



AdReply™ Product Overview:

The AdReply™ platform acts as a management console for all lead generation activities. The system provides detailed tracking and delivery for all online media engagements as well as offline to landing page activities generated through direct mail, TV, radio, etc. AdReply™ is an enterprise application developed in Microsoft .NET 2.0 framework using a multi-server scalability approach. The database is equally scalable and built using SQL Server 2005.

Lead Collection:

AdReply™ assigns all leads a unique identifier, collects and delivers in real-time to a client's CRM, and continually tracks leads through the sales cycle to determine the value of a particular source on a cost-per-lead and ultimately a cost-per-enrollment basis.

Pay-Per-Click (PPC)

AdReply™ collects leads and pertinent keyword data from all PPC sources. Constant communication with a client's CRM allows AdReply™ to quickly determine which keywords generate leads, which keywords generate actual enrollments, and at what cost does each keyword generate a lead and ultimately an enrollment. This important data fuels an aggressive keyword bidding strategy for those terms that produce students.

Banners and CPM Media

Similarly to PPC, AdReply™ tracks pertinent banner source data to parse out which individual campaigns produce leads and finally enrollments. These leads are individually tracked to determine their cost-per-lead and cost-per-enrollment. Particular attention can be placed on those banner campaigns that produce students rather than leads alone.

Vendor or Affiliate Submitted Leads

AdReply™ collects and delivers vendor submitted leads in real-time. For lead productivity tracking purposes, vendors can attach unique identifiers to submitted leads and receive continual detailed feedback on a leads progression through the sales cycle. This allows media vendors and partners to adjust campaigns according to what placements are producing enrollments. From this data, accurate cost-per-enrollment metrics can be determined.

Unique URL Landing Pages

Offline campaigns such as TV, radio, or direct mail can be tracked through unique customized landing pages. Since offline campaign costs can be added into AdReply™, detailed reporting can be generated to determine the overall cost-per-lead and final cost-per-enrollment.



Lead Scrubbing and Filtering:

AdReply™ filters and cleans all lead data prior to delivery. The AdReply™ system has custom configurability to check for duplicates in varying degrees of strictness. This setting ensures true duplicates are identified and true inquiries are delivered. Data entering the system is also cleaned for correct formatting. For example, incoming data that arrives in all caps is automatically reformatted so personalized automated emails and direct mail pieces can be delivered with a clean and accurate look. Campaigns that have specific zip code assignments are also scrubbed to ensure delivered leads fall within a clients territorial guidelines. The AdReply™ system provides vendors with automated feedback when a lead is submitted out of the zip code territory for a specific campaign.



Zip Code Territory Assignment:

Advertising campaigns are easily configurable for schools with multiple regional locations. The AdReply™ system maps zip codes to campus locations with point-and-click ease allowing regions to be chosen by radius, city, county, state, and specific zip. Because one campus can differ greatly from another, each location can have custom configured regions. This allows the targeted territories to be expanded and reduced when specific campus locations have varying marketing budgets and targeting needs. Since the degree programs offered at specific campus locations may vary, the AdReply™ system will only map the appropriate degree program to the appropriate campus and their corresponding zip code territories.



Lead Assignment Algorithm:

AdReply™ employs an algorithm that gives priority assignment of leads to particular enrollment or sales people based on their performance. Since Adreply™ continually communicates with the school's CRM solution, up to the minute lead to conversion data can be applied to an enrollment counselor's performance. This ultimately enables a lead distribution methodology that puts leads in the hands of those who can convert them. This algorithm can essentially "fly under the radar" and disperse an unnoticeable amount of additional leads to top performing individuals. This functionality is optional.

Automated Vendor Feedback:

Since AdReply™ continually monitors the progress of leads through the sales cycle, instant feedback is provided to enable vendors to make appropriate placement changes to boost lead quality. This instant feedback allows vendors and media partners the opportunity to see which placements are providing good qualified enrollment candidates. Vendor feedback can be provided via seamless API or a daily automated productivity report in a multitude of formats.

Custom Automated Reporting:

AdReply™ creates custom reports for any data collected by the system. Additionally, metrics can be defined to present the information managers need to make important decisions. The reporting services functionality is fully automated and allows different reports to be delivered to each unique decision maker on a regularly scheduled basis. For instance, a report showing lead delivery by time of day can be automatically delivered on a scheduled basis to the individual managing enrollment counselor scheduling and staffing. Obviously, lead generation reporting such as lead to conversion and cost-per-enrollment can be configured and delivered in a variety of formats. For schools requiring a more tailored look and feel, reports can be skinned and branded with any design characteristics.

Online Management Console:

Media partners, vendors, and schools have access to an online management console that provides point-and-click reporting. The management console is configured to manage multiple user logins with data access restrictions based on varying security level assignment. This feature is optional since automated reporting can deliver any custom built report on a predefined scheduled basis to as many or as few recipients as needed.

Lead Delivery Methods:

Although the best method of delivering leads via the AdReply™ system is via CRM integration, there are other methods of lead delivery. Optional delivery methods include email and fax. These delivery methods can be custom configured to deliver leads for particular ad campaigns or degree programs to the specific campus locations or individual who will work the lead. These delivery methods are also performed in real-time and take part in the scrubbing/filtering process.



Automated Prospect Response:

Once AdReply™ captures a lead, an automated response sends an email to the prospective student. This email may contain information about the school, a questionnaire, degree program specific information, or any other information pertinent to the enrollment process. Additionally, email attachments can be custom assigned based on fields chosen by the applicant on the lead form. So, if an applicant is requesting information about an associate in criminal justice program, then an email specific to that program can be sent with an attachment that has degree specific information. The AdReply™ system can also be configured to send an SMS or cell phone text message with any chosen data. A custom designed automated response to a submitted lead can also be sent instantly via fax. This service is helpful for clients who have paperwork that must be signed and faxed in.

Conclusion:

The AdReply™ system is a full circle solution for college and university lead generation. The system collects, tracks, and delivers leads in real time and closes the loop by providing real time data feedback to lead vendors based on lead productivity. This enables lead vendors to identify and respond to lead quality issues rapidly. AdReply™ has the ability to track lead cost data and apply this information to a campaigns productivity based on cost per enrollment. Detailed automated reporting is available to present each campaign in easy to work with dollars and cents figures.

