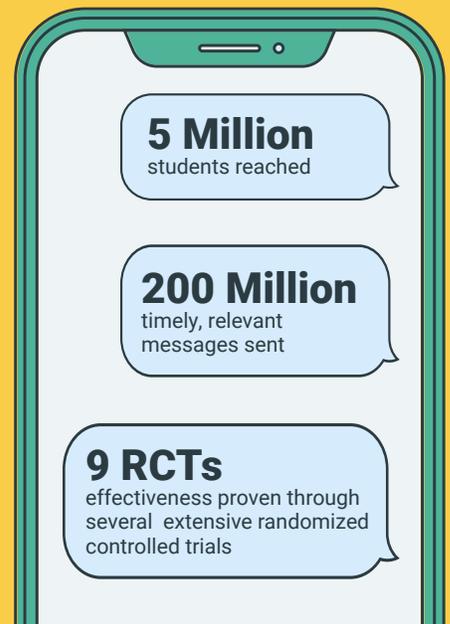# AdmitHub

The Premier Student Engagement Platform

Does your institution struggle to engage students through meaningful interactions?

Improve your admissions and retention rates by ensuring your students have instant access to the accurate information they need to succeed — when and where they need it.

5 Million
students reached

200 Million
timely, relevant
messages sent

9 RCTs
effectiveness proven through
several extensive randomized
controlled trials

Hundreds of higher education institutions rely on AdmitHub to power their student engagement.

AdmitHub's student engagement platform is purpose-built to help you guide students throughout their academic journeys. *Hundreds of institutions and college access organizations — including the Common App and College Advising Corps* — rely on our behaviorally intelligent chatbots to drive student success with research-backed, conversational scripts and personalized nudges.

You need a reliable way to engage students and earn their trust.

Send your students personalized reminders, important campus alerts, and empathetic check-in messages to help them feel a sense of belonging. This approach is proven to increase enrollment, improve retention, and foster meaningful interactions at scale across the entire student lifecycle.

Why AdmitHub?

Personalize your communication strategy and student engagement.
Build robust, individual student profiles within the AdmitHub platform to deliver personalized, behaviorally intelligent support from admissions through graduation and beyond.

Provide on-demand answers for prospective and current students.
37% of student inquiries are logged outside of standard business hours. AdmitHub makes it easy for you to provide immediate support, no matter when students need it.

Optimize your staff's ability to make a positive impact.
Up to 85% of student inquiries are handled by AdmitHub's platform before they hit your staff's inbox — so your team can focus on the high-value, complex student conversations that they excel at.

100s
of college and
university partnerships

10,000
conversation topics covered
by our AI knowledge base

98%
open rate for text
messaging

Engage Your Students on the Channels They Prefer to Use

Gen Z students read less than 20% of the emails they receive, but 97% of them read every single text they get — and they live on social media. Web chat is a go-to for their online support needs, too.

Meet your students where they are with AdmitHub:

- SMS text messaging
- Social media
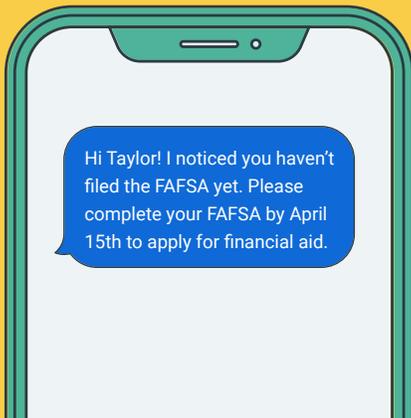- Web chat

Influence Positive Student Behaviors While Fostering Meaningful Relationships

Proactive Nudges
Notify students about important information and deadlines.

Hi Taylor! I noticed you haven't filed the FAFSA yet. Please complete your FAFSA by April 15th to apply for financial aid.

Interactive Surveys
Actively listen to your students at scale.

Hi Alex! How excited are you to attend CSULB? Reply with a number:
[1] Really excited about attending
[2] Unsure about attending
[3] I will not be attending

[2]
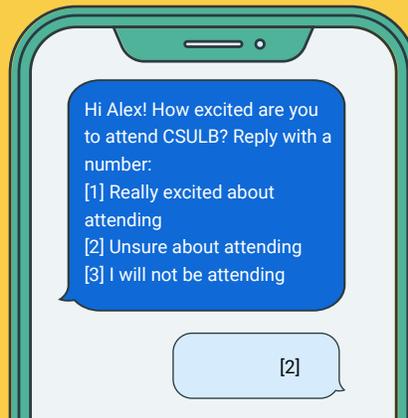
Fun Conversations
Build relationships between your bot and your students.

Hi Sam! Did you know that we have our own art museum at CSULB? Learn more at bit.ly// carolyn-campagna

World-Class Features

Support students throughout their academic journeys with:

- One-on-one chat
- Fully customizable AI knowledge base and bot training
- Library of behavioral nudges and interactive campaigns
- Custom script templates and campaigns
- Web bot placement on unlimited web pages
- Personalized outreach based on individual student insights
- Analytics dashboard with campaign, survey, and student interaction insights

- SIS, CRM, LMS, and ERP integrations
- Training and onboarding support
- Dedicated success manager
- Automatic escalation for messages that require personal follow up
- 100+ languages
- Two-factor authentication (2FA)

Learn more at **admithub.com**
Follow us **@admithub** (in) (f) (o)

We're going to be changing our name to Mainstay! Visit **mainstay.com** to find out why.