analytikus

Lead Scoring Analytics

High Level Proposal

Through Machine Learning and AI Solutions we empower educational institutions to increase their students' success rate.

Global EdTech Startups Awards

LATAM WINNER

I'd segment that!

Imagine if you could predict which prospects are more likely to turn into students. What would you do differently?

Through Machine Learning and AI Solutions we empower educational institutions to increase their students' success rate.

RETENTION - ATTRACTION – STUDENT SUCCESS

Some of the institutions we're working with.

Universidad de los Andes

Universidad Privada del Norte

UVM Universidad del Valle de México
LAUREATE INTERNATIONAL UNIVERSITIES

Tecnológico de Monterrey

UPC Universidad Peruana de Ciencias Aplicadas

UNID Universidad Interamericana para el Desarrollo

UNITEC Universidad Tecnológica de México
piensa actúa avanza

Universidad Anáhuac
VINCE IN BONO MALUM

ARTHUR LOK JACK GRADUATE SCHOOL OF BUSINESS
Innovatus Ars Ducendi

Atlantis University

AIEP DE LA UNIVERSIDAD ANDRES BELLO

INTI

uip Universidad Interamericana de Panamá
LAUREATE INTERNATIONAL UNIVERSITIES

U-ERRE

UNIVERSIDAD DEL ROSARIO

ue Universidad Europea
LAUREATE INTERNATIONAL UNIVERSITIES
Summer 2018

US

MX

PA

CO

PE

CL

TT

SP

Malaysia

Leadership Team & Presence

Miguel Molina-Cosculluela

Founder & Analytics Evangelist

+14 years

Computer Systems
Tec de MTY, IESE, Berkeley, MIT
Co-founded another Startup

Armando Alvarez

Co-Founder & Chief Data Scientist

+14 years

Applied Mathematics
ITAM, UNAM
Had already a startup exit

Belgium

USA

Mexico

Colombia

Lead Scoring

Machine Learning Solution to optimize student recruitment.

Value proposition

Optimize the conversion rate of your recruitment campaigns.

We integrate information from your CRM and marketing automation systems to understand the drivers of the recruitment process and predict which prospects are most likely to be admitted and enrolled. Based on this, universities can prioritize the contacts agents make with the prospects within the enrollment process.

Maximize your conversion rate and increase enrollment"\.

TESTIMONIAL

"Through the use of the Analytikus Lead Scoring solution, we have been able to increase the success rate of our **enrollment process by more than 10%** using the same sales force, which represents a direct impact on our enrollment and therefore our growth as a business and as an organization"

Michel Reynaud, Strategic Planning Director – UVM & UNITEC

Problem and benefits

Business driving forces

1) Low recruitment process conversion rates

2) Lack of information to prioritize prospects in CRM

3) Lack of inputs to design campaigns that are more likely to convert prospects

Solution

1) Integrate information from your recruitment campaigns

2) Calculate the probability that a prospect has to be admitted or to register

3) Prioritize interventions or touches that an agent makes to a prospect based on their enrollment potential

5) Results displayed on dashboards

Key Benefits

Direct impact on the increase of students enrolled

Optimizes the contact process along the enrollment funnel from the prioritization of prospects

Primary components of the solution

Optimize the conversion rate of your recruitment campaigns
- Connection with different university source systems
- Integrate the information of your CRM systems and marketing automation

Identify prospects with the greatest potential to move from one phase to the other within the enrollment funnel
- Calculate the probability that a prospect has to be admitted or registered based on their sociodemographic and academic profile

