

Combining CBE and Raise.me



What is CBE?

CBE is marketing automation technology that uses prospective student website behavior to target engaged visitors with customized messaging. It is a source of new students and data that saves time and resources.

What is Raise.me?

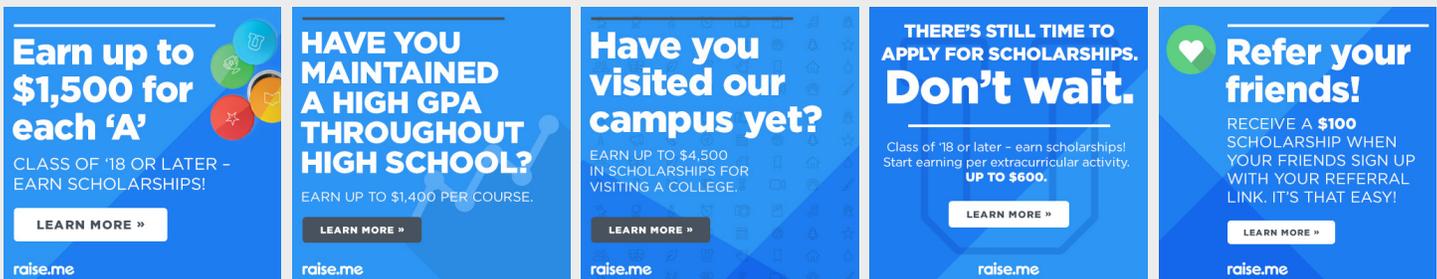
Raise.me is a platform where students are awarded microsolarships for incremental achievements such as getting a good grade in a class, or participating in an extracurricular activity or sport. **Over 850,000 students nationally have Raise.me accounts.**

Raise.me increases the awareness of academic and extracurricular scholarships and helps students understand the things they can be doing throughout high school to become better prepared for college.

Why are these two services so powerful when combined?

Student applicants through the Raise.me program have higher GPAs and test scores, on average, than traditional student applicants. CBE can help drive traffic to the Raise.me site for students to complete a profile and can help deliver scholarship messaging more effectively.

Campaign Options:



1. Each A

Earn up to \$1,500 for each 'A'.

2. High GPA

Have you maintained a high GPA? Earn up to \$1,400 per course.

3. Campus Visit

Been to campus yet? Earn up to \$4,500 in scholarships for visiting our college.

4. Club/Sports

There's still time! Earn a scholarship per extracurricular activity.

5. Referral

Receive a \$100 scholarship when your friends sign up with your referral link.

Pilot campaign results:

- Conversion rates for students clicking from a partner's .edu to their Raise.me page saw double-digit increases.
- ~13.75% of visitors that clicked on a CBE/Raise.me dynamic content campaign completed a Raise.me profile.
- ~58 new Raise.me profiles per week were created. Previously, that number was around 15.

How it works:

- Choose three of the five campaigns above. These can be personalized with colors and/or logos.
- Begin monitoring progress of campaigns on the Capture Content Analytics dashboard.

The CBE Solution

CBE Features	CBE - Lite	CBE - Full
Auto Provision	✓	✓
Campus IP Ranges Blocked	✓	✓
CRM/.csv uploads by partner	✓	✓
Identified Visitor Tracking	✓	✓
Form Tracking	✓	✓
Demonstrated Interest Tracking (CES/CAI)	✓	✓
Market Segmentation	✓	✓
Dedicated Partner Success Manager	✓	✓
Goal Tracker		✓
Digital Ad Analytics (UTM & DDT)		✓
Dynamic Content Campaign Analytics		✓
Data Exports		✓
Campaign Calendar		✓
CRM/SIS Integration		✓
Custom User Roles		✓
Customizable Dashboards		✓
Dynamic Content Campaign Allocations	3	20
Progressive ID Forms	1	5
Users	1	∞
Daily Visitor Report Recipients	1	∞
Pages Tagged & Tracked	50	∞
Sites Tracked	1	∞

Dynamic Content Campaigns Available	Raise.me Sample	CBE - Full
Toaster	✓	✓
Progressive Identification Form	✓	✓
Pop Over (Image or HTML)		✓
Image Swap or Insert		✓
Email Alert		✓
Triggered Email		✓
Triggered Direct Mail		✓
Scholarship Calculator		✓