



Exclusively for AAAIS

# Niche + Ravenna

*Inside the Atlanta Parent Journey: Data & Actionable Insights for Building Leads & Boosting Engagement*

Presenters:

Cooper Obenreder

Niche

Sam Rosenfeld

VenturEd

April 2026



# TODAY'S AGENDA

- Who We Are (Sam & Cooper)
- No, I mean who **we** are (VenturEd & Niche)
- Proud Partners with AAAIS
- State of Parent Exploration (Niche)
- State of Admissions and Enrollment (VenturEd)
-   Some Exciting News  

# WHO WE ARE



**Cooper Obenreder**

Manager, K-12 Partnerships  
Niche



**Sam Rosenfeld**

Sr. Director, Solution Strategy and Partnerships  
VenturEd Solutions



**Ravenna Admissions**  
Powered by **VenturEd Solutions**





## Who We Are



### Niche

Mission is to make researching schools  
easy, transparent, and free!



### VenturEd

Helping families apply and enroll at the  
best-fit schools for their students.



# Proud AAAIS Partner

AAAIS

ATLANTA

AREA

ASSOCIATION OF

INDEPENDENT

SCHOOLS

We're excited to support AAAIS mission of making the process of finding and enrolling private education easier for parents and schools!

Special thanks to Wendy Sheats and Westminster for this opportunity!



# Challenge #1: Parent leads are hiding early in the cycle.



90%

of parents start their school search online **before** contacting a school directly



12-18 months

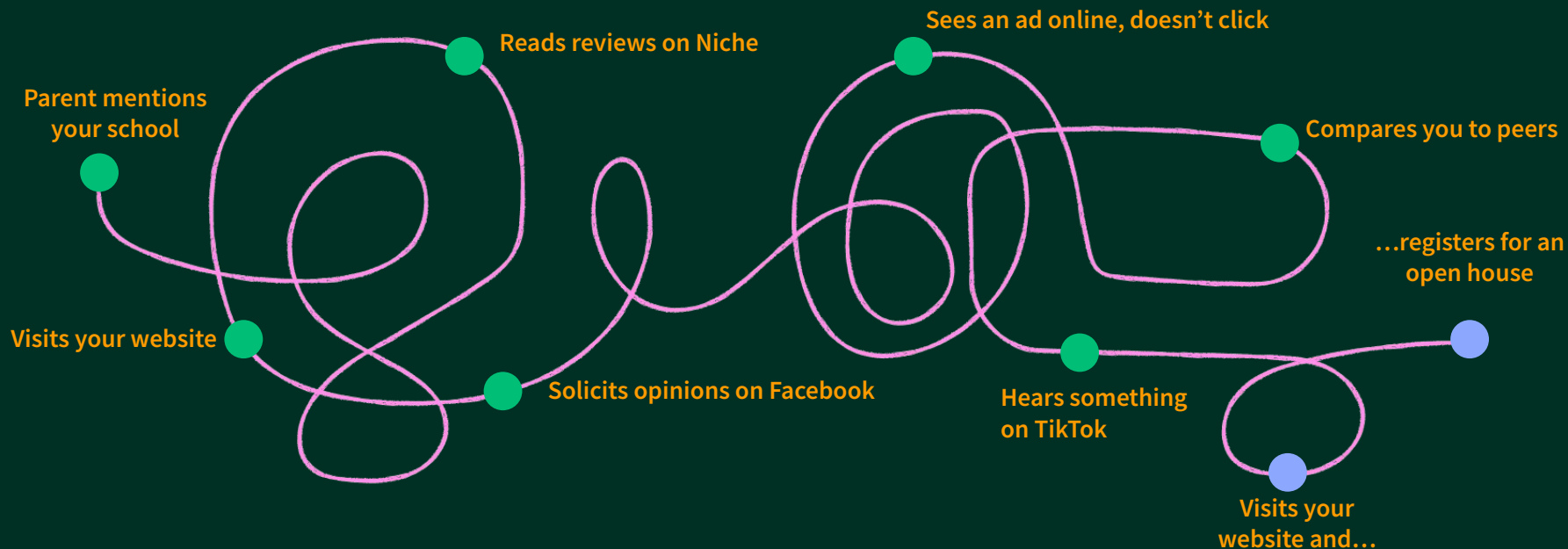
Average time parents start their school search online **before** contacting a school directly



# The “Dark Funnel”

● Touchpoints you can't see (or track)

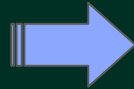
● What you can see (or track)





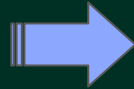
## Challenge #2: Data silos = black box on ROI.

