



EducationDynamics Opens Door for Colleges and Universities to a Once Proprietary Lead Management System

LeadWatch Live provides unprecedented transparency and enables post-secondary institutions to better optimize their marketing budgets

Hoboken, New Jersey (April 8, 2009)—Post-secondary institutions have a new resource for evaluating prospective student inquiries that provides unprecedented transparency to the individual performance of all lead vendors and lead sources. Today, EducationDynamics (<http://www.educationdynamics.com>) introduced *LeadWatch Live*, a state-of-the-art inquiry management solution that combines one of the most powerful Web-based lead management systems with media management expertise to help institutions maximize the return on investment on [lead generation](#) initiatives.

“We surveyed dozens of post-secondary institutions to learn the challenges associated with monitoring and managing the effectiveness of online lead generation campaigns, and we developed a solution that incorporates all of the features important to schools,” says Andrew Gansler, president of the Prospecting Services Division of EducationDynamics. “This is the first Web-based inquiry management system available to schools that provides complete transparency—delivering data that is essential to maximizing online lead generation efforts.”

Previously only available to a select group of schools, [LeadWatch Live](#) places power and control in the hands of colleges and universities, allowing them to instantaneously assess marketing campaign effectiveness and make the necessary adjustments at any time to drive desired outcomes. Schools gain significant intelligence into the leads that convert the best as well as the lead sources that do and do not generate the greatest number of qualified students.

In addition to a robust back-end system that filters invalid leads based upon standard and program-specific validation, saving schools valuable time and money, *LeadWatch Live* provides access to the following features:

1. **Real-time lead aggregation**—Collect, filter and aggregate leads from all media sources including paid and unpaid as well as a school’s website.
2. **Compatible lead delivery engine**—Post leads to any destination such as a CRM system, call center, email distribution or combination of multiple delivery destinations.
3. **Real-time reporting**—Complete access to campaign data provides the ability to analyze campaign performance in real time and make quick optimization decisions based on the results.
4. **Real-time alerts**—Instantly see how campaigns are performing and set up triggers to alert schools about important benchmarks.
5. **Flexible data importing, exporting and tagging**—Export lead data for analysis in Excel, Access or virtually any other format and easily append data to individual leads for analysis.
6. **Invoice reporting and administration**—Centralized data and vendor information makes month-end reconciliation and vendor payment quick and easy.
7. **Campaign optimization**—Analyze, adjust and re-focus media planning and budget allocation around the highest performing sources.



"In the high stakes game of student acquisition, we need to make sure that every dollar we spend is being effectively managed," says Andrew Solberg, vice president of marketing at Full Sail University. "EducationDynamics has been a trusted marketing partner for us in that effort. *LeadWatch Live* allows us to monitor our lead flow in real time and make the necessary adjustments to ensure our marketing campaigns are delivering results."

LeadWatch Live can be licensed as a self-service package or outsourced to EducationDynamics' Media Management Services, where a team of experts actively manage the inquiry management process, including negotiating with lead providers, warehousing creative and content, coordinating monthly IOs to vendors, maintaining ongoing budget and lead cap management, and monitoring and reporting program performance.

LeadWatch Live is just one in a long line of prospecting, enrollment and retention tools offered by EducationDynamics to help colleges and universities find, enroll and retain more students. To request a demo or to learn more about *LeadWatch Live*, visit <http://www.educationdynamics.com/services/prospecting/ims/>, or contact Howard Mandel at ims@educationdynamics.com or 201.377.3020.

About EducationDynamics

EducationDynamics, a portfolio company of Halyard Capital, is higher education's leading marketing and information services company dedicated to helping institutions find, enroll and retain more students. Its content-rich and highly visible education websites, including EarnMyDegree.com, eLearners.com, GradSchools.com, StudyAbroad.com and its more than 50 special interest microsites, make EducationDynamics the premier provider of qualified prospective students for colleges and universities. In addition, the company offers a full suite of Web-delivered services proven to drive enrollment growth and reduce student attrition. For more information, visit <http://www.educationdynamics.com>.