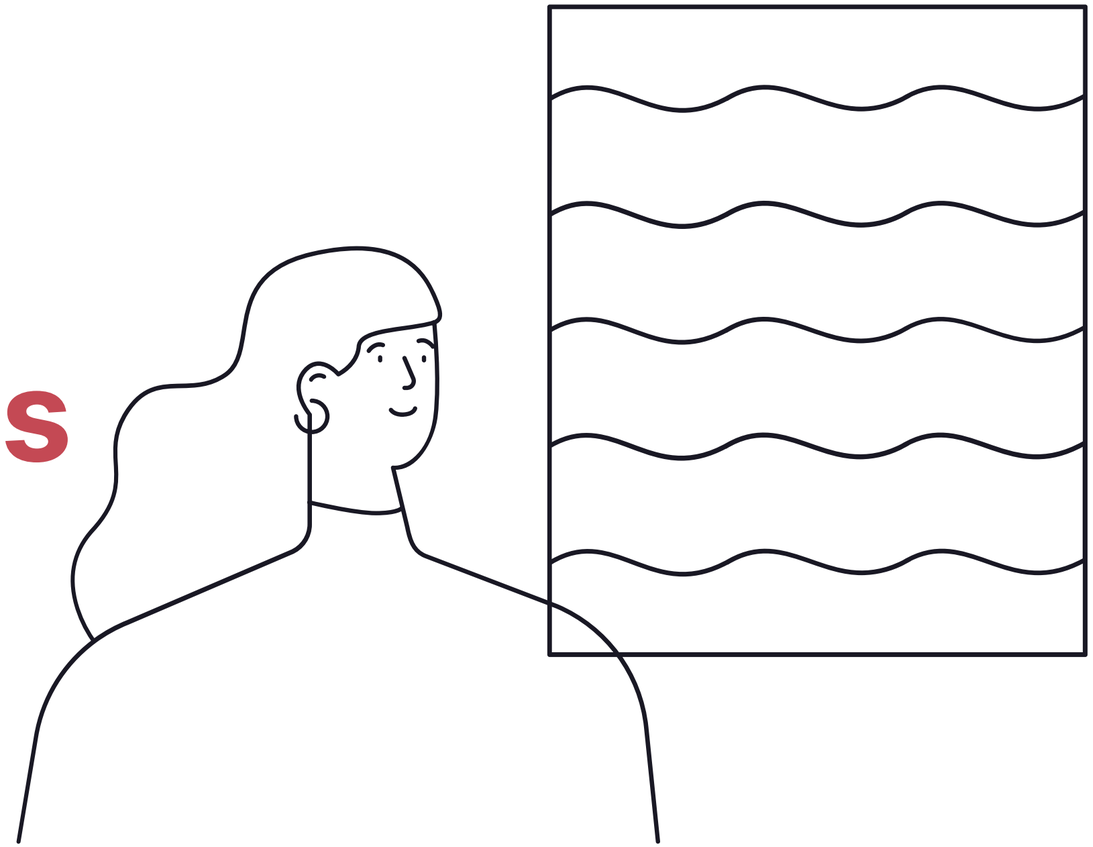
Your website:

When the student wins, everyone wins.

Data Backed Strategies from
PAGAP + Halda

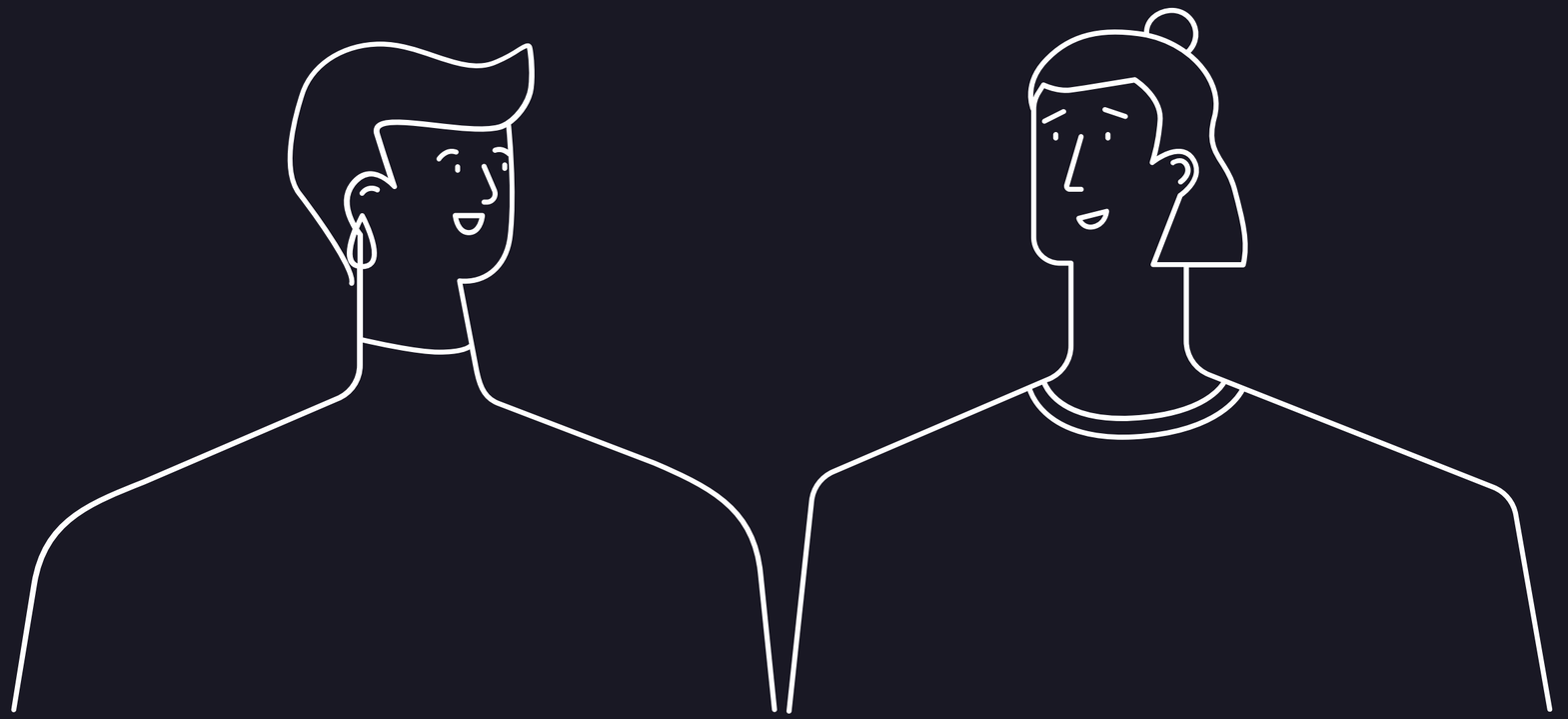
Outline:

- The student
- Your website
- New technologies



ABOUT HALDA'S DATA

>110 Universities
>250 Million Website Visits
>1 Million new interactions each day



EVERY 1.03 SECONDS

Halda personalizes the experience for a prospective student.

Huge thanks to all of our PA Partners!

