college interactive®

Transforming Student Search and Recruitment

The CiEngage™ mobile platform is the new way to attract, connect and interact with prospective candidates

If you're relying solely on email, print and telemarketing then you aren't reaching today's students where they search — on their mobile devices. CiEngage is a mobile student search and recruitment platform that transforms the way you attract, engage and interact with prospective candidates.

Modernize and enhance your recruitment strategy with CiEngage to attract new applicants. Drive brand awareness, campus visits, qualified applications, and increase yield of best fit candidates with rich student-built profiles. Directly communicate with candidates using the CiConnect messaging app and CiChat portal for a personal experience that drives qualified enrollment.

CiEngage outperforms traditional communication channels and will improve your enrollment.

ACCESS A DIVERSE STUDENT COMMUNITY
Attract and reach more students from traditionally hard to market to regions, interests and backgrounds.

TARGET & MATCH WITH THE RIGHT STUDENTS
Match candidate criteria to student-built profiles in the app detailing their credentials and interests.

GO MOBILE
Communicate and market to students on the digital platform they prefer — and have 24/7 access to.

IMPROVE ROI
Dramatically reduce overall marketing costs compared to traditional channels such as print, email and telemarketing.

The CiEngage Mobile Difference

GENERATE DIRECT INQUIRIES

34% Average Click Rate

Students are inquiring and opting in for more information about colleges every day. Engage candidates with personalized content and interactive experiences based on their profile and college preferences.

TRACK ENGAGEMENT

7,000,000+ College Searches

Potential candidates are demonstrating interest in your school. By tracking interactions at each stage of the recruitment funnel, pre-determine which candidates are most likely to visit, apply, and ultimately deposit and enroll at your institution.

DRIVE ENROLLMENT

5X Higher

Students who interact on the Ci mobile app are much more likely to convert when compared to traditional communication methods.

PERSONALIZE COMMUNICATIONS TO HIGH PROBABILITY PROSPECTS

90% Average Completion Rate

Interactive messages, surveys, and quizzes result in extremely high engagement and rich profiles. Target high probability prospects with one-to-one personalized communication.

"College Interactive is by far the most innovative admissions marketing platform that we have seen to date. It provides a game changing capability to find and connect through mobile with prospective students. We can now build a one-to-one communication plan with prospects based on relevant interests. It allows us as an institution to create that personal connection throughout the entire admission cycle."

John Marcus, former VP of Enrollment Services & Marketing at Dean College

www.collegeinteractive.com
inquiry@collegeinteractive.com | 781.559.0465

399 Neponset Street, Suite 215 | Canton, MA 02021