

RECRUITMENT INTELLIGENCE

Search Consulting

Capture's Search Consulting services provide data analysis, search strategy, and continuing recommendations for purchasing names from selection service agencies. We base our services on your specific enrollment objectives and use an iterative, data-driven approach to produce the most qualified, mission-fit[®] prospects.

Our team of data scientists, along with our Advisory Services team, have decades of experience in higher ed. Our data modeling is the most sophisticated in the market, with up to 1,400 variables vs. 6-8 in most vendor services.

Product Features

- 3-year historical analysis
 - » Past geographic dispersion, quality of students, and demographic profiles
 - » Capture LABS produces a demographic and behavior report based on historical data
 - » Search strategy is developed based on analysis and enrollment goals
- Parameter design
 - » Define initial parameters of name targeting
 - » Subsequent parameter shifts are recommended by Capture LABS and our Advisory Services team
- Systematic name purchasing from primary data providers throughout the year
 - » Ongoing purchases are based on data release schedules
 - » Before each purchase, Capture LABS analyzes the performance of previous campaigns to determine if adjustments are needed
- Post-campaign population performance report
- Award matrix creation: we can communicate variable financial aid awards

Benefits

- Targets mission-fit[®] prospects
- Broadens brand awareness and market expansion opportunities
- Selectively targets students that support your specific enrollment goals
- Creates data-rich student profiles that enable more targeted messaging
- Systematic purchasing returns more valuable, readily accessible data about ideal prospects



72% of our partners see an overall increase in their decision-ready applicant (DRA) pool the year they work with us.



After their second year with Capture, renewing partners see a 20% increase in their new-to-DRA rates.