**65%**



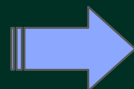
**Percentage of independent school marketers who report struggling to quantify the impact of marketing efforts**

**>20%**



**Percentage of independent schools tracking and reporting ROI to leadership**

**\$3,677**



**Median cost per enrollment for independent schools**



# Niche is Families' #1 Online Destination for School Search

## 29M

Families researched  
PK-12 schools on  
Niche last year

## 25M

Views for Places  
to Live on Niche  
last year

## 140K

Parent Leads Generated  
for K12 Schools

## 26K

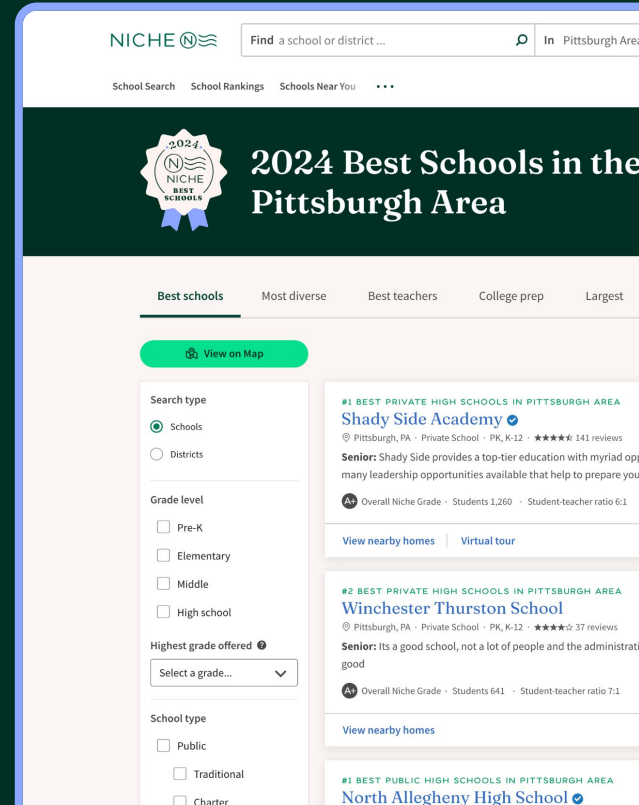
Profiles for K-12  
Private school options  
on Niche

## 2,300

K-12 school  
partners working  
with Niche

## 100M

Reviews for schools and  
colleges





# The Atlanta Private School Market on Niche

1.6M

Views for Schools in Atlanta-Area Schools on Niche last year

575K

Views for Private Schools in Atlanta on Niche last year

550K

Views for Places to Live in the Atlanta-Area last year

4,500

Parent leads for K-12 schools in Atlanta-Area last year

74

Atlanta- Area K12 School Niche Partners

98K

Reviews for Atlanta-Area K12 Schools



## 2026 Best Schools in Atlanta

Explore the best schools in your area based on rigorous analysis of key statistics and millions of reviews from data from the U.S. Department of Education. [Read more on how this ranking was calculated.](#)

Where Niche Grades come from and how Niche calculates rankings.

Best schools Most diverse Best teachers College prep Largest Niche standout s

View on Map

Atlanta X

### Search type

- Schools
- Districts

### Grade level

- Pre-K
- Elementary
- Middle
- High school
- K-8 only
- K-12 only

### Highest grade offered

Select a grade... ▾

### School type

- Public
  - Traditional
  - Charter
  - Magnet

### #1 BEST PRIVATE HIGH SCHOOLS IN GEORGIA

#### Pace Academy

Atlanta, GA · Private School · K-12 · ★★★★★ 129 reviews

**Parent:** Our daughter started at Pace Academy in Pre-First and has been there for three years now. She is thriving academically and socially, and loves her sc... [Read 129 reviews](#)

Overall Niche Grade · Students 1,120 · Student-teacher ratio 7:1

[View nearby homes](#) | [Virtual tour](#)

