

Partnership



Ravenna + NICHE®

Instantly Turn Early Interest into Enrollment

Your Niche Parent Leads, Delivered Instantly into Ravenna

It's never been easier to act on early parent interest. Parent leads from Niche now flow directly into Ravenna's admissions platform in real-time, giving enrollment teams immediate visibility, built-in attribution, and the ability to respond faster. No manual uploads, no delays — just faster follow-up and stronger application conversions.

ACT ON LEADS FASTER

Immediate access to prospective families in Ravenna lets your admissions team respond in real-time, engage families while interest is high, and move them quickly from early inquiry to application.

AUTOMATE LEAD MANAGEMENT

Ravenna captures Niche parent leads automatically, eliminating CSV uploads, manual imports, and data entry. Your admissions team saves time, reduces errors, and can focus on meaningful engagement with families instead of administrative tasks.

SEE WHAT DRIVES ENROLLMENT

Parent leads from Niche are delivered into Ravenna with full attribution, so your team can track every inquiry and understand which efforts convert into applications and enrollment.

MAXIMIZE ENROLLMENT OUTCOMES

Use Ravenna's full pipeline visibility to prioritize high-potential families and make data-driven decisions that strengthen enrollment results.

Instantly view Niche leads within the Leads Module

The screenshot shows the Ravenna interface with a sidebar on the left containing navigation links: Dashboard, Interviewer Dashboard, Applicants (with sub-links for All Applicants, Data Explorer, Hidden Applicants, Reading List, and Assigned Reading), Leads (highlighted), Leads Queue, Committee, and Events. The main content area is titled 'Leads' and includes a search bar with fields for First Name, Last Name, Email, Status (Any), and Source. Below the search bar are filters for Created Date (Is) and a date picker (mm/dd/yyyy). There are buttons for 'Apply Filters' and 'Reset Filters'. A 'With Selected:' dropdown is also present. The leads are displayed in a table with the following data:

☐	First Name	Last Name	Phone	Email	Source	Status	Emails Sent
☒	Olivia	Sanders	4155550134	olivia.sanders@venturedsolutions.com	Niche	Converted	1
☐	Liam	Turner	2125550168	liam.turner@venturedsolutions.com	API	Converted	0
☐	Emma	Hart	3055550142	emma.hart@venturedsolutions.com	Other	Active	0

Leads at the Speed of Now

CAPTURE INTEREST

Families explore your school's Niche profile and take action.

INSTANT LEAD DELIVERY

Leads arrive in Ravenna instantly showing Niche attribution.

IMMEDIATE ACTION

Admissions teams follow up right away to move families through application and enrollment.

Directly integrating Niche leads into Ravenna is a game changer.

—Jason Caldwell, Director of Admissions;
Horace Mann School

About Ravenna

Ravenna, part of the VenturEd Solutions Enrollment Suite, is a leading admissions platform for private and independent K-12 schools. With over 300K applications processed annually, Ravenna helps schools build strong connections with prospective families while streamlining the admissions and enrollment process.

About Niche

Niche modernizes the way students and families choose their best-fit K-12 schools. Millions of people annually use Niche's comprehensive school profiles, student and alumni reviews, data-driven rankings and easy-to-use tools to empower informed decision-making.



**Automate Lead Management
with Ravenna + Niche Today**

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