

Yield Campaigns

Communicate With Your Admitted Students in Real-Time and Increase Your Conversions

We know that affordability and ROI are still the hot topics that admitted students are researching in their final stages of consideration. Environment and academics are areas of high interest too – so how do you know what to communicate and when to communicate it? You utilize marketing automation and digital advertising tools that better track their activities and interests to deliver the information they want.

Capture’s approach to modern recruitment utilizes hyper-targeted, cost-effective marketing tactics that your prospective students consume daily. With this three-month campaign, your enrollment team will be able to answer your admitted students’ questions with ease, providing your team the data and insights you need to increase your yield.

Service	Time Frame	Price
Capture Behavioral Engagement		\$15,000
CBE	3 months, unlimited application records	\$5,000/mo
Dynamic Content Campaigns	2 web display ads and 2 triggered emails (content provided by Capture), daily visitor engagement report, counselor notification email	included
Digital Display Targeting		\$5,000
Email Targeting	2 months, unlimited impressions	\$2,500/mo
Capture Yield Package:		\$20,000



Capture Behavioral Engagement (CBE)

Utilizing personalized, dynamic content and triggered emails, we can communicate directly with your known admitted students while they’re actively searching for information on your web site.



Digital Display Targeting

Target your admitted students via their personal email address, no matter where they are located. This excellent solution bridges your online and offline activities to ensure they are getting the information they need to make their decision.