### #2 BEST PRIVATE HIGH SCHOOLS IN GEORGIA

#### Fulton Science Academy Private School

Alpharetta, GA · Private School · PK, K-12 · ★★★★★ 127 reviews

**Junior:** I have been a student at FSA for 6 years now, and FSA has been nothing short of incredible. Most aspects of FSA are like any other school, such as acad... [Read 127 reviews](#)

Overall Niche Grade · Students 995 · Student-teacher ratio 9:1

[View nearby homes](#) | [Virtual tour](#)

### #3 BEST PRIVATE HIGH SCHOOLS IN GEORGIA

#### The Westminster Schools

Atlanta, GA · Private School · K-12 · ★★★★★ 218 reviews

**Parent:** Westminster is THE legacy educational institution in south USA. Such a premium school with most outstanding student body, excellent teachers, top r... [Read 218 reviews](#)

# Niche is used to find and confirm K12 schools

Atlanta Area School Profile Views on Niche Since Summer 2024



**57%** of traffic to Atlanta Area Profiles is from in-state

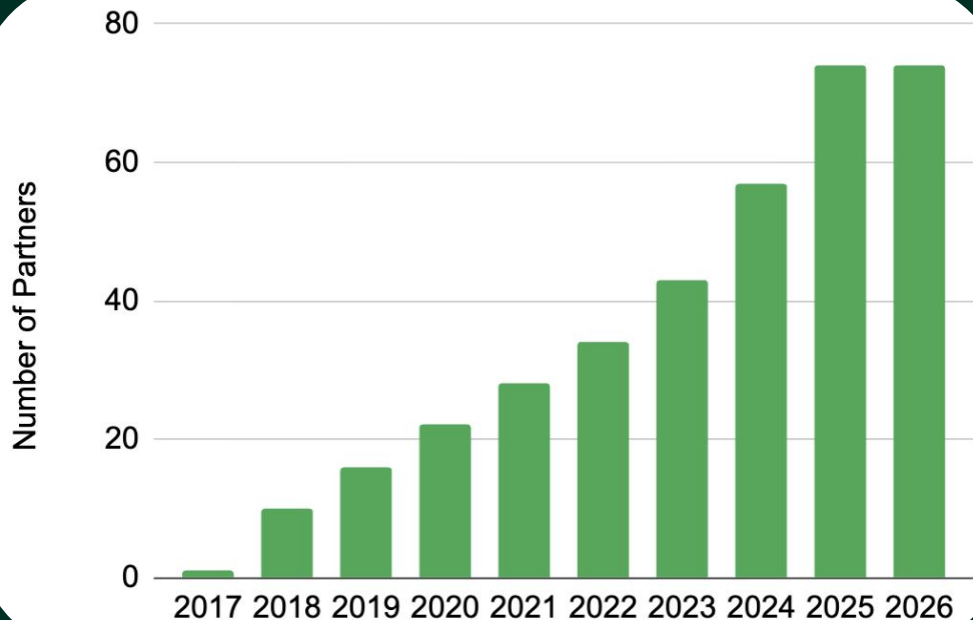
- ❖ Florida
- ❖ New York
- ❖ Virginia

**55%** of Traffic to Atlanta Area Profiles is from Atlanta

- ❖ New York City
- ❖ DC/Hagerstown
- ❖ Miami



# Niche Partners in Atlanta

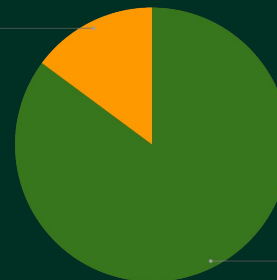


+62%

Average increase in profile engagement  
for Atlanta-Area schools in first year of  
partnership

Atlanta Area Niche Partners

Public  
14.9%



Private  
85.1%



# How a parent becomes a lead on Niche

## Niche is 100% free for parents, students, and counselors!

50%  
of families start  
their school  
search process  
on google

Actively searching  
for a school like yours

Best schools in pittsburgh

Actively considering  
your school

Niche Academy reviews

Schools near me

Best places to raise a family



**The Wardlaw + Hartridge School**  
Overall Grade: A+  
Overall Niche Grade: A+  
Address: 1235 INMAN AVE, EDISON, NJ 08820