University of Pittsburgh Bradford

CABRINI UNIVERSITY

Gwynedd Mercy University

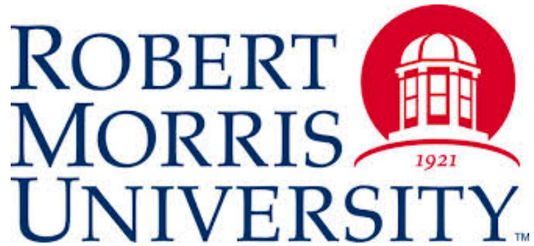
Ursinus College

DUQUESNE UNIVERSITY

YORK COLLEGE OF PENNSYLVANIA

Holy Family UNIVERSITY

LACKAWANNA COLLEGE

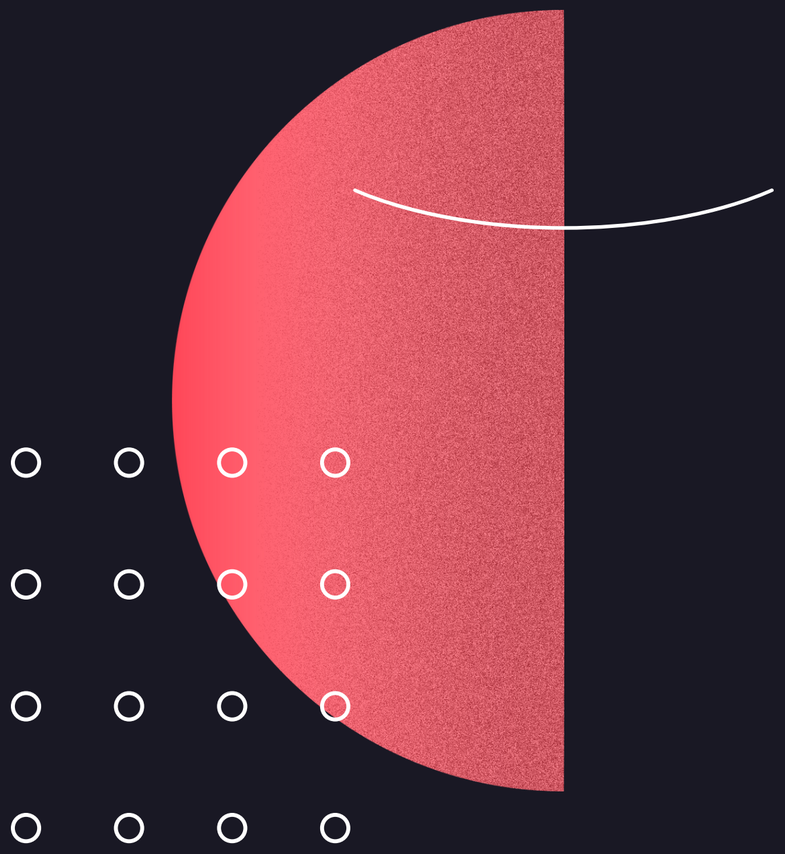


ROBERT MORRIS UNIVERSITY

LEHIGH UNIVERSITY

PennState Great Valley

KUTZTOWN UNIVERSITY



I have a problem getting lost

Building what's
together

A PATIENT

Medical Billing Coder

Copay

Premium

Co-Insurance

Deductible

Pre-Authorization

Out of Pocket Maximum

Explanation of Benefits

A STUDENT

Registration Forms

Work Study

Health Forms

Standardized Test Scores

Transcripts

Grant

Subsidized Loan

FAFSA

Application for Admission

Waitlisted

Letters of Recommendation

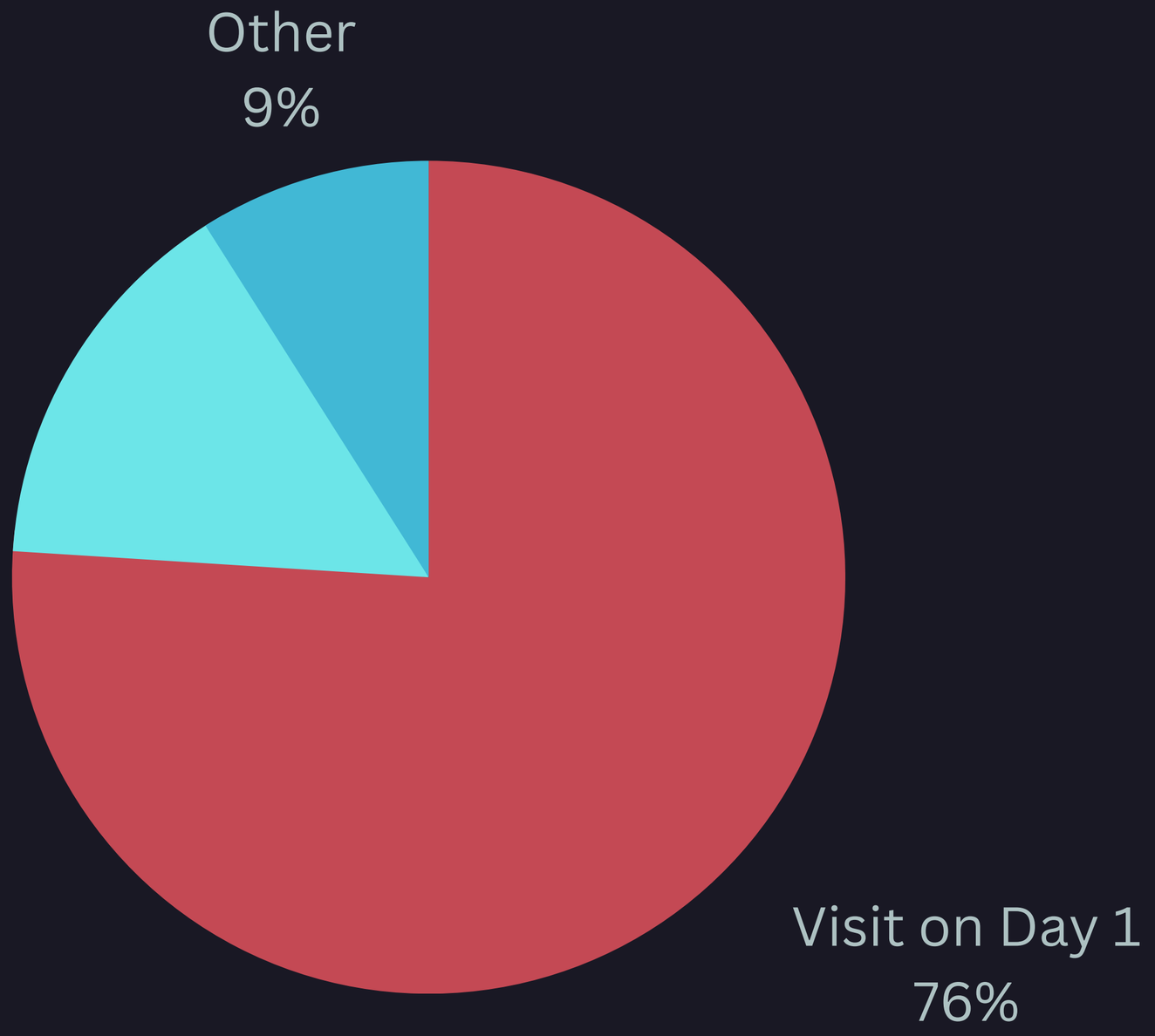
Rolling Admissions

Enrollment Deposit

Housing Application

THE STUDENT

When do you first visit the website?



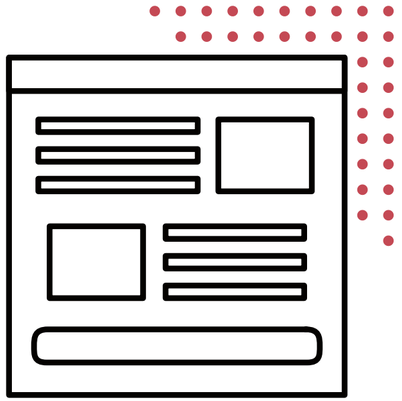
“

They can make their websites easier to navigate. Some websites take 10 different links just to find out their tuition for the year.

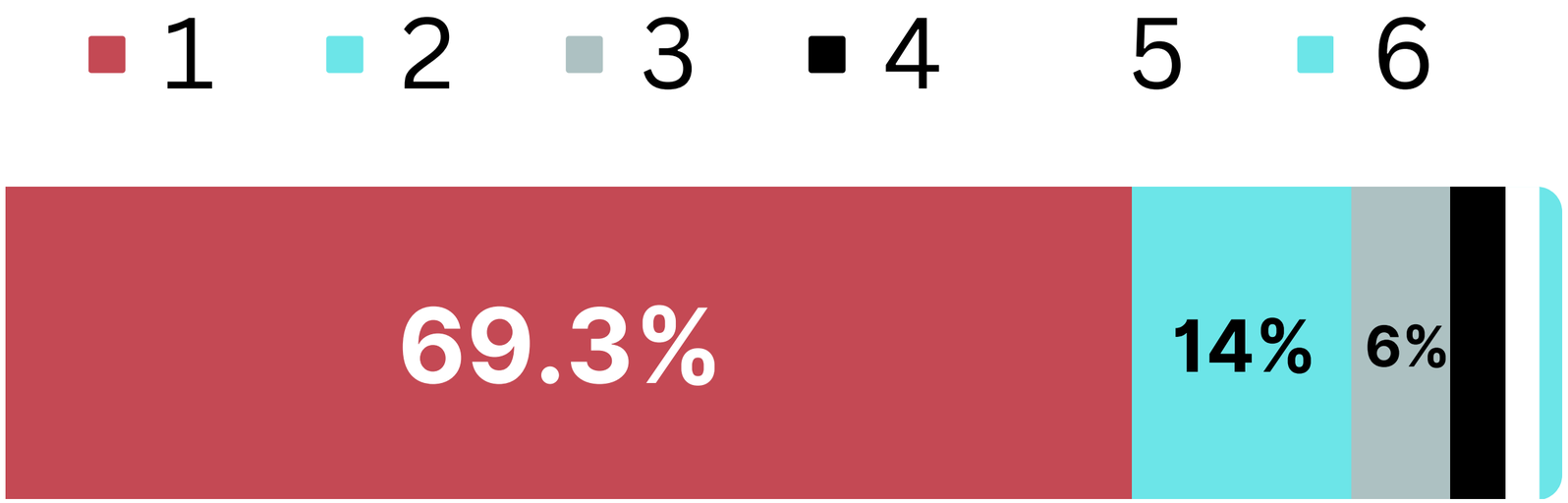
”

Student response to a question about making the search process easier and less stressful

