Introducing Ravenna ADMIT Premium
Unmatched relationship management

Ravenna ADMIT Premium allows you to engage potential applicants earlier in the process than ever before—without waiting for an applicant to inquire. Add prospective applicants to ADMIT and then segment those leads into customized groups. Strategically reach out to a group of leads with targeted messaging. Measure email open rates, application activity and conversion rates to easily evaluate the effectiveness of your messaging and determine the interest level of your applicants. Make your admission process more personal with Ravenna ADMIT Premium.

Key Features

TRACK PROSPECTIVE APPLICANTS BEFORE THEY INQUIRE
A new application status, called "lead", will allow you to add prospective applicants in ADMIT without waiting for an inquiry. Add leads individually or even bulk upload a list of leads.

Name [First Last]	App. Status [▲▼]	Int. Status [▲▼]
Cassey Lamm	lead ✓	unconfirmed
Calvin Marnier	started	notReady
Casey Rose	applied	notReady

COLLECT LEAD INFORMATION AT EVENTS
Allow attendees at your large events to sign in quickly using a simple event sign-in form. Easily capture contact information and engage families within minutes of event attendance.
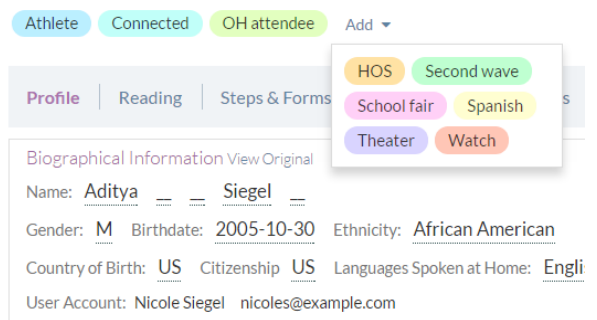
SEGMENT LEADS
Use customizable segment tags to identify specific groups of prospective applicants based on criteria you choose. Strategically plan campaigns targeted toward those leads.

Athlete   Connected   OH attendee   Add ▾

HOS   Second wave   School fair   Spanish   Theater   Watch

Profile | Reading | Steps & Forms

Biographical Information View Original
Name: Aditya __ __ Siegel __
Gender: M   Birthdate: 2005-10-30   Ethnicity: African American
Country of Birth: US   Citizenship: US   Languages Spoken at Home: Engli
User Account: Nicole Siegel   nicoles@example.com

ENCOURAGE ENGAGEMENT AND CONVERSION WITH LEAD NURTURING
Make your emails more relevant. Easily create a list of potential applicants with a specific tag (like interest in theater or sports) and then send emails with targeted information to that group.

EVALUATE EFFECTIVENESS OF MESSAGING*
View open rates of your emails, allowing you to determine the effectiveness of your campaigns and refine your messaging.

TRACK & MEASURE CONVERSION SUCCESS
Easily identify which segments of your potential applicants have high and low conversion rates. Strategically reach out to groups to encourage conversion. Gain key insights to plan messaging for your next admission season.

IMPROVE CONVERSION RATES
WITH CUSTOM APPLICATION LINK
With a new feature called "direct apply", link directly to your school's application in Ravenna HUB.

GAUGE INTEREST OF APPLICANTS
Have more certainty in your decisions. Know how likely an applicant is to accept your offer by tracking applicant's engagement (email open rates, HUB activity, event attendance, etc.)

| Profile | Reading | Steps & Forms | Notes & Tasks | Engagement |

Email Open Rate
4 Emails Sent, 3 Emails Opened, 75% open rate

Event Attendance
1 Open House, 1 Tour

Timeline All | Events | Emails | HUB Activity | Phone Calls

Event Attended: Spring Tour
Sunday, April 16, 2017 11:00 AM

Email: Mailing "Tour Confirmation" (unopened)
Wednesday, April 5, 2017 10:00 AM

HUB: 5 pages viewed over 5 minutes
Wednesday, March 22, 2017 9:15 AM

Email: Mailing "The Harrison Prep Newletter" (opened)
Wednesday, March 22, 2017 9:00 AM

Phone Call with Rosalie Franklin regarding SSAT testing
Monday, March 20, 2017 2:00 PM

HUB: 10 pages viewed over 15 minutes
Thursday, March 16, 2017 3:00 PM
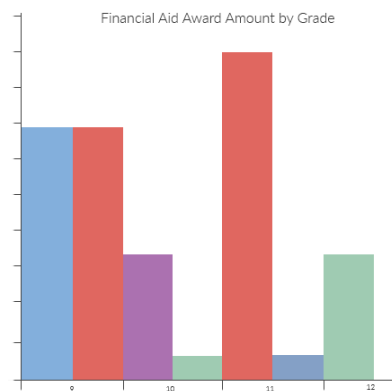
Financial **Aid**

Also available in ADMIT Premium are enhanced financial aid capabilities. Premium allows you to view and report on Financial Aid data directly in ADMIT. See all information about your applicants in one place and save valuable time during your admission season.

EASILY IMPORT & REVIEW FINANCIAL AID DATA
Import financial aid data from any financial aid system directly into an applicant's profile. Grant access to view financial aid data to only the users you choose. Make better-informed decisions with all application and financial aid information in one place.

REPORT ON FINANCIAL AID DATA
Create customized reports with all your financial aid data using the power of Data Explorer.

Financial Aid Award Amount by Grade

* Coming soon for the 2017-18 admission season