**Create your account**  
Email: [input]  
Password: [input]  
Confirm Password: [input]  
Continue

**Applying**  
Application Deadline: Rolling Admissions  
Application Fee: \$75  
Interview Required: Yes  
Required/Recommended Tests: ISEE, SSAT, TOEFL

**Buttons:** Apply now, Add to List, Continue with Google, Continue with Facebook, Continue with Apple

### Qualified Actions Prompt Registration & Consent to Be Contacted by Schools

**Add to List**  
**Read More Reviews**  
**Apply Now (Premium)**  
**How to Apply (Premium)**  
**Learn More (Premium)**  
**Visit Campus (Premium)**  
**Request Information (Premium)**

#### Connect with schools

Your information will help us connect you to K-12 schools you're considering, and let them know you're interested in learning more.

Parent's name

First [input]  
Last [input]

Birthdate

[input]

MM/DD/YYYY

Child's name (Optional)

First [input]  
Last [input]

Child's grade level (Optional)

[input]

Country of Residence

United States [input]

State  
California [input]

Allow any schools or districts to contact me  
 Only allow schools or districts in my list to contact me  
 Do not allow any schools or districts to contact me

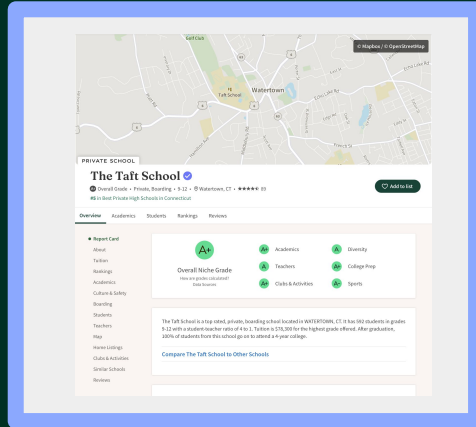
Submit

~3%  
of Profile views  
result in a  
qualified lead

# 140,000+ parent leads generated on Niche in 2025

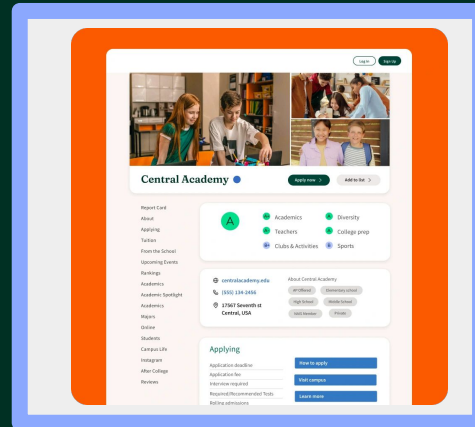


# Increasing Conversion Rates for Schools



7%

Average conversion rate from profile view to referral click or parent lead for **non-premium**



10%

Average conversion rate from profile view to referral click or parent lead for **premium**



# Niche is the #1 Trusted College Search Platform

# 1 in 2

Graduating Seniors registers for Niche each year

Your students' participation and feedback on Niche helps prospective families find the right fit!

## Popular Colleges

Niche users from this school are most interested in the following colleges.

A+	University of Georgia	157 Students
A+	Georgia Institute of Technology	100 Students
A+	Duke University	94 Students
A+	Emory University	90 Students
A+	University of North Carolina at Chapel Hill	83 Students
A+	Vanderbilt University	77 Students
A+	Stanford University	73 Students
A	Auburn University	72 Students
A+	University of Virginia	70 Students
A+	Yale University	68 Students

**Find college scholarships**

Find the right scholarships for you. Discover new opportunities and apply to scholarships by choosing a scholarship category or [get matched to personalized scholarships](#) you're eligible for. Read more about Niche scholarships [here](#) or visit our [FAQs](#).

Filter 17 results

**Niche College Admissions Calculator**

Our college acceptance calculator can help you understand your chances of getting accepted into any college in the country, and it's completely free. Enter your SAT/ACT scores and GPA to see where you fall on the acceptance scale.

Test Scores and High School GPA: Select an average

High School GPA: 4.0

SAT Score: 1200

ACT Score: 28

College GPA: 3.5

Please select a college

Add colleges to your list for any scores.