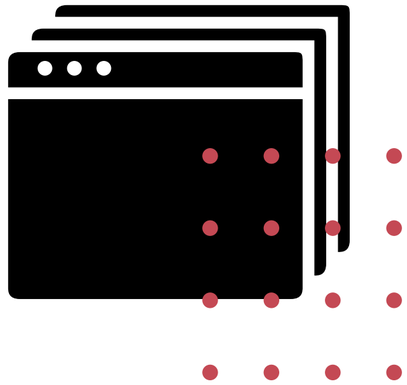
PAGE VIEWS PER SESSION



69.3% Bounce Rate

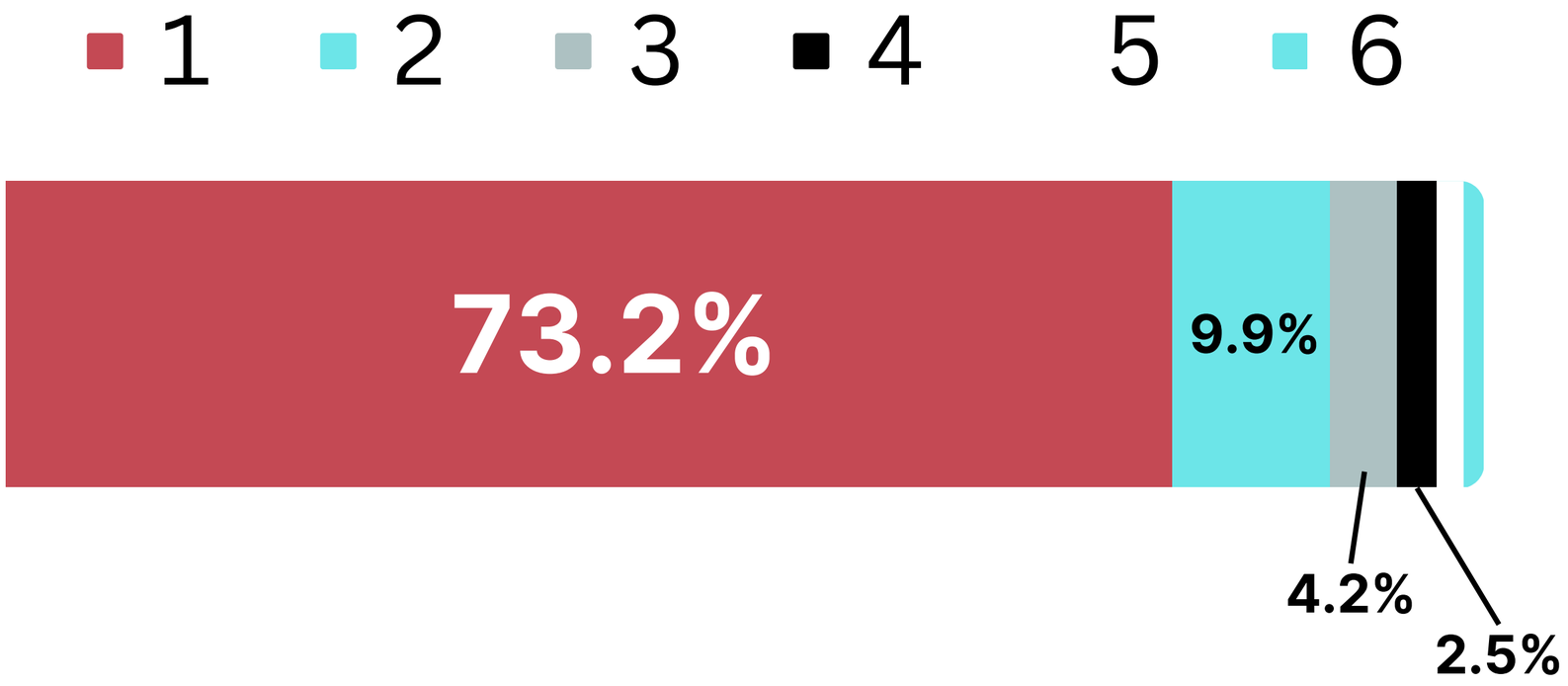


SESSIONS PER VISITOR



26% Prospective students come back.

(2x higher than the average visitor)



“

They can make their websites easier to navigate. Some websites take 10 different links just to find out their tuition for the year.

”

Student response to a question about making the search process easier and less stressful

THE POWER OF PERSONALIZING OUTREACH

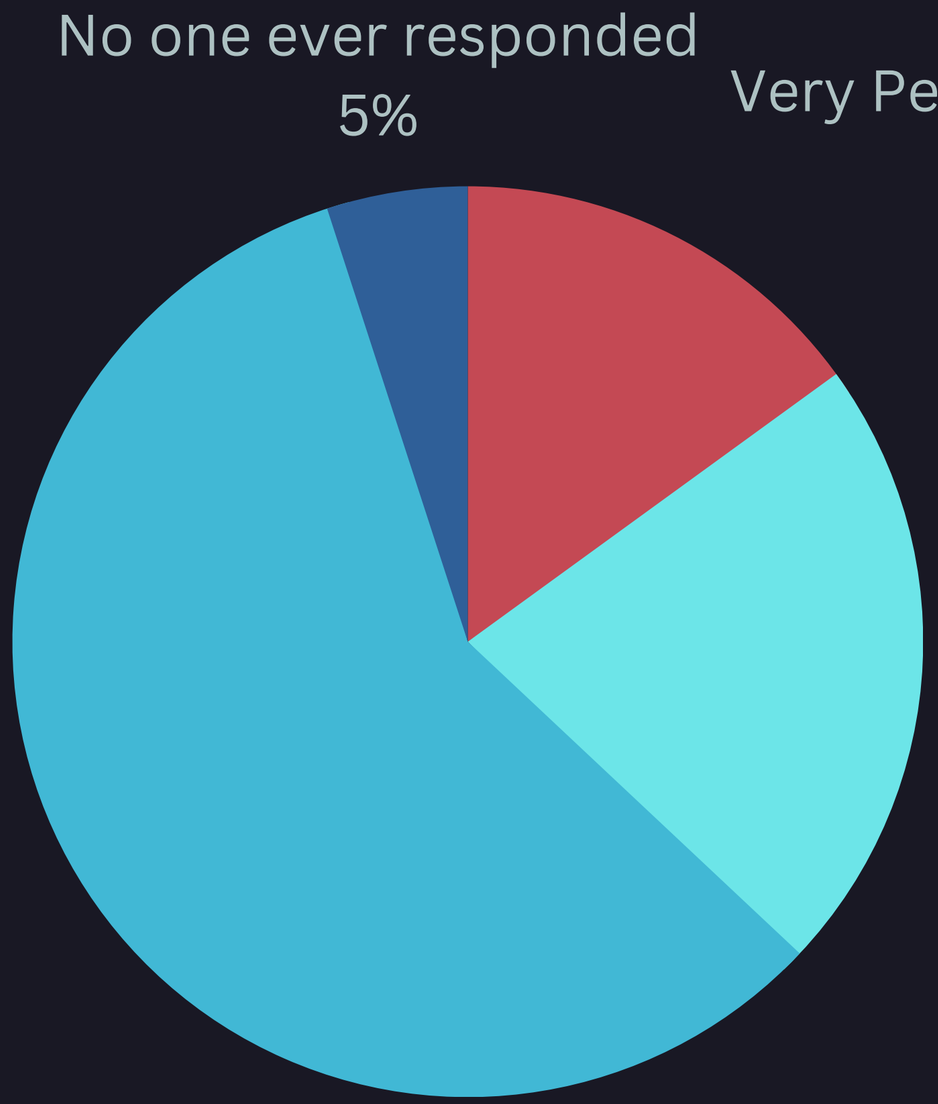
Consumers are more likely to refer friends and family to companies that personalize

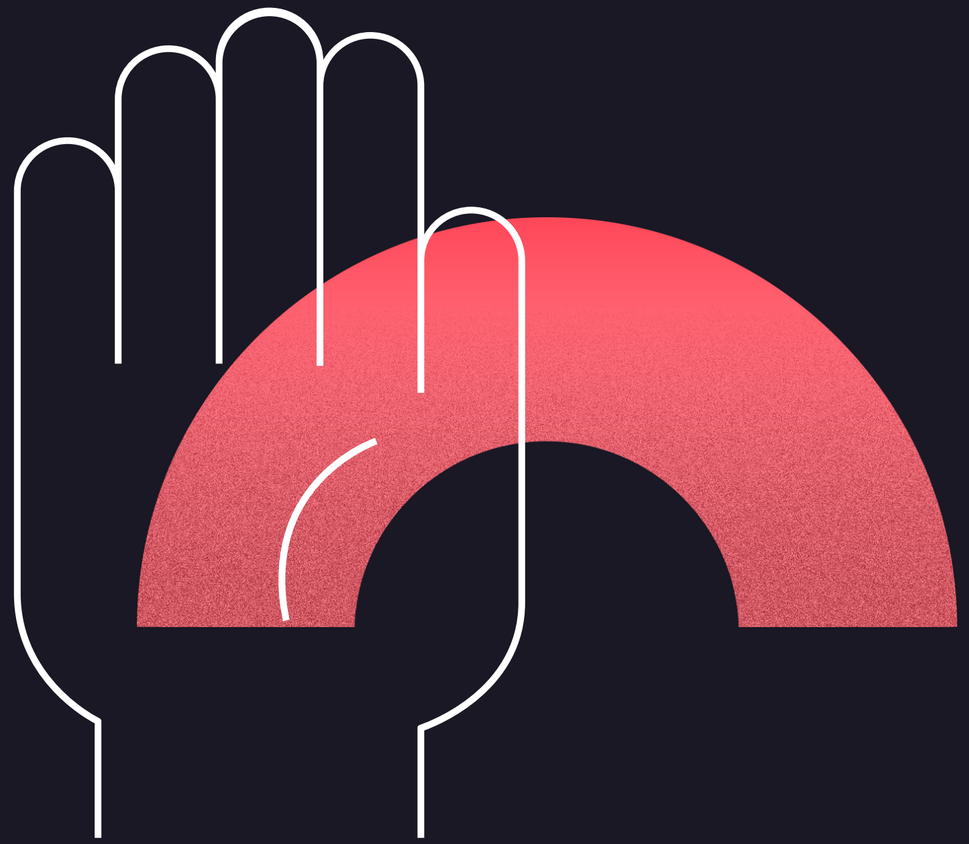
Consumers are more likely to consider purchasing from brands that personalize

Consumers are more likely to make repeat purchases from companies that personalize

THE STUDENT

How personalized was the content?