Prioritize interventions or touches that an agent makes to a prospect based on their enrollment potential
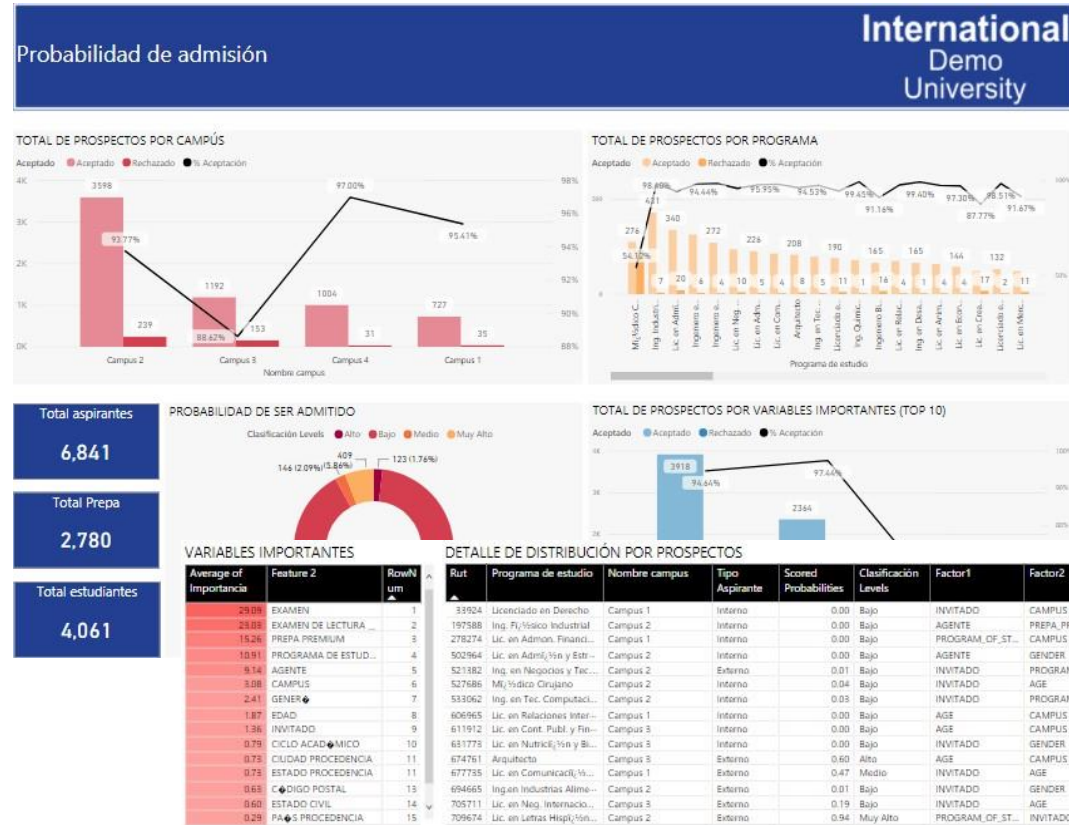- Use prioritization thresholds per prospect for the different phases of the enrollment process.
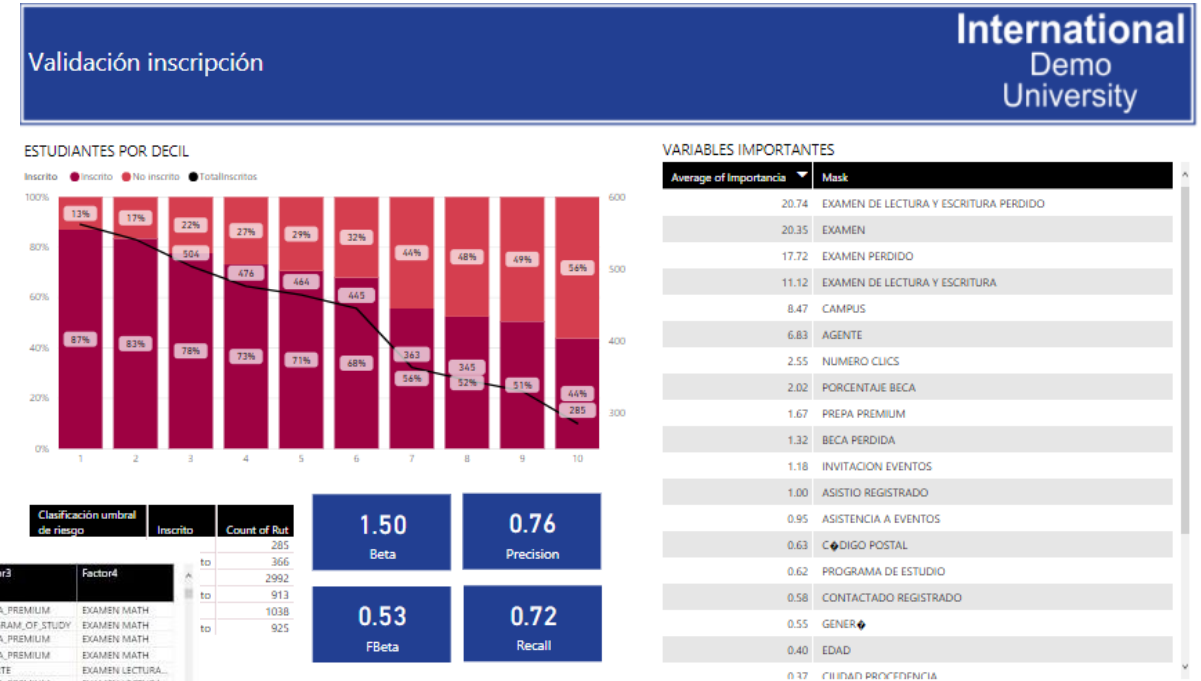
Results displayed on dashboards
- Strategic dashboards: admission and registration drivers
- Operational dashboards: probability per prospect per phase of the funnel