View your results

Powered by the Niche team

**NICHE TRUE COST**  
College Cost Calculator

**Demystify the cost of any college**

A college's sticker price rarely represents the actual cost. Niche True Cost gives an in-depth analysis of how much you'll pay and where those dollars will go for every college on your list.

Build your free report Compare your aid letters

See results in under 5 minutes!

Central University  
Sticker price: \$45,000/yr  
Federal aid: \$6,200  
You pay: \$38,800/yr



Ravenna Admissions

Powered by VenturEd Solutions



# State of Admissions and Enrollment: Atlanta, Georgia

# Ravenna's Impact



Ravenna Admissions  
Powered by VenturEd Solutions



- ✦ **Reach More Families** – 25% more applications in year one
- ✦ **Drive Efficiency** – 5x faster processing and 67% reduced workload
- ✦ **Empower Decision Making** – Embedded real-time insights and analytics
- ✦ **Unlock Regional Scale** – Hub network connects schools and families





# AAAIS Admissions: Ravenna's Perspective

Atlanta is a **highly active** K-12 admissions landscape, and there are opportunities to encourage more families to **complete** the application process.

33



AAAIS & greater Atlanta  
using Ravenna Admit +  
Hub

7,485



Atlanta applications  
submitted

12,851



Applications started,  
but not finished

# Parent Inquiry & Application Journey

Atlanta schools are engaging with parents and capturing leads with large activity volume, but could leverage the new **Inquiry API** and **Interview Management** module to more **quickly** and **seamlessly** track the user journey.

2,473



Parents  
“favoriting” your  
school on Hub

2,038



Inquiries

4,137



Events

N/A



Interviews



# Consolidating Application Steps to Boost Completed Apps

Schools across AAAIS can **further reduce** application steps and revisit admissions forms and questions to **increase conversion rates**.

	Schools Increased Steps This Season	Schools Decreased Steps This Season	Schools with No Change This Season
Application Types	6	4	21
Application Steps	13	7	11



# Consolidating Application Steps to Boost Completed Apps

## KEY FINDINGS:



**More** steps leads to **fewer** completed applications (roughly 8% drop).



**Fewer** steps leads to **more** completed applications (roughly 10% increase).



There was no indication that number of application types effects conversion.



# Leverage Integrations and Common Platforms

Reduce the number of documents and test scores needed to be uploaded by integrating platforms like **SAO** and **SSAT**.

38,056



Uploaded Documents

28,492



Delegated Forms  
(i.e. Teacher Recommendations)

3,010



Test Scores

21,349



Questions  
Across All  
App Types



# Decisions, Decisions

The **first 72 hours are critical**: lock in commitment and contracts as fast as possible. There is a real opportunity to influence enrollment after decisions are released; this period has the highest ROI for outreach.

	Open Decision	Respond to Decision	Accept	Decline
Within 24 hrs	25.5%	25%	88%	12%
1–3 Days	23.9%	19.8%	81%	19%
4–7 Days	16.8%	18.7%	64%	36%
7+ Days	33.9%	36.5%	52%	48%

# Gaining True Insight into Leads



**Ravenna**      Outgoing Students   Delegated Forms   School Setup      🔍 Universal Search   ⚙️ 🏠 👤 📧 🗄️

Dashboard  
Interviewer Dashboard

👤 Applicants ^  
All Applicants  
Data Explorer  
Query Builder  
Hidden Applicants  
Reading List  
Assigned Reading

