

# anthology. Research & Strategy

## Make data-driven, research-informed decisions to ensure enrollment growth

As institutions across the country look to arrest enrollment declines, only those with an approach based on student insights and aspirations are going to succeed. Anthology's Research and Strategy solution identifies your institution's growth opportunities, allowing you to invest in the areas which drive the strongest ROI.



### Student insight is fundamental to success

Learner demographics are continually evolving—more so now than ever before. Enrollment growth is dependent on detailed knowledge of which segments are most relevant for your programs, how to successfully engage them, and aligning your offerings with their career goals. We provide in-depth student insights to inform both your program mix and marketing activity.

### Tailored, precise, and actionable

Our strategy solution is as unique as your institution. By combining student data with competitive and employment insights, we provide a concise go-to-market strategy which you can act on straight away. With Anthology, the days of long, generic research reports that never get used are a thing of the past!



## Sustainable growth – in quantity and quality

Our Research and Strategy solution is designed to provide all the fundamentals of ongoing growth, meaning you can create a data-led, multi-year plan for investment.



Optimized marketing plans



Data-led program strategy



Informed understanding of the student experience



Smart investments and ROI



## Institutions that use Anthology Research & Strategy



Our detailed program review and competitive analysis informed a marketing and enrollment program for Rutgers Online which exceeded their enrollment goals and achieved a 4.8x ROI!



Looking to unlock growth opportunities and ROI? Learn more at [www.anthology.com](http://www.anthology.com)