Display in dashboards:
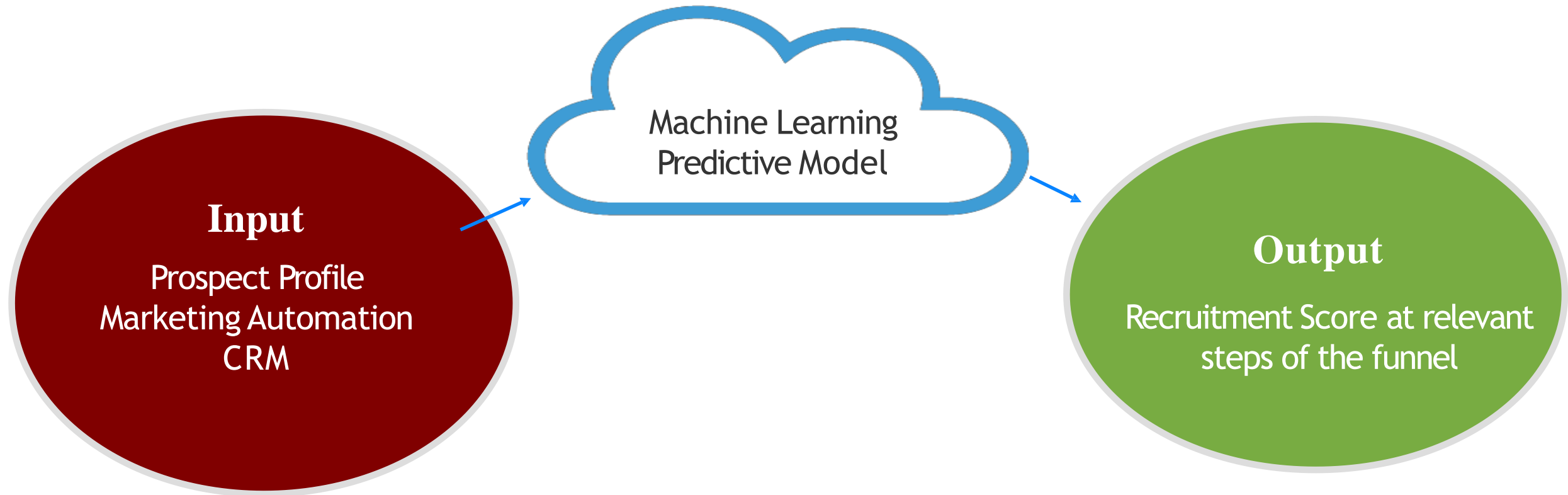
1. Strategic dashboards: registration drivers

