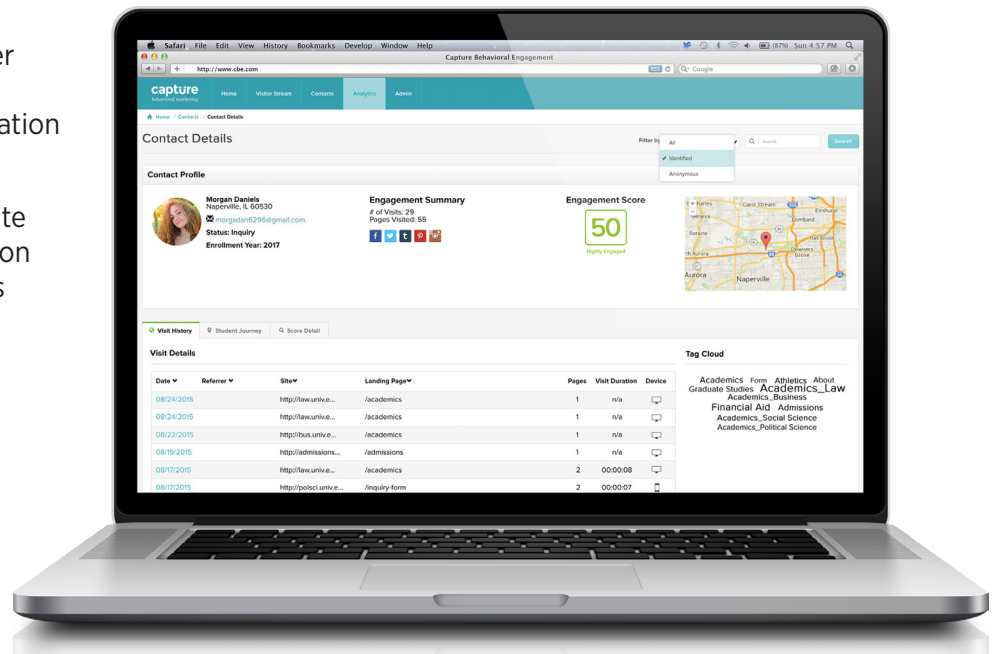


Capture Behavioral Engagement

CBE enables more effective communication with your prospects by providing access to students' real-time behavioral data on your website(s). CBE helps identify and track both anonymous and known visitors, and it delivers dynamic content based on how each visitor interacts with the site. Every visitor receives a responsive Engagement Score that identifies when prospects are most likely to respond to your messaging.

Product Features

- Fully managed
 - » Dedicated CBE Account Manager and Advisory Services member
 - » Creative design and content creation based on your campaign goals
- Use dynamic content to communicate with prospective students 1:1 based on their current interests and behaviors
 - » Image Swap
 - » Toaster Display
 - » Triggered Emails
 - » Triggered Texts
- Online dashboard and standard reports through our web-based, real-time dashboard, Engage



Benefits

Individualism at scale

- Delivers 1:1 messaging without additional resources.

Iterate in real time

- Deliver the most relevant information when the student cares about it most.

Plug & play

- Built specifically for higher ed, so it's much more user-friendly than general-purpose marketing tools.

Data exchange

- Regular data exchange ensures we have the most up-to-date status on prospects.

Capture LABS

- Our team of Data Scientists analyzes CBE data to build predictive models to help refine your recruitment strategies.