

EnrollmentLens



Optimize Your Funnel. Boost Conversion.

Institutions invest heavily in recruitment—but without visibility into the enrollment journey, it's hard to know what's working, what's broken, and where to focus.

EnrollmentLens brings clarity.

By analyzing every step of the enrollment funnel—from prospect to applicant to registered student—EnrollmentLens helps institutions identify conversion barriers, optimize outreach, and guide students toward successful enrollment.

How It Works

EnrollmentLens uses predictive analytics to track student movement through the enrollment pipeline. It calculates the probability of each prospect advancing to the next stage, highlights friction points, and recommends targeted actions to improve conversion.

CampusLens™

- ▶ **CampusLens**—AI-powered expertise that turns data into student success.
- ▶ **EnrollmentLens**—Optimize your funnel. Boost conversion.
- ▶ **StudentLens**—See learners clearly. Improve outcomes.
- ▶ **RetentionLens**—Prevent attrition. Improve retention.
- ▶ **CareerLens**—Align learning with labor market demand.
- ▶ **AccreditationLens**—Strengthen assurance. Eliminate scramble.

EnrollmentLens helps you answer:

- ▶ Where are students dropping off in the enrollment funnel—and why?
- ▶ Which prospects are most likely to apply, register, and persist?
- ▶ What factors influence enrollment decisions at each stage?
- ▶ How effective are our marketing campaigns and lead sources?
- ▶ How can we personalize outreach to improve conversion?
- ▶ What programs or campuses are underperforming—and what can we do?
- ▶ How can we forecast enrollment and plan resources accordingly?

By turning enrollment data into actionable insights, EnrollmentLens empowers institutions to increase yield, reduce melt, and improve student onboarding.

From Insight to Action

EnrollmentLens helps institutions:

- ▶ Predict which prospects are most likely to convert—and why.
- ▶ Prioritize outreach based on individual probability scores.
- ▶ Track campaign effectiveness and lead source performance.
- ▶ Identify program-level enrollment trends and gaps.
- ▶ Personalize messaging using AI-generated student profiles.
- ▶ Forecast seat demand and resource needs across terms.

Ready to Boost Enrollment?

Discover how EnrollmentLens can help your institution optimize recruitment, improve conversion, reduce student acquisition costs, and guide students from interest to enrollment.

Learn more: campusworksinc.com/campuslens/



Explore CampusLens:

