

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%

of students from low-income backgrounds who received text nudges enrolled in college (compared to 66% who did not receive texts).

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.

Each day college students check their phone

150+
times



55%

Drips Caas increases engagement

94%

Of Gen Z own a smartphone.



Each day college students spend 94 minutes texting

94 min



50 min

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



Stop Melt with Drips

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 a proactive, consumer-centric outbound strategy to reach students who don't respond to traditional outreach.