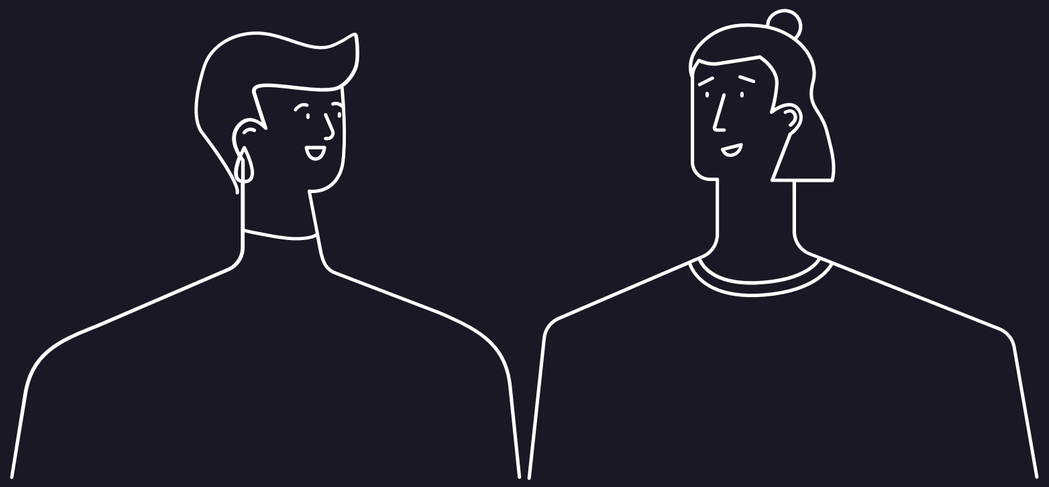
CONSTRAINT IN HEALTH CARE

≠

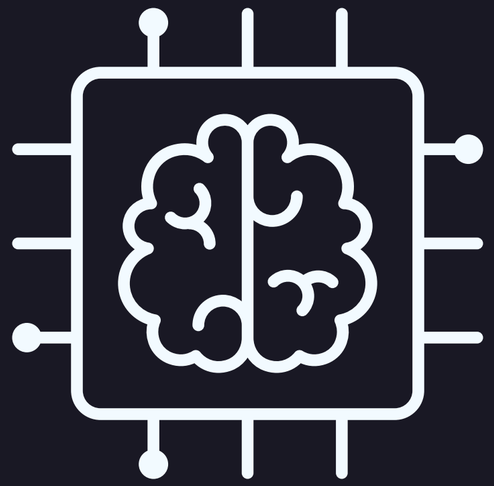
CONSTRAINT IN HIGHER ED

WORLD CHANGING TECHNOLOGY

PERSONALIZE FOR CONVERSION



AI FOR AUTOMATION



HALDA

zapier

unbounce

qualtrics XM

hotjar

Some of my favorite tools

Admissions & Aid

How to Apply

Admissions Events

Deadlines

Financial Aid

GW ...led by strategic partners in the past ac...

List all available majors in alphabeti...

Lead Profiles

Timeframe: All Time

Date Range: Jan 1, 2021 - Jun 14, 2023

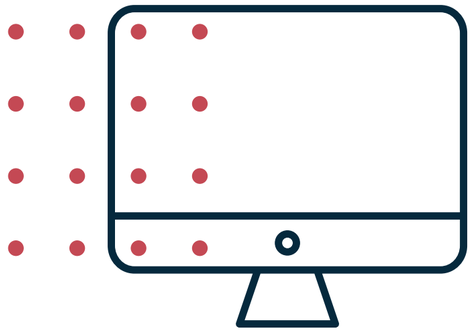
0 Selected: Export

DATE	FIRST	LAST	EMAIL	PHONE	PROFILE
6/13/23	Cameron	Tolman	cam@halda.io	713-842-0840	View Profile
6/12/23	Cameron	Tolman	cam@halda.io	713-842-0840	View Profile
5/26/23	jared	Barnard	jared@halda.io	425-435-7591	View Profile
5/26/23	Cameron	Tolman	cam@halda.io	713-842-0840	View Profile
5/25/23	Cameron	Tolman	cam@halda.io	713-842-0840	View Profile
5/24/23	Cameron	Tolman	cam@halda.io	713-842-0840	View Profile
5/22/23	Cameron	Tolman	cam@halda.io	713-842-0840	View Profile
5/18/23	Cameron	Tolman	cam@halda.io	713-842-0840	View Profile
5/17/23	Cameron	Tolman	cam@halda.io	713-842-0840	View Profile

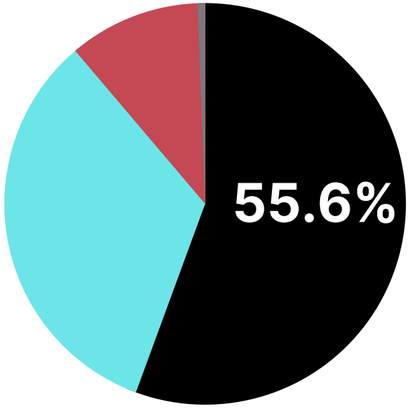
Showing 1 to 27 of 27 results

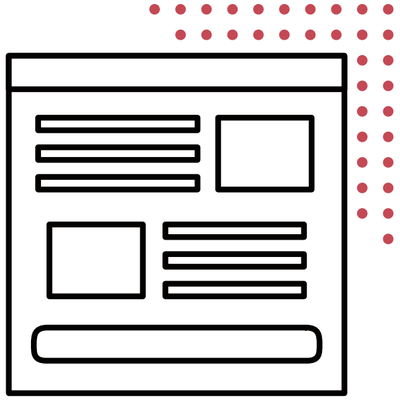
DALLIN PALMER
Cofounder at HALDA
dallin@heyhalda.com

