

WHEELOCK COLLEGE



ENROLLMENT SUCCESS

CAMPAIGN RESULTS

12 MONTH CYCLE

4,616 visits to Premium Microsite

4,143 interactions within the Microsite

28,704 Opened and Viewed Messages

40,842 total interactions on Ci app

663 Students “Favorited” Wheelock College

RECRUITMENT ROI

1 **2,800** LEADS

Ci No. 1 LEAD SOURCE
FOR 2017 AND 2018'S

2 **100** APPLICANTS

7% OF TOTAL APPLICANT
POOL of 1470

3 **28** ENROLLED

32% YIELD OF 88
ADMITTED STUDENTS