



Fewer Viewbooks, More Applications

At the beginning of the enrollment cycle, **Gannon University** admissions counselors analyzed the results of a Capture APPLY predictive model — a ranked list of the prospective students who were most likely to apply. They used the model to pare down their direct mail strategy. Instead of mailing viewbooks to 55,000 prospective students, Gannon excluded 10,000 students who were least likely to apply. This saved thousands of dollars in production, packaging and mailing costs.

With the money they saved, Gannon purchased additional names of students interested in specific academic programs as well as directed money toward events for admitted students. This all resulted in **500 more applications than the previous year**. Simply put: Gannon used Capture's APPLY predictive model to get more applicants for the same amount of money.



Proof Point

500

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