FOUNDATIONAL STATS

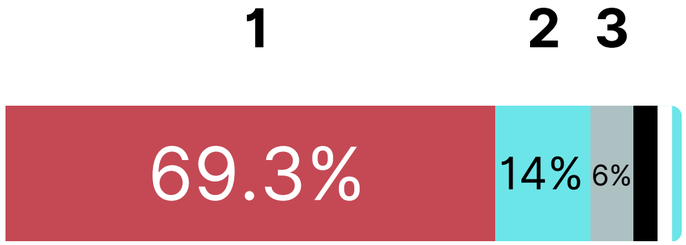


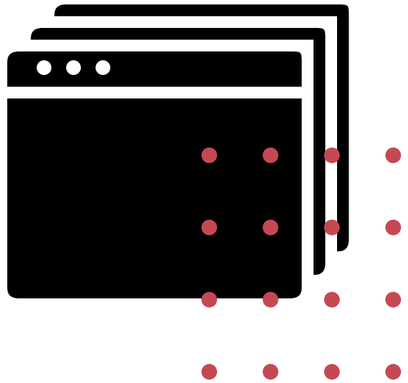
Still Desktop First For HE



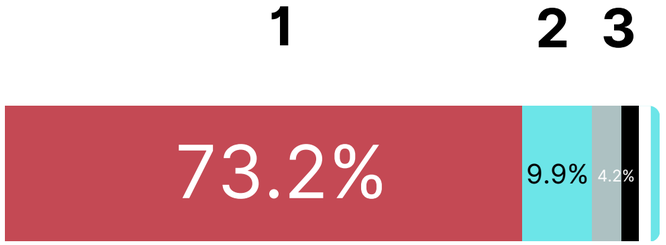


Page Views Per Session

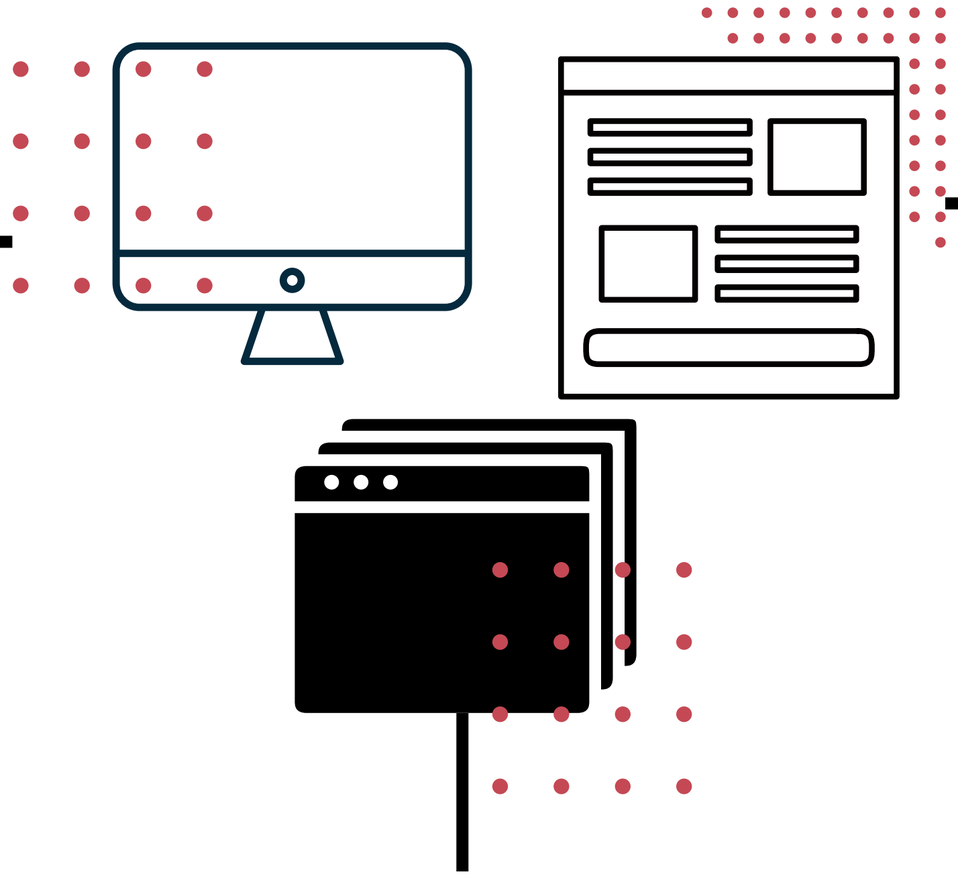




Sessions Per Unique Visitor



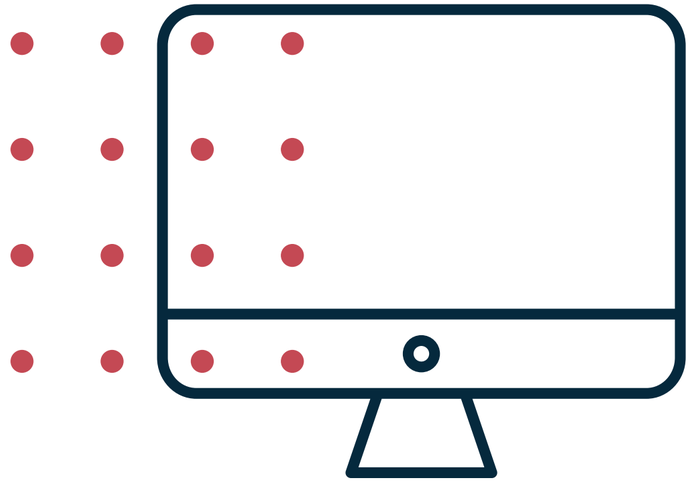
Collect All Web Traffic Behavior



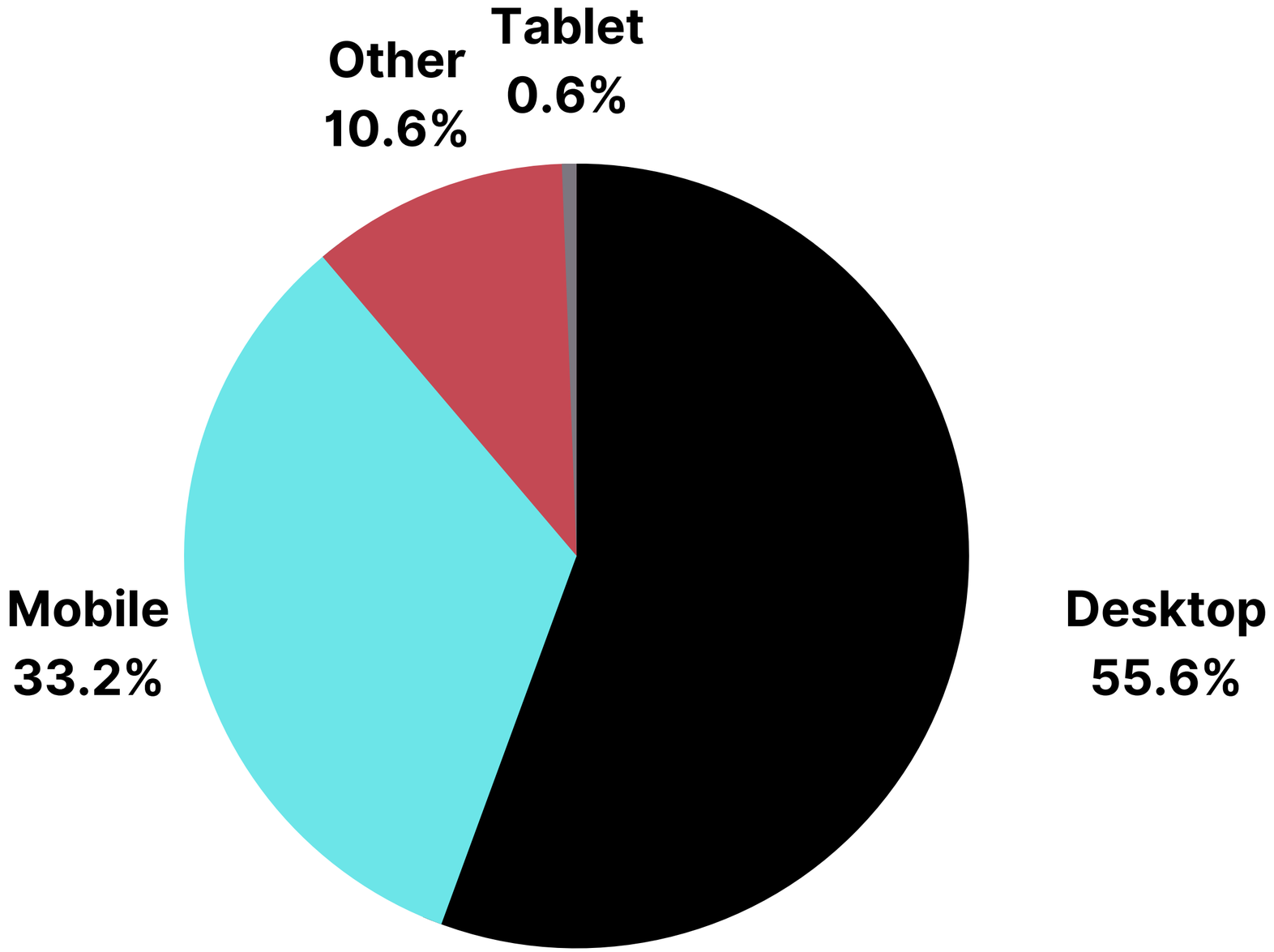
Collect And Categorize All Website Content