🎯 Leads ^  
**Leads List**  
Leads Queue

👥 Committee v  
📅 Events v  
📁 Queues v  
📊 Reports v  
🔧 Tools v

## Leads

First Name  Last Name  Email  Status: Any Source

Has Linked Application: Any Created Date Is  📅

**Apply Filters**   **Reset Filters**

With Selected:       **Add Lead**   **Import CSV**

<input type="checkbox"/>	First Name ^	Last Name ^	Phone ^	Email ^	Source ^	Status ^	Emails Sent ^	Linked App	Created ^	<input type="checkbox"/>
<input type="checkbox"/>	Jane	Smith	123-456-7890	testemail1@test.com	Niche	Converted	1	Delver Colorada (exploring)	2026-02-17 05:09:58	<input type="checkbox"/>
<input type="checkbox"/>	Mark	Smith	552-213-1211	testemail2@test.com	Website	Converted	0	John Smith (started)	2026-02-17 05:10:14	<input type="checkbox"/>
<input type="checkbox"/>	Kevin	Martin	625-113-7756	testemail3@test.com	Other	Active	0		2026-02-17 05:10:32	<input type="checkbox"/>
<input type="checkbox"/>	Kevin	Martin	532-876-9543	testemail32@test.com	Niche	Disqualified	0		2026-02-17 06:01:12	<input type="checkbox"/>
<input type="checkbox"/>	Amanda	Bell		test@test.com	Niche	Converted	0	Sam Hill (applied)	2026-02-17 06:09:11	<input type="checkbox"/>
<input type="checkbox"/>	Justin	Smith		test01@test.com	Niche	Converted	0	Peter Pan (applied)	2026-02-17 23:31:41	<input type="checkbox"/>

# Gaining True Insight into Leads



Dashboard

Interviewer Dashboard

Applicants

All Applicants

Data Explorer

Query Builder

Hidden Applicants

Reading List

Assigned Reading

Leads

Leads List

Leads Queue

Committee

Events

Queues

Reports

Tools

## Leads Queue

2 active leads with potential matches

[View All Leads](#)

Lead First Name	Lead Last Name	Lead Email	Lead Source
Filter: <input type="text" value="First name..."/>	<input type="text" value="Last name..."/>	<input type="text" value="Email..."/>	<input type="text" value="Source..."/>

Showing 2 of 2 leads

Lead	Potential Match
<b>Sam Hill</b> Email: test03@t.com Source: Niche Phone: 1231231234	<b>Little Hill Gr 2</b> - exploring / notReady Account: email@venturedsolutions.com Parent 1: test01@test.com Parent 2: test03@t.com <a href="#">Link Lead to This Record</a>
	<b>Sam Hill, Jr. Gr 8</b> - applied / notReady Account: email@venturedsolutions.com Parent 1: test01@test.com Parent 2: test03@t.com <a href="#">Link Lead to This Record</a>
<b>Judy Hopps</b> Email: test04@t.com Source: Niche Phone: 1231231234	<b>Little Hops Gr 9</b> Day App - applied / notReady Account: email@zootopia.com Parent 1: test@test.com Parent 2: test04@t.com <a href="#">Link Lead to This Record</a>

# Gaining True Insight into Enrollment



Ravenna Admissions  
Powered by VenturEd Solutions



**Ravenna**      Outgoing Students   Delegated Forms   School Setup      Universal Search      Settings   Home   Profile   Help   Grid

Dashboard  
Interviewer Dashboard

Applicants ^  
All Applicants  
Data Explorer  
**Query Builder**  
Hidden Applicants  
Reading List  
Assigned Reading

Leads v  
Committee v  
Events v  
Queues v  
Reports v  
Tools v  
Communications v  
Admission Seasons

## Query Builder

Select a Category

Applications   Students   Events   Event Registrations   Forms   Form Questions   Tags   Households   Financial Aid   Activity Log  
Custom Fields   Reader Comments   Consultants   Committees   External IDs   Bulk Emails   Engagement Log   Application Steps

Additional data sources:

+ Student   + Event Registrations Δ   + Tags Δ   + Households Δ   + Financial Aid   + Activity Log Δ   + Custom Fields Δ   + Assigned Readers Δ   + Reader Comments Δ  
+ Consultants Δ   + Committees Δ   + External IDs Δ   + Bulk Emails Δ   + Engagement Log Δ   + Form Questions Δ   + Application Steps Δ

Add Filters

Match All   Match Any      Quick Filters: + Working Admission Season

Admission Year   x   v   is any of   2026-2027 x   2025-2026 x   2024-2025 x   x   v   x

+ Add Filter   + Add OR Group

Select Output

Fields   Summary

Student First Name x   Student Last Name x   Admission Year x   Application Status x   Applying Grade x   Created At x      Add columns v

