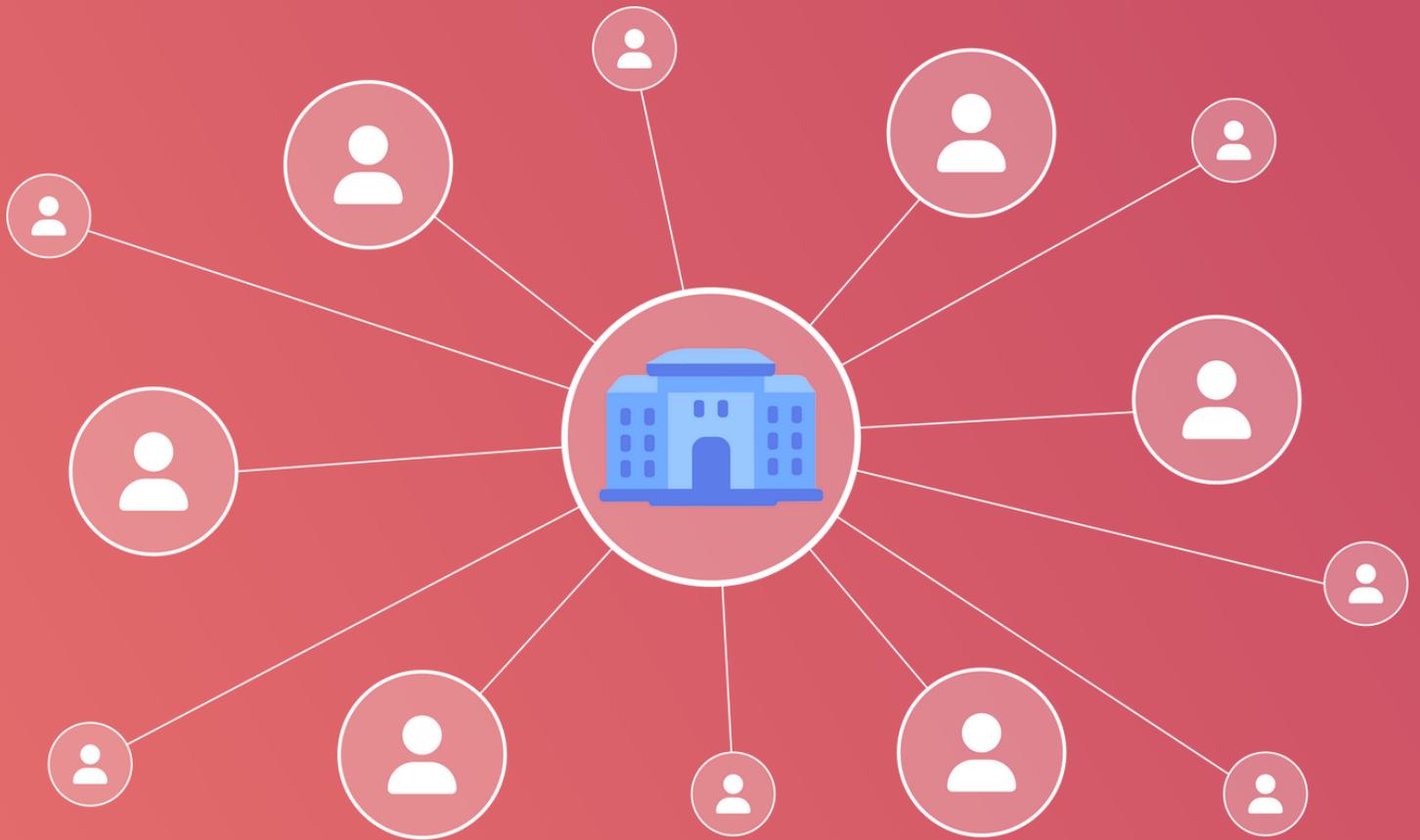


Efficiently Connect with Stealth Students

A Premium Presence Case Study



SCAIR



The Challenge

Many college admissions teams lose time and resources by spreading their nets too wide with email marketing, in-person visits, advertising, and cold calls. Additionally, bandwidth and budget is thin for many college admissions teams.

The Solution

Scoir's Premium Presence can help colleges expand their reach to more best-fit students (quickly!).

