

Education

Prevent

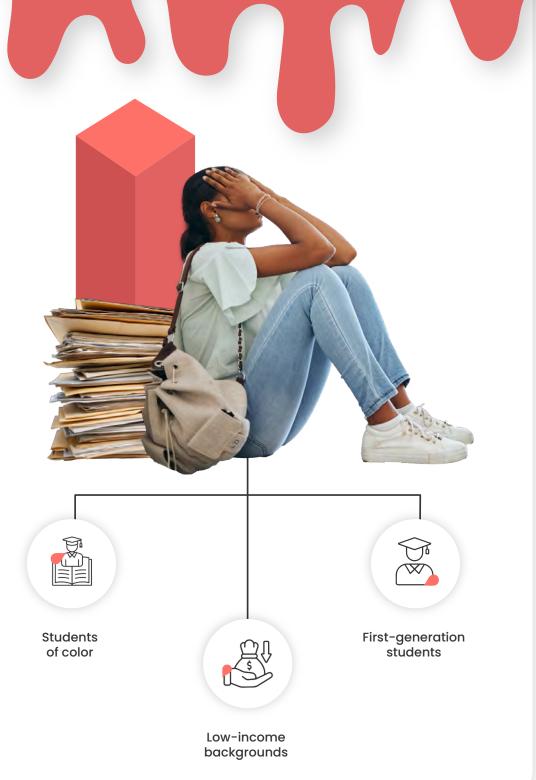
"Summer Melt"

with Drips

Summer Melt is the phenomenon of college intending students who have applied to, been accepted by, and made a deposit to a college or university but fail to matriculate to that college — or any other — in the fall following their high school graduation.

10%-40%

Of high school students with plans to enroll in college the following fall never do.



73%

received text nudges enrolled in college (compared to 66% who did not receive texts).

of students from low-income backgrounds who

Cool Down with Drips Leverage Drips Conversations as a Service (CaaS) over SMS to ensure potential students

stay connected and informed until they're ready to speak with an enrollment counselor.

150+

Each day college students check their phone

Of Gen Z own a smartphone.

Drips CaaS increases engagement

Each day college students spend 94 minutes texting 94 min

Gen Z spends an average of 3 hours 38 minutes online on mobile devices – almost 50 minutes longer than the average internet user.



- Why Drips? Drive online enrollment and scheduled agent calls
- Follow up with applicants to boost conversion rates Increase call center efficiency and

reduce OpEx Drips Conversations as a Service delivers

Stop Melt with Drips