Organize Data To Glean Insights

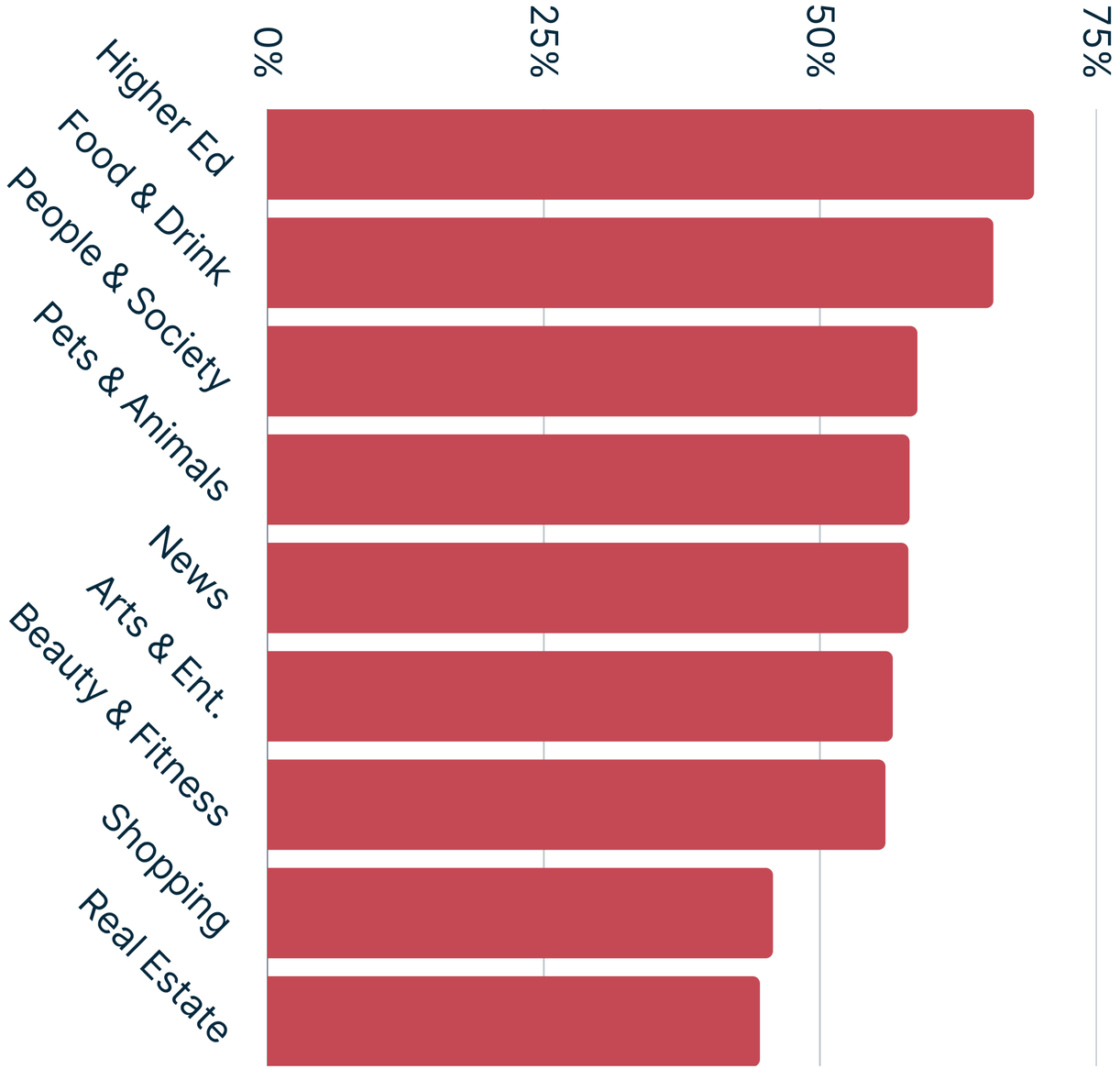
DEVICES



Still Desktop First For HE



HOW DOES THAT BOUNCE RATE COMPARE?



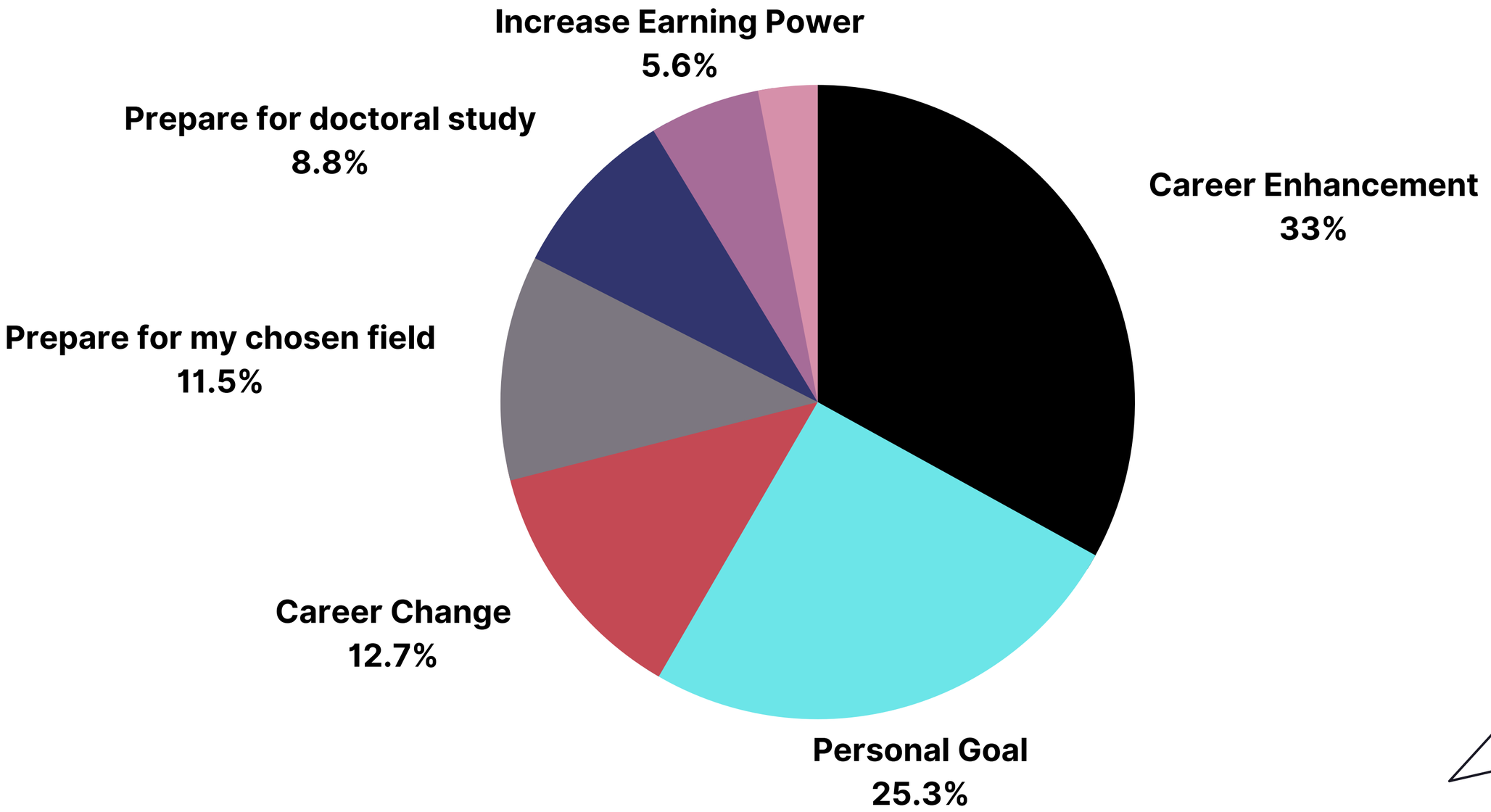
Organic Website Visitor Landing Pages

Home Page
39.3%

Secondary or Deeper
60.7%

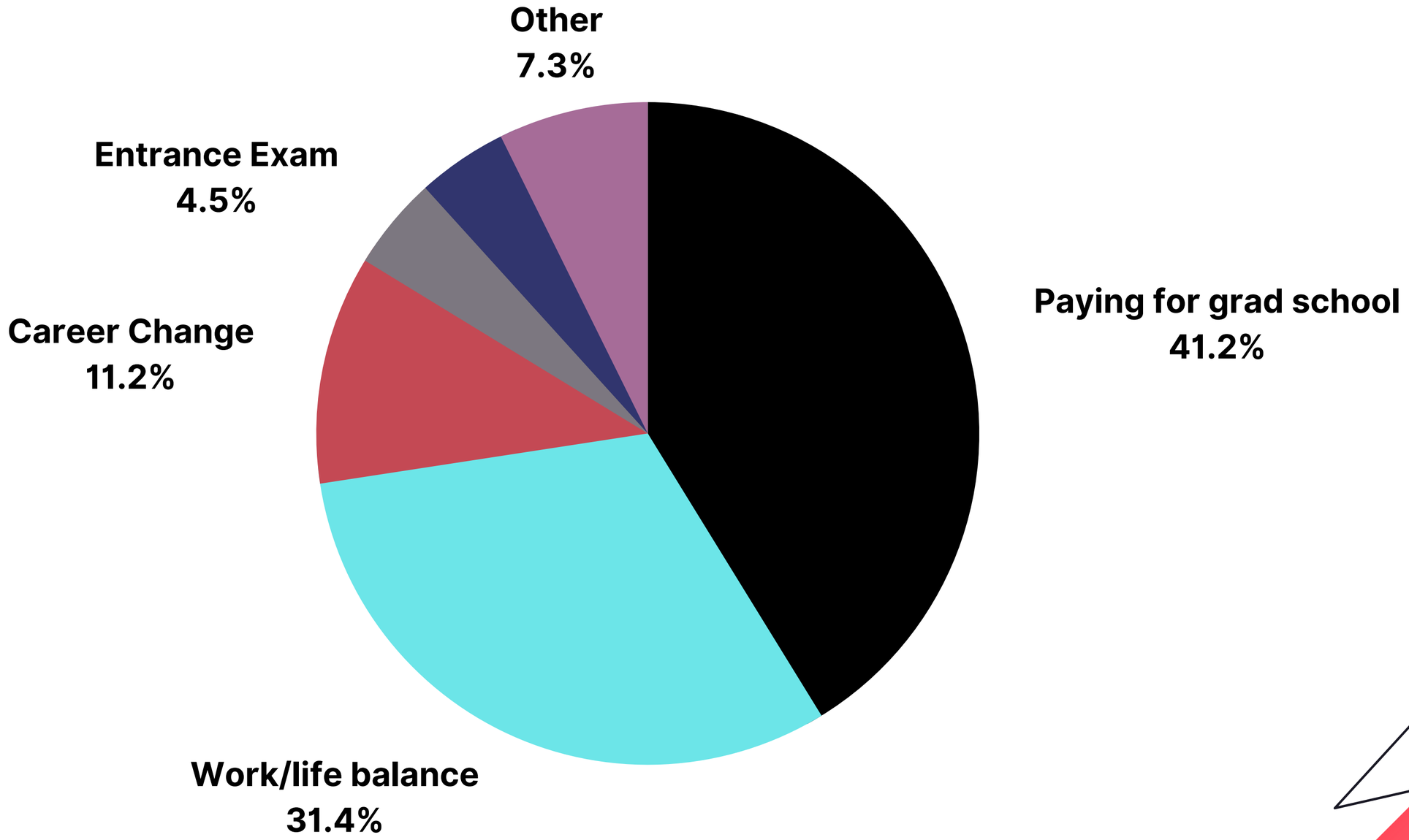
What information are they trying to find?