When you upgrade to [Premium Presence](#), you can repurpose your existing content on Scoir, helping you reach students you may not be able to engage elsewhere. Our college partners find that 52-90% of their interested students on Scoir are stealth.

With Premium Presence, colleges have a unique opportunity to connect with students that are already interested in their institution. This requires less lift for college admissions teams and reduces noise for students.

Premium Presence takes basic college profiles to the next level by:

- Yielding a **25%** lift in follower growth rate as compared to colleges of similar popularity and selectivity
- Boosting the rate students are likely to engage with your college by **87%**
- Increasing application submission rates by **51%**
- Leading to a **75%** higher admit rate
- Raising enrollment rate by **68%**

Partners can purchase [Premium Presence Kickstart](#) if they want content populated for them, or [Managed Subscriptions](#), which is like adding our team to your team (at a much lower cost than hiring full-time staff members).

The Results

Let's explore how 3 colleges expanded their reach on Scoir with Premium Presence, and the success they saw as a result.

Bard College Berlin

College Type: Private, non-profit college

Enrollment: 350

Founded: 1999

Location: Berlin, Germany

As an international college, Bard College Berlin looked to Scoir to reach students in the United States through Premium Presence and Messaging.

- **77%** of their 2023 followers were stealth, meaning Bard College Berlin reached these students on Scoir but they were not yet captured in their CRM
- Matched followers applied at a rate of **90%** and first source followers at a rate of **100%**
- **84%** of matched and **82%** of first source followers were admitted

Since May 2022, Bard College Berlin gained significant traction with [#Posts](#).

- **157%** Growth in Tagged Content Impressions
- **82%** Growth in Tagged Content View Content Events
- **44%** Growth in Tagged Content Link Click Events

Bard College Berlin gained 16 followers with #Posts, 3 of whom were admitted.

77% of their 2023 followers were stealth, meaning Bard College Berlin reached these students on Scoir and they weren't in their CRM



Bard College

College Type: Private liberal arts
Enrollment: 2,000
Founded: 1860
Location: Annandale-on-Hudson, NY

As a small private school, Bard College was looking to branch out of their local area and reach students in other states. With Premium Presence’s [#Posts](#) and Messaging, Bard gained traction all the way in California and Florida. Just 1 year after starting with Premium Presence in February 2022, Bard found that 91% of their underclassmen followers on Scoir were stealth, allowing Bard to build connections with prospective students earlier in high school.

Bard gained 37 direct follows since #Posts launched in May 2023. Their team spent less than 2 hours on this content each month. Of Bard College’s total Scoir followers in 2023, 56 applied and were admitted. Bard achieved a 11% yield for their class of 2023 through Scoir.

We keep college partner lift at a minimum. See what Bard accomplished with Premium Presence!

- **37** direct follows
- **100%** of Scoir Matched Followers and **98%** Matched First Source Followers applied*
- **77%** of Matched Followers and **77%** of Scoir First Source Followers were admitted
- **45%** of their senior, Class of 2023, followers were stealth students

11% of Bard College’s first year class was sourced from Scoir

**Matched Followers: Students that follow a college on Scoir and are also present in that college’s CRM*

The University of Tennessee (Knoxville)

College Type: Public land-grant research university
Enrollment: 25,000
Founded: 1794
Location: Knoxville, Tennessee

As a large public land-grant research university, UT Knoxville was looking to share their academic prowess with prospective students through Premium Presence.

College partners with Premium Presence gain about 25% more new annual followers and a higher view profile rate versus non-partner colleges of similar popularity and selectivity, because Premium Presence puts more of your college’s content in front of interested students.

In no time, UT Knoxville saw 75 direct followers come through. Of their total Scoir followers in 2023, 1,261 applied and were admitted!

- **5%** view content rate
- **8%** view profile rate

Premium Presence paired with Messaging leads to the best results. With just 1 Matched Student Message (available to Scoir’s Bundle customers) in 2024, UT Knoxville reached nearly 107K students, gained 128 followers, and nearly 400 profile views!

1,988x
 the ROI of Scoir for the University of Tennessee in just one year

Ready to get started with Premium Presence?

[Book a Consultation](#)