



# CLEAR SIGNALS, SMARTER DECISIONS

ENROLLMENT INTELLIGENCE YOU CAN TRUST



## YOU CAN'T FIX WHAT YOU CAN'T SEE.

When your data is scattered, your vendors are siloed, and your reports are weeks behind, you're left reacting instead of leading.

- ✗ No clarity into what's working—and what's not
- ✗ No visibility into vendor spend or creative execution
- ✗ No time to act before results go sideways
- ✗ No way to scale with manual workflows
- ✗ No accountability when performance slips
- ✗ No control without real-time insight

## VEGA PUTS YOU BACK IN CONTROL.

VEGA is the AI-infused marketing intelligence system built for higher education. It unifies your full marketing ecosystem—and adds an intelligence layer that turns complex data into clear, confident decisions.

- ✓ Know what's working—right now. No more flying blind.
- ✓ Track vendor performance at every level: channel, program, region, and creative
- ✓ Protect your brand. See exactly what's running—and how it's performing
- ✓ Optimize before it's too late. Shift spend and improve outcomes mid-campaign
- ✓ Automate the slow stuff. Save hours on manual reporting and analysis
- ✓ Secure your data. SOC2 Type 2—certified with full custodial control



## EXPERT TECH SUPPORT

“Support team is a breath of fresh air, they'll get on the phone and engage with you, will solve problems that I was working on for legit 6-8 months with Google. It did not take long to go from ideation to need to solution, and then repeat that solution for another partner - that's great. It makes all the difference.”

*T.H., Senior Director of Marketing Technology*

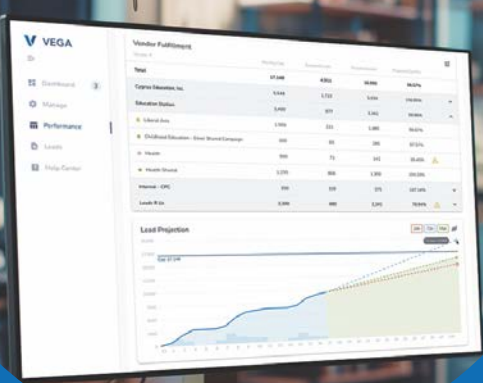
**VEGA isn't a reporting tool. It's your real-time decision engine.**

## SCHEDULE YOUR DEMO



Clarity, speed, control, insight—this is what smarter marketing feels like.

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## CREATIVE COMPLIANCE. BRAND INTEGRITY.

**ComplyED** is Cygnus's proprietary compliance solution, integrated with VEGA to give you full visibility into all creative assets deployed across your marketing campaigns.

Approve or reject creatives, enforce brand standards, and monitor compliance across vendors—all in one place.

- Centralized access to all active and historical assets
- Built-in TCPA language tracking and landing page visibility
- Approval workflow that ensures nothing goes live without your signoff

With ComplyED, you're not just setting brand standards—you're enforcing them at every step.



## FULL VENDOR VISIBILITY. FASTER OPTIMIZATION.

Take back control of your marketing execution. With **VEGA**, you get full visibility into vendor campaigns—what's running, where, how it's performing, and whether it aligns with your brand. Gain the insight you need to optimize faster, minimize waste, and maximize your return.



## SMARTER DECISIONS. STRONGER ENROLLMENTS.

- ✓ Real-time performance tracking across all channels and vendors
- ✓ Visibility into program, campaign, region, and creative execution
- ✓ Automated and customizable reporting
- ✓ Conversational AI interface for instant, actionable answers
- ✓ SOC2 Type 2—certified with custodial data protection
- ✓ Full creative deployment and brand compliance visibility



## CUSTOM CONTROLS. ZERO COMPROMISES.

VEGA specializes in surfacing insights from complex data—so you can better identify, reach, and convert high-intent prospects.

- Create multi-price point campaigns
- Stay aware with custom campaign alerts
- Append operational data to lead records
- Visualize pacing, optimize your budget, and see results in marketing ROI



### EXPLORE VEGA

Discover what **VEGA** can do for your institution.

Scan the QR code to learn more.



*VEGA has been a game-changer for our marketing efforts. It has saved us time, provided actionable insights, and resulted in greater connection with learners who could benefit from our online programs.*

*E.J., Affiliate Manager, Digital Marketing*

