



Prospect: Advanced Recruiting and Relationship Management

Powerful Targeted Communications

Prospect is the all-in-one self-service recruitment and communication management system that makes it easy to target, engage and stay connected with your prospects and students. The system gives you a fully integrated suite of SaaS solutions, including prospect mapping, automated email, communication campaign management, customized reporting, task assignment and yield management tools.

Prospect | Benefits



Pinpoint Strong Prospects

With Prospect's *GeoViews*[®] geographical mapping, you have advanced search capabilities at your fingertips. Geographically map any specified group for targeted customized communication, coordinate recruitment travel, and track strategic initiatives.



Keep Them Engaged

Create and coordinate public Events. Construct multiple simultaneous tracks of scheduled communications and automatically assign/unassign communication plans to prospects. Prospect makes it easier than ever to stay engaged and maximize results!



Boost Completion Rates

Prospect is fully integrated with the *ApplyWeb*[®] admissions system and configurable to your current admissions process. Provide pre-populated forms with students' data to make it faster and more convenient for them to complete their applications.

Find out more!

Visit www.collegenet.com or contact us at 503.973.5200 or at sales@collegenet.com

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Prospect | Features

Communication

- Detailed student and communication tracking, from first point of contact through matriculation
- Powerful communication tools, including an HTML email editor and stored contact history
- GeoViews mapping, which allows you to geographically target, email and track any specified group of applicants in any designated area

Event Management

- Robust event management system for scheduling, registration, check-in and more

Profile Management

- Data pre-population feature for easier completion of application forms
- Profiles created and updated from prospects' interactions with your ApplyWeb forms
- Layout configuration tools for more efficient data entry and contact management

Campaign Management

- Individualized and automated campaign management, including email, task and yield management
- Customizable rules for duplicate management, including record merging
- Automated workflow, including emails and other activity in response to prospects' activity or changes in their status

Reporting

- Robust Report Builder
- Real-time funnel reporting
- Customizable dashboard to fit your specific needs

Security

- Single sign-on, which gives you direct access to Prospect through your SIS login

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