BRIDGE THE GAP BETWEEN MARKETING AND ENROLLMENT

ONE SOLUTION TO TRACK INQUIRY TO ENROLLMENT

GlassPanel® is an inquiry management and analytics platform data that allows marketing and admissions teams to easily track students from inquiry through enrollment with attribution KPIs. The user-friendly dashboard provides real-time analytics of your marketing, admissions and enrollment data, which can be used to optimize marketing spend, admissions workflows and enrollment processes to reduce costs and increase enrollments. GlassPanel® collects data from multiple sources including your Customer Relationship Management software (CRM), Student Information System (SIS), and Marketing Management Tools to provide your teams with the visibility necessary to make decisions quickly and accurately.

TRANSPARENCY OF INFORMATION AND RESULTS

GlassPanel® is designed to provide 100% transparency. As a prospective student moves from inquiry to enrollment and then to admissions, their data is captured and transformed into easily digestible visual charts and graphs.

Complete system integration allows:

- Real time delivery of inquiries managed by a single source
- Deeper insight into and control over inquiry generation campaigns
- Consolidation of functionality and data which may be currently spread across multiple systems
- Analysis and optimization of campaigns based on performance
- Reduction in costs and increase return on investment
- Accurate verification and validation of inquires in real-time

Develop an effective student enrollment strategy through:

- Information from multiple online and offline sources
- Ability to easily share information across teams
- Insight to uncover patterns and trends that enable proactive decision making throughout the student enrollment lifecycle

BETTER DECISIONS THROUGH BETTER DATA

GlassPanel's decision engine drives users to make tactical decisions using current and historical data, increasing efficiencies across departments. Its robust system shows performance against goals and details how your actions impact overall results. Adjustments can be made within the system, allowing for greater optimization for your media plans and campaigns. With our Decision Engine, you can expect the following:

- Shortened decision-making process.
- Reduced overhead for generating reports and analytics
- Improved workforce productivity with automated processes

REAL-TIME ANALYTICS TO OPTIMIZE AGAINST

With the GlassPanel® Analytics Engine, your team will be able to create customized reports that track each segmented campaign and integrate the information with your existing technical/data infrastructure. It also provides real-time vendor management metrics that enable you to quickly identify and eliminate underperforming inquiry sources or pivot your strategy in real-time.

EXPLORE ALL RELEVANT DATA QUICKLY AND EASILY WITH:

- **STREAMLINED DATA INTEGRATION –** Standardize data within a common repository to ensure accuracy and integrity.

- **KEY PERFORMANCE INDICATORS (KPIS) MEASUREMENT AND MANAGEMENT –** Enable your team to gather information about the performance of current programs. Easily develop and refine strategy based on a single source of auditable data.

- **FINANCIAL AND PERFORMANCE TRANSPARENCY –** Understand your institution's performance using sophisticated analytics with our user-friendly features and performance dashboards.

Shortly after implementing GlassPanel®, you'll experience a significant increase in inquiry flow and conversion rates while preventing unqualified inquires from clogging the enrollment process. Not only will you decrease your tangible backend costs, such as direct mail, but also enable your Admissions Center to vastly increase its response time to serious, qualified prospects.

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