well-built search helps identify students who are most likely to remain at your institution. If your experience with search is based on GPA and a Test Score, you haven't scratched the surface. Depending on the number of prospects targeted, Capture searches can involve anywhere from 50 to 500 independent search queries where the typical institution performs only one. Each search query is monitored and tracked throughout the campaign and then adjusted for each additional search needed.

We use predictive modeling to determine not only who is likely to respond, but also who is most likely to persist to sophomore status at your institution. We incorporate your scholarship matrix to pre-award students for more compelling and audience-specific messaging. A well-targeted search that integrates scholarship programs and timely strategic communications yields impressive results.

---

**TARGETED  
SEARCHES YIELD  
IMPRESSIVE  
RESULTS.**

---

### **3 BUSINESS DAYS**

is the average delivery of  
first-class mail

**77%** of consumers open  
first-class mail first

**5.7** is the average number  
of times an institution  
emails a prospect, but **15**  
different value-proposition  
messages are delivered  
from Capture

**12%** is Capture's  
average open rate for  
initial email outreach



# *Student + Family* ENGAGEMENT

**ENGAGE STUDENTS & THEIR FAMILIES FOR THE BEST RESULTS**

Research consistently demonstrates that multiple mediums are far more effective in generating responses from search. That's why at Capture we utilize first-class direct mail, personalized mailers, email, phone and text to encourage application completion. We also know that parents are more involved than ever in their student's educational choices. We specifically speak to parents about the college-decision issues they want to hear about, like academic standards, financial aid, and career opportunities.

Our strategic communications are triggered by actions of the students and their families. While every institutional communications campaign is unique in its appearance and message, the outreach timing and delivery is based upon the latest response research. Our effective campaigns are built to deliver the fastest response based upon the prospect's actions. But as prospects are flexible so are we. If your institutional response is different from another, we will alter our campaign to fit your prospects' needs.

**DIRECT  
MAIL  
MICROSITES  
EMAILS**

## PERSONAL INFORMATION

First Name <input type="text" value="Test"/>	Middle Name <input type="text"/>	Last Name <input type="text" value="User"/>	Suffix <input type="text"/>
Preferred Name <input type="text"/>	Date of Birth <input type="text" value="02/04/2011"/>	Social Security Number double encrypted for extra protection <input type="text"/> <a href="#">click here to change</a>	

## HOME ADDRESS

Address Line 1 <input type="text" value="123 Counting Up Road"/>	Address Line 2 <input type="text" value="Suite 100"/>	Address Line 3 <input type="text"/>
City <input type="text" value="Capture"/>	State <input type="text" value="California"/>	Zip <input type="text" value="34117"/>
Country <input type="text" value="United States"/>	Email <input type="text" value="testing@capturehigherec"/>	Country of Citizenship <input type="text" value="United States"/>

## TELEPHONE NUMBERS

Phone Number (home) <input type="text" value="555-555-5555"/>	Phone Number (mobile) <input type="text"/>	Phone Number (other) <input type="text"/>
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## APPLICATION INFORMATION

Desired Enrollment Semester <input type="text"/>	Residency Status <input type="text"/>
High School Attended <input type="text"/>	Graduation Date <input type="text"/>

☐ I certify that the statements included in this application are accurate and true to the best of my knowledge and authorize my high school/previous school(s) to provide any and all academic and personal information requested by Capture University.

SUBMIT &amp; CONTINUE

## MICROSITES

Students are guided to a custom “microsite” where they will receive personalized messaging and information about their application, including:

- ✓ Request permission to gather transcripts, and other required admissions materials,
- ✓ Reminders and instructions on how to submit ACT or SAT scores,
- ✓ Instructions for filling out their FAFSAs, and
- ✓ Invitation to schedule a campus visit.



# Targeted APPLICATION COMPLETION

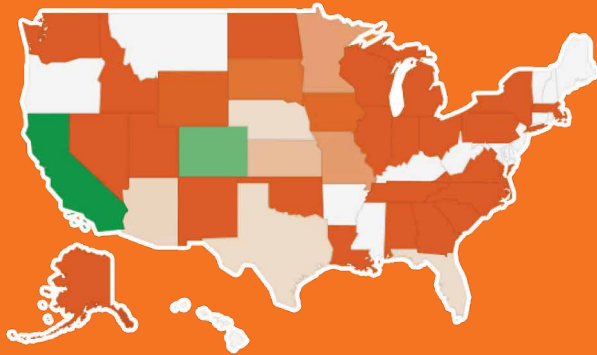
**THREE WORDS: DECISION. READY. APPLICATIONS.**

Student and family prospects are guided to a customized microsite where they receive personalized messaging and a pre-populated application to help shorten the speed of submission. All microsites are developed in line with your institution's brand standards and highlight the benefits of your institution to both the prospects and their families. It can take prospects as little as two minutes to complete their application!

