

CONTACT US TODAY AT: [eddyservices@educationdynamics.com](mailto:eddyservices@educationdynamics.com)

At EducationDynamics, we don't just generate leads. We also provide you with the services and information you need for more detailed insight into your recruitment and enrollment campaigns.

## SERVICES

- **EDDY STUDENT DEMAND ANALYSIS** – Invest in programs not currently offered by utilizing detailed information regarding prospects and the most sought after subjects across the EdDy network
- **COMPETITIVE ANALYSIS** – See how you stack up against the competition by comparing conversion rates (applications, enrollments or starts) against other schools within the EdDy network
- **LEAD SCORING ANALYSIS** – Increase marketing effectiveness and conversion rates by focusing your scoring model on the highest quality sources
- **MODEL ENRICHMENT** – Fine-tune your scoring model using a multi-channel overlay derived from EdDy, the largest provider of qualified EDU prospects

