

Connect™

Connect™ is a web-hosted platform that allows universities to create a private social community for students and alumni.

Easily leverage your strongest assets – current students, professors and alumni – to activate core communities to generate relevant new content, link prospects with well-matched ambassadors, and measure engagement.

Your Community

Your Connect™ community can be standalone or integrated within your existing website. We will create the site, customized for you, and it can be live in less than 30 days. Your brand ambassadors – students, alumni, educators – can be leveraged at scale, so they can create content and have real interactions with your prospects and consumers, ultimately leading to your core goal of increasing engagement and improving yield.

You can focus your time on measuring engagement and conversion on the platform with your sophisticated analytics tools.

What Connect™ can do:

LIVE ONE-TO-ONE INTERACTION: Prospects can search to find a student ambassador they would like to speak with based on shared interests and background, and choose whether to speak with them by text chat, by video chat, or by phone.

ENGAGEMENT: Connect™ includes a variety of engagement tools like chat, forums, blogs and more. Pick and choose which tools complement your strategy.

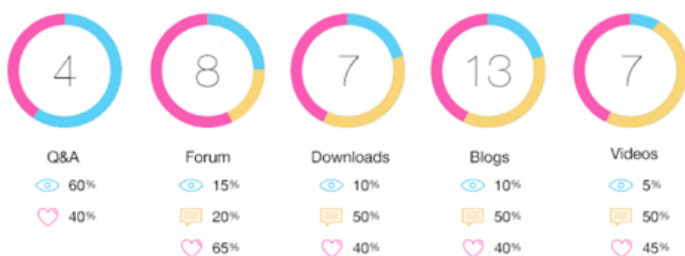
CONFIGURABLE: Connect™ is highly configurable to your school's needs. No IT necessary.

MEASURE ENGAGEMENT: Capture participants' satisfaction about the interaction to tune the process and promote great ambassadors.

SEO-OPTIMIZED CONTENT: All the content and pages are automatically optimized for the best SEO results.

CONTENT CONSUMPTION

1/4/2015 - 1/31/2015





ABOUT UNIGO

Unigo helps colleges and universities successfully reach prospective students and better navigate a changing and increasingly competitive educational landscape. Our tailored suite of tools and services match institutions of higher learning with qualified college consumers. With a network that hosts 1.5 million college consumer members, 60+ million annual page views, and 2.2 million meaningful consumer matches (and counting), Unigo continues to define the college marketplace.

Unigo Enrollment Marketing is a flexible solution designed to activate your departmental strategy. Your needs. Your goals. It's all here. *And we're here for you.*

Visit b2e.unigo.com/solutions/connect to learn more. For the most comprehensive information about Unigo Enrollment Marketing, contact us at:

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