Biggest motivations for seeking higher education?



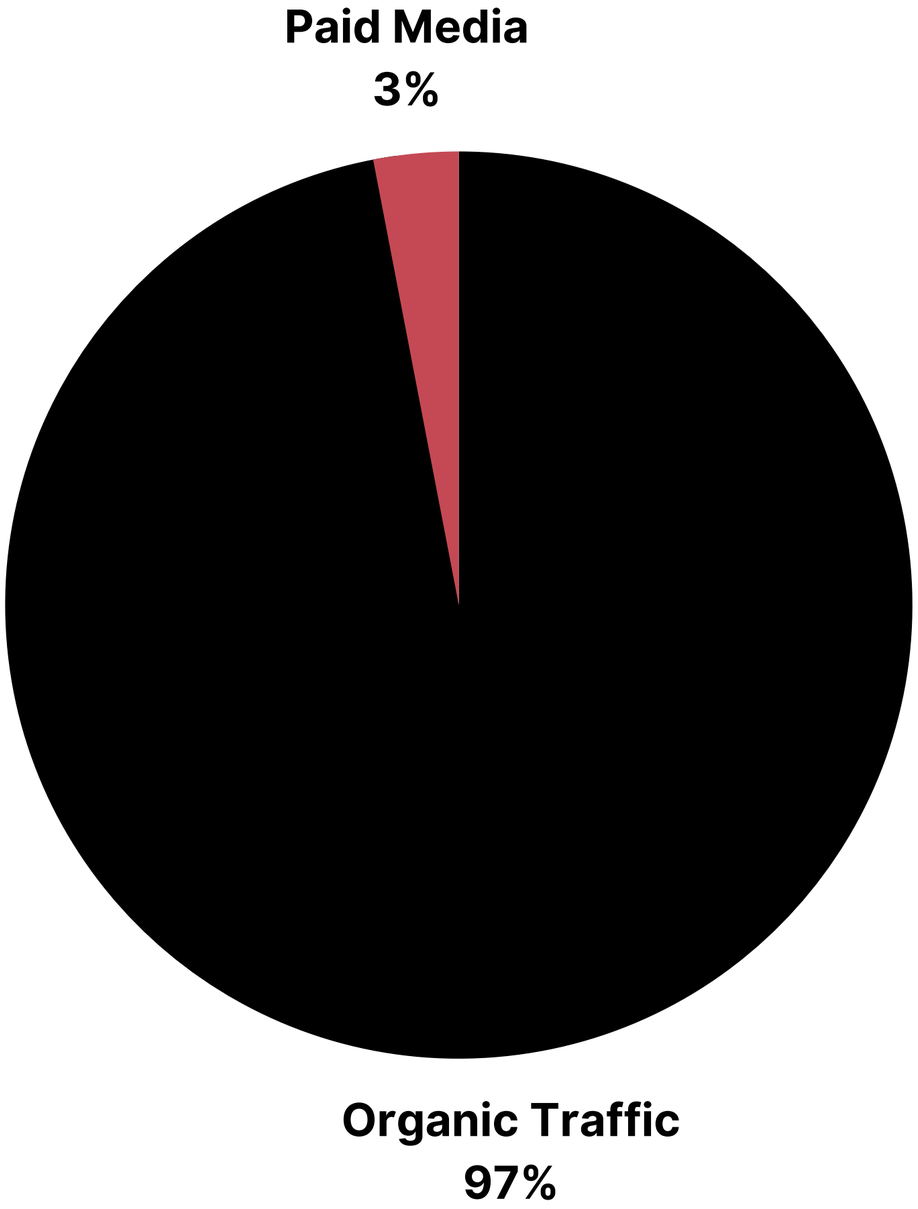
What information are they trying to find?

Biggest concerns about seeking higher education?

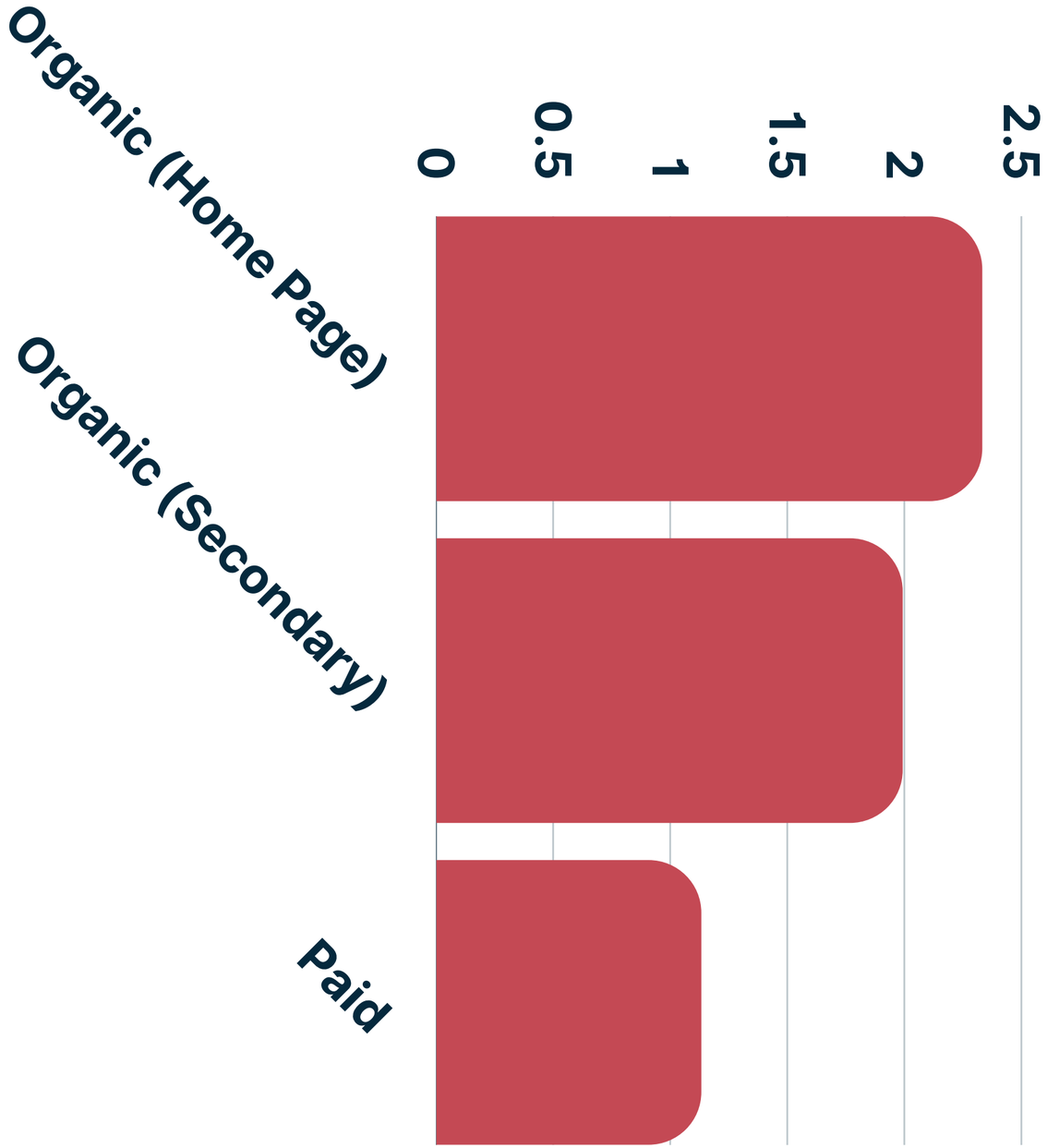


WHAT CAN I DO TO INCREASE CONVERSIONS?

FOCUS ON ORGANIC TRAFFIC



Average Page Views Per Session By Landing Page.