2. Operational dashboards: probability per prospect per phase of the funnel
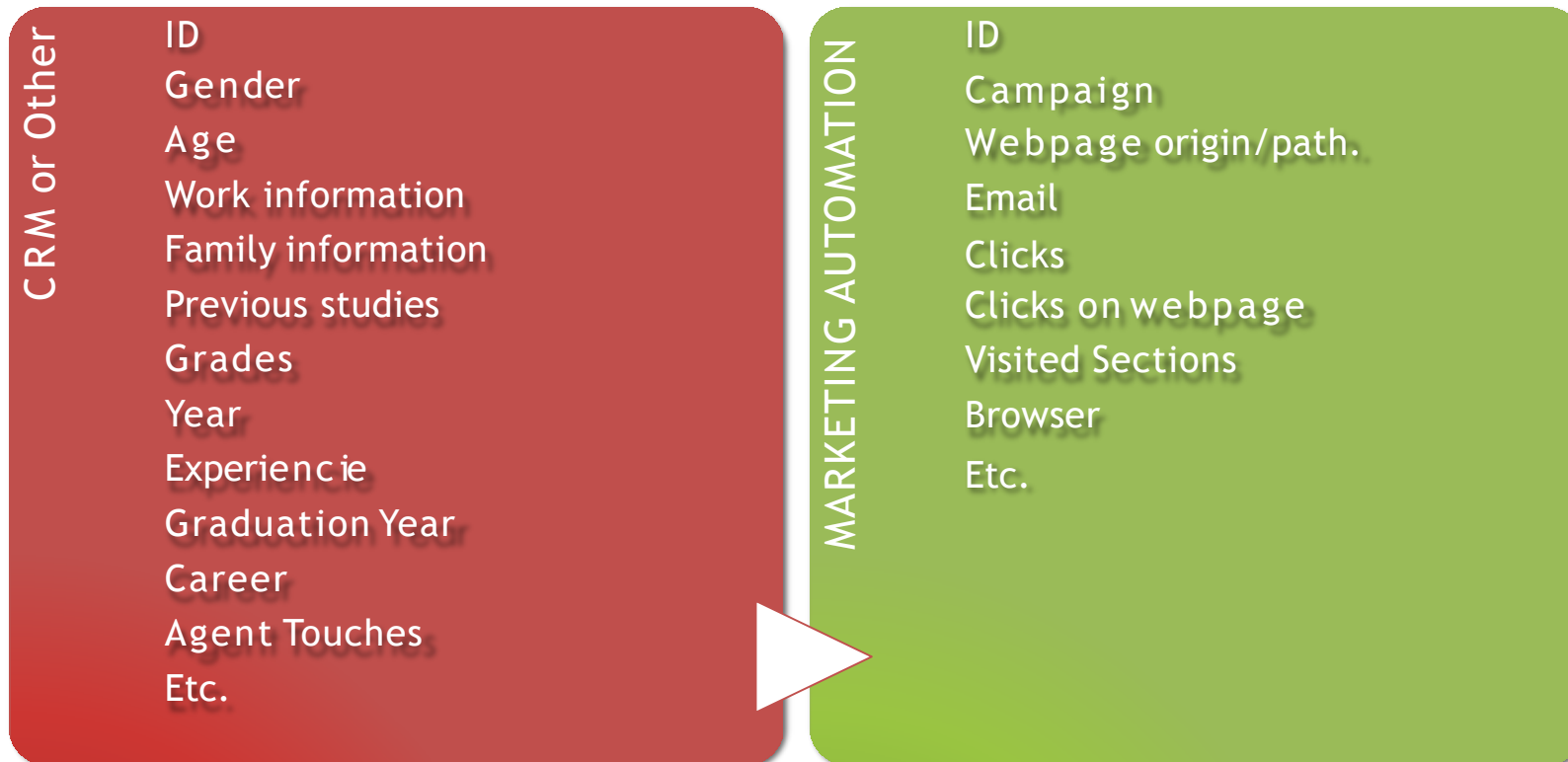
How does itwork?

1. Solution as a service on the cloud
2. Automated intake through connectors
3. Hosting, storage, maintenance calibrations.