Run Query

Show Results

# The Future of Regional Insights



Ravenna Admissions  
Powered by VenturEd Solutions



Dashboard

**Admissions**

Financial Aid

Enrollment

Billing

Q&A



Application Conversion Rate



Acceptance Rate



Enrollment Yield



Academic Year

- 2024-2025
- 2023-2024
- 2022-2023
- 2021-2022
- 2020-2021

Entry Grade

- 12
- 11
- 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- K

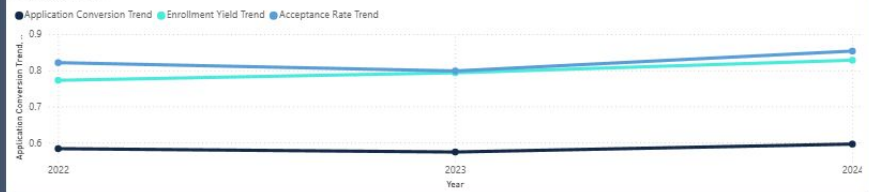
Entry Point

- No
- Yes

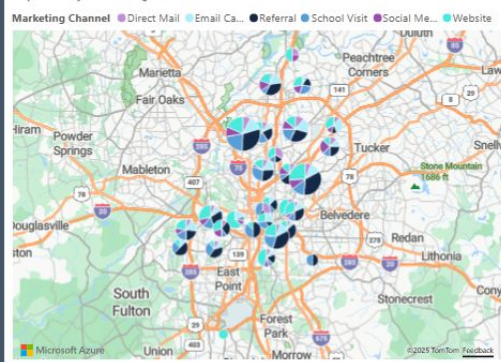
Application & Inquiry Performance



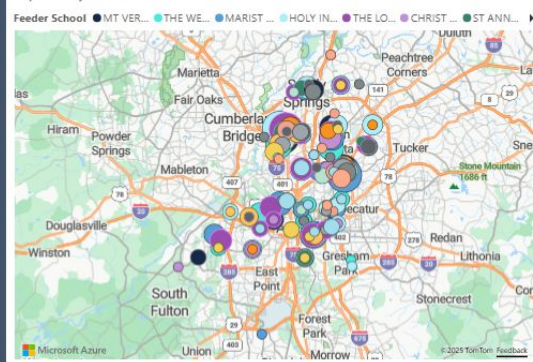
Funnel Trends



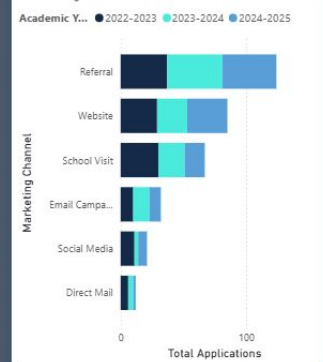
Inquiries by Marketing Channel



Inquiries by Feeder School



Marketing Channel Performance





# Key Takeaways

- Streamlining capturing parent interest —and converting quickly—is critical.
- Simplify the application steps as much as possible.
- Consolidate questions and document collection where possible.
- Leverage Niche integration and Ravenna-Hub's common forms to reduce the amount of redundant information collected amongst AAIS schools.
- Ask more of us!! We love to enhance our features based on your feedback—and Atlanta has been wonderful at this!



# Resources: 5 Steps for Linking Niche + Ravenna



## 5 Steps for Linking Niche Leads to your Ravenna Platform

To ensure the smooth flow of parent leads from Niche to Ravenna, here's how you can link both platforms:

- Step 1: Contact Ravenna to activate integration**

To receive leads from Niche in your Ravenna platform, email your Ravenna account manager to request the integration of both platforms. Your Ravenna account manager will schedule a time to show you:

  - How to use the new leads module to engage with the Niche parent leads you will now receive through the integration.
  - Ensure that Niche parent leads are incorporated into your existing processes to convert prospects to applicants and enrolled students.

After your meeting, Ravenna will generate and send a token to Niche to enable the integration, and confirm with Niche that your school's Ravenna and Niche accounts have been linked.
- Step 2: Navigate to your Ravenna Leads Module**

Your Niche leads will display in your Dashboard in the Active Leads queue, with Niche leads identified in the Source column.
- Step 3: Look for your test lead**

Within 48 hours of meeting with your Ravenna account manager, you will receive a test lead from Niche



# Resources: Linking your Niche and Ravenna platform



Scan to learn more

## Niche + Ravenna Supporting Private Schools!

Free Niche Parent Leads & Integration  
for schools using Niche & Ravenna!

**10% off** Niche for new or expanded  
partnerships

**10% off** Ravenna for new or expanded  
partnerships