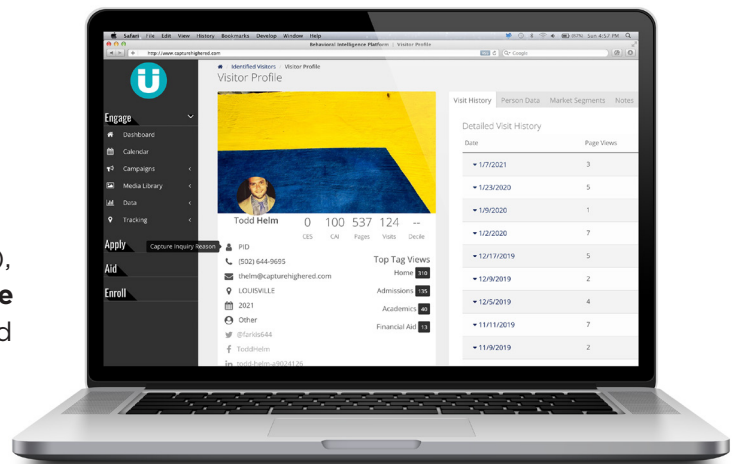


Delivering the industry's highest-qualified student inquiries

Inquiry generation is a priority for colleges and universities across the country. There's a need for more suspects converting into qualified inquiries. Capture uses the power of behavioral intelligence to **deliver the industry's highest-qualified inquiries!**

ENGAGE, the marketing automation on Capture's Behavioral Intelligence Platform (BIP), gathers and delivers inquiries, **based on website behavior**, into client CRMs on a semi-automated or fully automated basis. Qualifying website behaviors include prospective students filling out progressive ID forms, completing web forms, clicking on emails and more — all of which contribute to high affinity scores.



Increase your application volume by 20%

The inquiries delivered by BIP are some of the industry's most preferred because they incorporate behavioral data; and the platform assists outreach prioritization with a **machine learning algorithm**. Each inquiry is associated with an affinity score based on behavioral data to further prioritize outreach. This robust scoring process is used on all inquiries for a campus, not just Capture Inquiries.

Capture's platform and solutions have increased institutional application volume by 20% ... providing inquiries from the right students that lead to higher yield!

Do you have questions or need to know more about Capture Inquiries? Contact us at: capture.buzz/contactus.