Machine Learning
Predictive Model

Input
Prospect Profile
Marketing Automation
CRM

Output
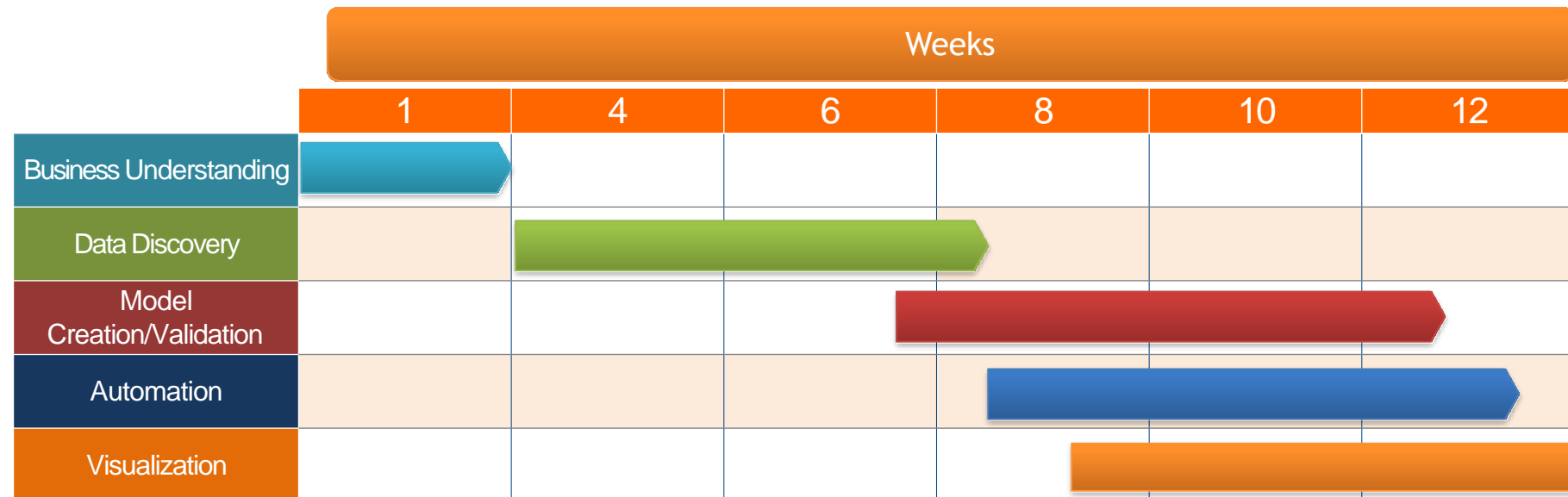Recruitment Score at relevant
steps of the funnel

Some information we've used in our models

At the beginning of the project, a series of workshops will take place in order to define the potential data to be included. (Below an example of potential data to be integrated).

CRM or Other

- ID
- Gender
- Age
- Work information
- Family information
- Previous studies
- Grades
- Year
- Experiencie
- Graduation Year
- Career
- Agent Touches
- Etc.

MARKETING AUTOMATION

- ID
- Campaign
- Webpage origin/path.
- Email
- Clicks
- Clicks on webpage
- Visited Sections
- Browser
- Etc.

High Level Project Plan

A detailed project plan, will be provided at the beggining of the project (kick-off).

Weeks					
1	4	6	8	10	12

	1	4	6	8	10	12
Business Understanding	▰▰					
Data Discovery		▰▰▰▰				
Model Creation/Validation				▰▰▰▰▰		
Automation				▰▰▰▰▰		
Visualization				▰▰▰▰		

Business Model

Implementation

- 10-12 weeks
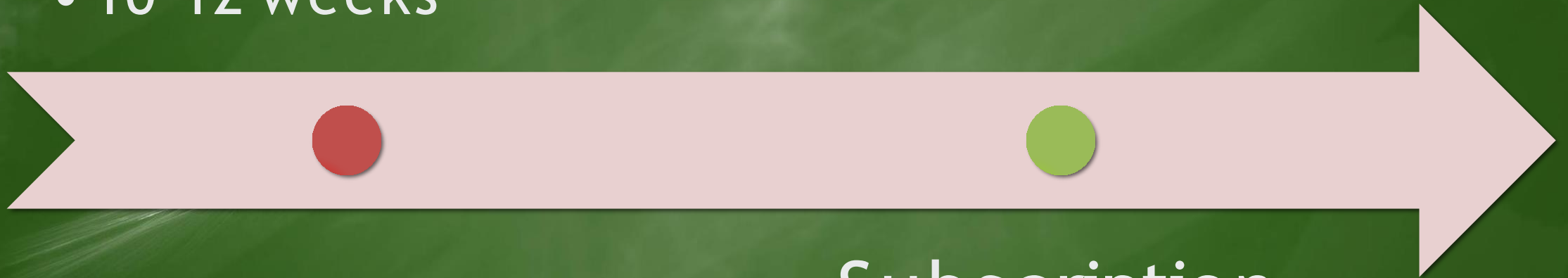
Subscription monthly

THANK YOU

We look forward to further discuss our solutions and vision at your earliest convenience.

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