



AI-INFUSED INTELLIGENCE MARKETING SYSTEM

CLEARER DATA. SMARTER CAMPAIGNS,
BETTER RESULTS.



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VEGA — A MARKETING INTELLIGENCE SYSTEM THAT KEEPS UP WITH THE NEEDS OF YOUR MARKETING TEAM.

VEGA integrates data from all of your marketing efforts, sets up performance-based process automation, and helps you make faster marketing decisions based on real-time intelligence. In addition, it provides marketing teams with a consolidated view of campaign performance across all traffic sources, by vendors, by program, by subID, drilled down to the creative level.

KEY BENEFITS FOR YOUR TEAM

INCREASES CAMPAIGN LIFT

Interactive performance dashboard with automatic campaign health checks

DELIVERS ACTIONABLE INSIGHTS

Real-time, customizable reporting and quick data exporting

AI-INFUSED DATA ANALYSIS

Our AI solution enables marketers to understand what prospective students have the highest probability of converting

PERFORMANCE THROUGH COMPLIANCE

With VEGA, your team receives access to not only a centralized campaign management hub, but also to ComplyED.

A compliance marketing solution, ComplyED empowers institutions to protect their brand integrity, while delivering a student-centric experience.

VEGA PROVIDES OUR PARTNER INSTITUTIONS WITH:



REAL-TIME INTELLIGENCE & REPORTING

- Scalable performance management system
- Customizable integration with marketing platforms
- Smart pacing updates
- Show fulfilled inquiries in real-time
- View cost metrics associated with inquiry and enrollment performance
- Shareable and exportable reports
- Performance pivot table



AI-INFUSED DATA ANALYSIS

- Advanced Consumer Attribute Modeling
- AI-Driven Intelligent Lead Scoring
- Natural Language Query Capabilities for Dataset Interrogation
- Automated Smart Alerting and Notification Systems
- Customizable Campaign Rule Sets with AI Integration
- Predictive Customer Lifetime Value Analysis
- Dynamic Pricing Optimization