In the background, Capture is hard at work in the paper-chase; submitting transcript request forms, accepting statements of faith, recommendations – all documentation your institution requires to make a final decision. We manage the entire search-to-application process to deliver DECISION-READY applications. We free up your admission professionals' time to allow them to do what they do best – engage students and families in meaningful conversation about your institution.

WE MANAGE THE  
**ENTIRE**  
APPLICATION  
COMPLETION  
PROCESS

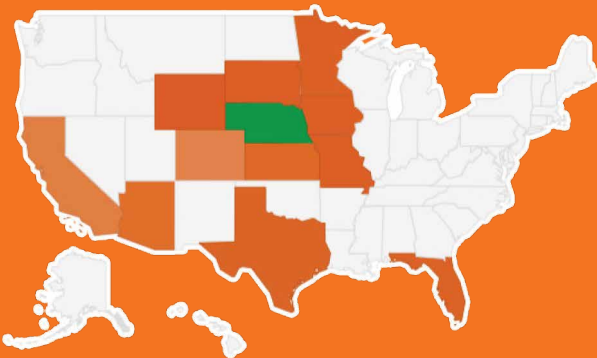
TOTAL SEARCH DENSITY BY STATE



SEARCH-TO-INQUIRY RESPONSE BY MATRIX CELL

	850	900	950	1,000	1,050	Grand Total
2	2.53%	0.79%	0.91%	1.28%	0.00%	1.33%
2.25	0.56%	1.72%	0.96%	1.14%	0.00%	0.95%
2.5	2.97%	0.97%	1.43%	1.20%	0.00%	1.53%
2.75	1.59%	1.46%	0.94%	0.41%	0.81%	1.11%
3	2.64%	2.09%	1.49%	0.91%	0.78%	1.64%
3.25	2.25%	3.28%	2.66%	1.81%	1.08%	2.22%
3.5	1.88%	2.61%	1.88%	0.98%	1.49%	1.73%

DECISION-READY APPLICANT DENSITY BY STATE



INQUIRY-TO-APPLICANT RESPONSE BY MATRIX CELL

Grades	850	900	950	1000	1050	Grand Total
2	75%	100%	0%	100%		71%
2.25	0%	100%	100%	100%		82%
2.5	75%	67%	86%	100%		79%
2.75	81%	63%	91%	100%	67%	77%
3	81%	79%	60%	64%	75%	74%
3.25	63%	64%	82%	81%	75%	73%
3.5	70%	86%	56%	67%	67%	70%

Throughout a campaign we monitor the geography of search-to-application data closely, making adjustments to high-performing states for subsequent searches.

Heat maps are used to help illustrate high-performing cells in the search matrix. This data enables even more strategic communications during a campaign, and highly tactical searches in the future.

# On-Demand DATA

## INTEGRATE APPLICATION DATA INTO YOUR CRM

We provide highly customizable, on-demand data that offers meaningful glimpses into your campaign as it happens. You can access your data 24/7 through our customized web interface, Engage. With full visibility of prospect actions at all times, we collaborate with your team to continually assess the data, ensuring the success of the campaign.

We are constantly evaluating the response rates of each segment of our search. From geographical attrition to GPA and Test Score queries, we are able to more effectively drive traffic and increase yield rates throughout the campaign cycle. Each subsequent search is made stronger by the data gathered for current campaign results.

Engage gives you access to all search data and allows us to make quick and informed decisions on when to send appropriate communications at the appropriate time. With on-demand data we continuously encourage application completion, getting your team decision-ready applications faster.

**MONITOR  
PROSPECT  
PROGRESS IN  
REAL-TIME  
ANYTIME**

**CONTACT US TODAY AND LEARN HOW WE CAN HELP  
YOU ACHIEVE YOUR ENROLLMENT GOALS THIS YEAR.**



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