FOCUS ON ORGANIC TRAFFIC

2.3 Pages / Session

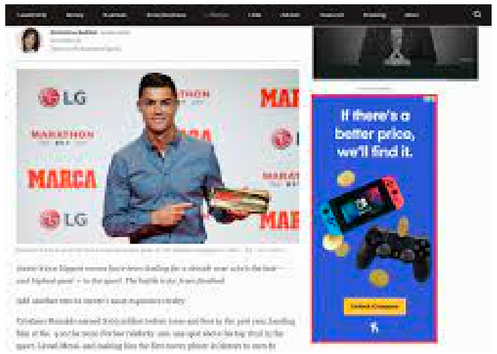
2.3 Pages / Session

1.9 Pages / Session

Paid Media Winners

1.0 Pages / Session

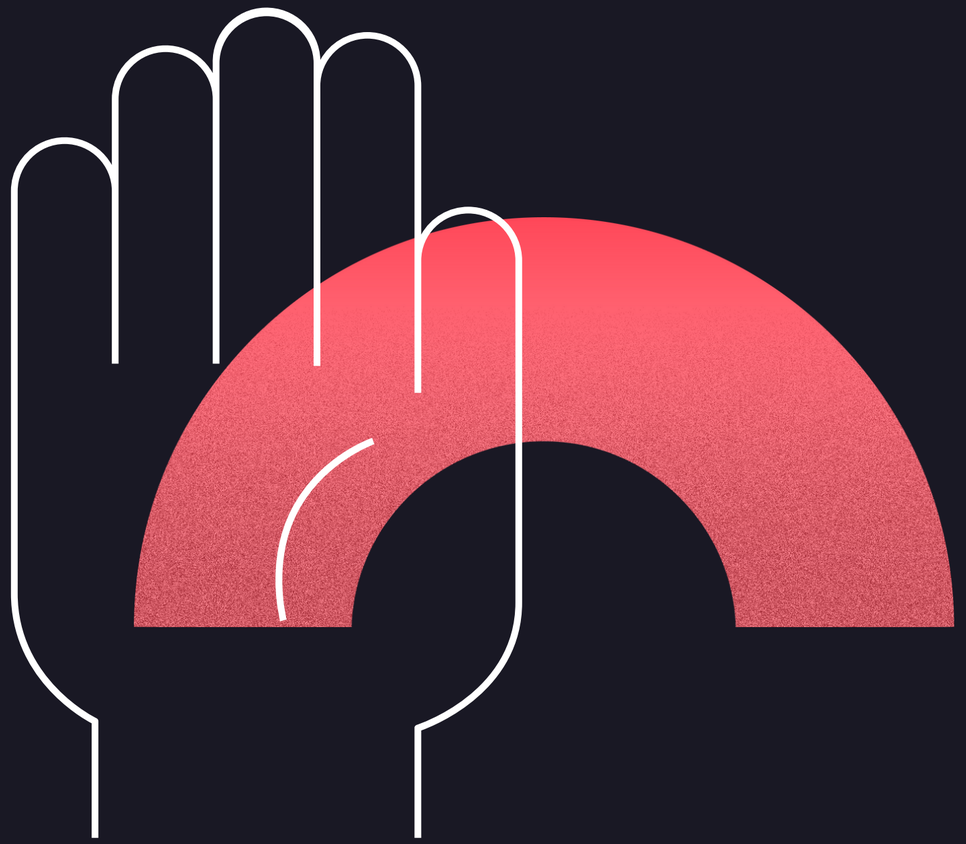
1.2 Pages / Session



1.0 Pages / Session

Paid Media Losers

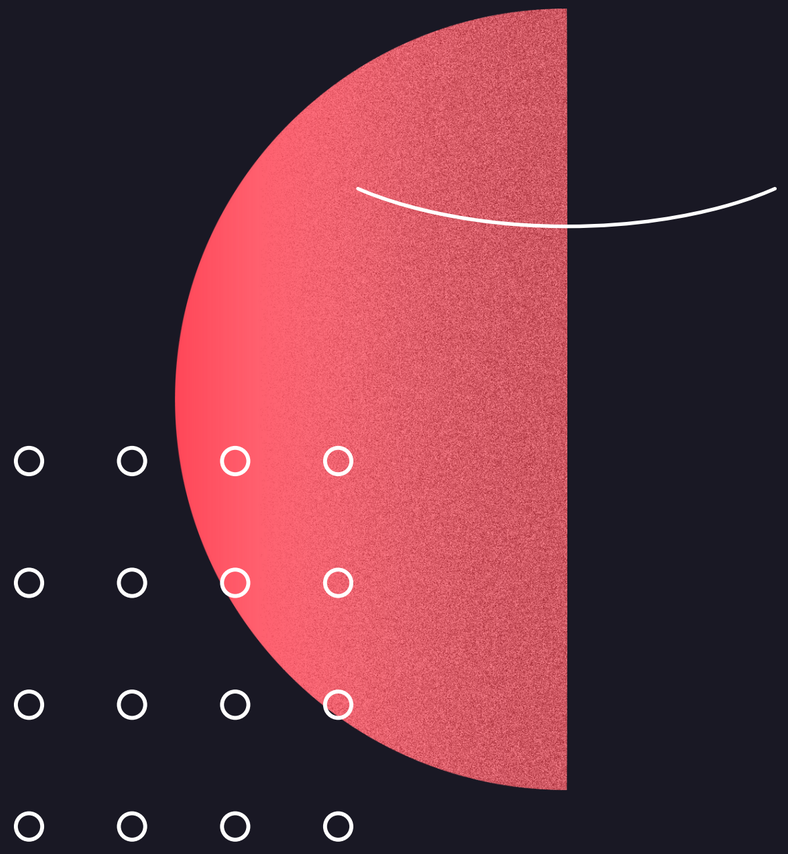
Measured by average page views per session where Halda observed at least 10,000 visits



OFFER REAL IMMEDIATE VALUE

Don't always default to "Apply Now", "Learn More", and or "Contact Us"

"Apply Now" Paid Campaigns



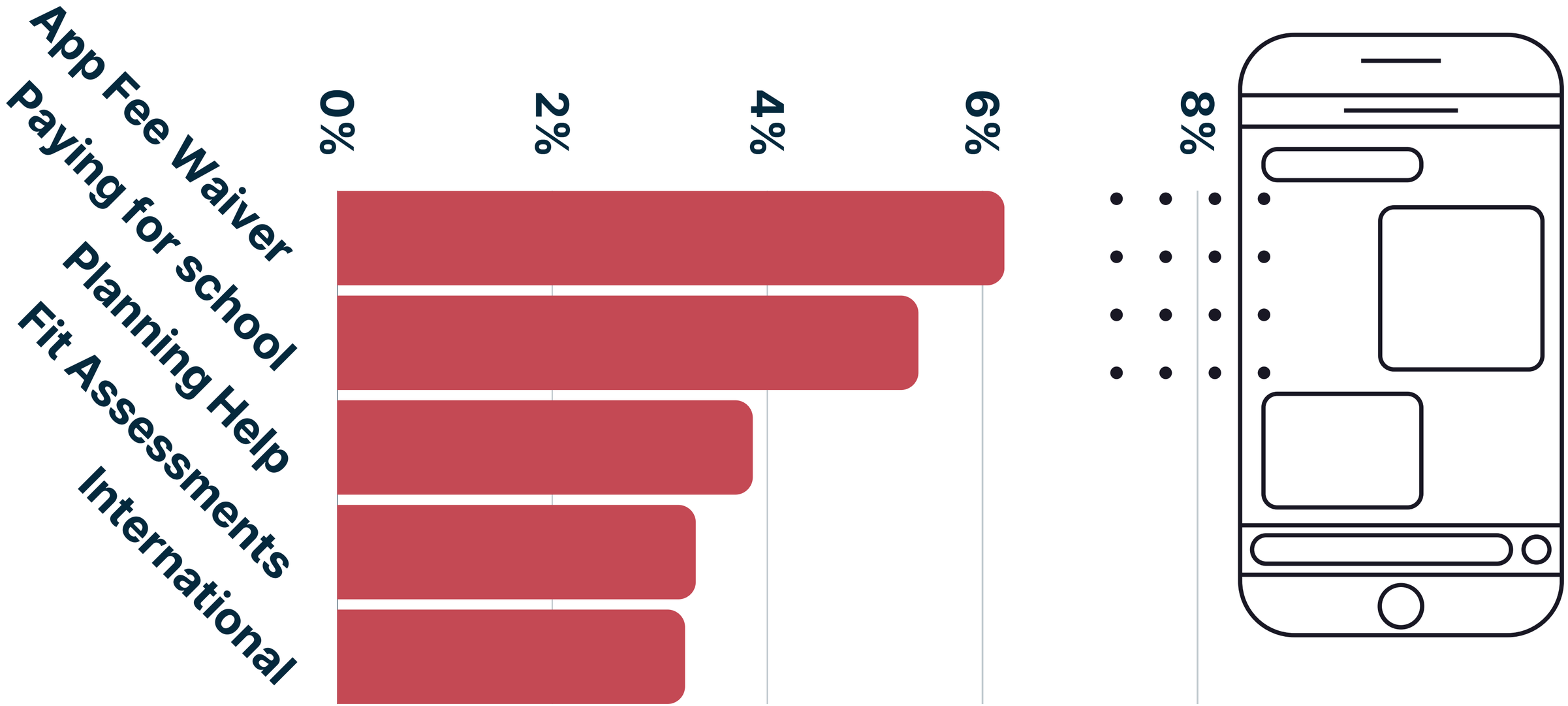
153,558 Sessions

98.9% Bounce

70% Worse

Than Average Campaign

TOP PERFORMERS



OPTIMIZE YOUR FORMS

3 TIPS FOR FORMS

Only ask for what you need

Phone number -25%
Date of Birth -30%

Make offered value clear

Offers containing some sort of number saw a +33% Lift to conversion rates.

Be respectfully proactive

One-time pop up modals on a delay of between 6 and 10 seconds had highest conversion rates.