

STORYLIFT

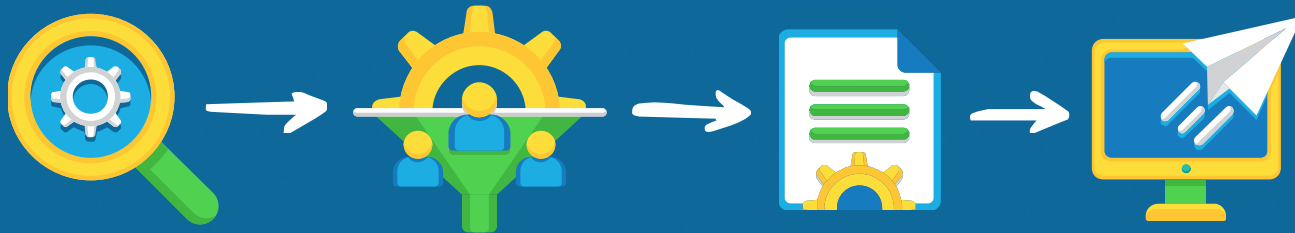


Education Results Summary

Storylift's Approach

Storylift's top of the funnel approach reaches a relatively untouched market introducing prospective students to the idea of going back to school and training for an exciting new career.

Storylift deploys their patented targeting technology across social media platforms to reach prospective students who are likely to consider career training opportunities offered by career colleges. Creating and delivering content that is relevant to individuals who are not yet actively searching for education opportunities, drives exclusive, incremental leads to our clients that result in lower costs per start and conversion rates than pay-per-lead channels.



Storylift's Approach

How It Works

Research



Patented Research-
Based Targeting



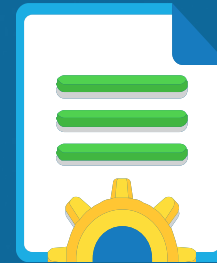
Unbranded Data Capture



Pair with social data
to create lookalike
modeling



Target Content



Use content targeting
criteria to create and deploy
content that is relevant to
the target audience



Lead Delivery

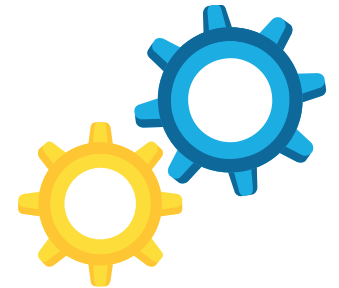


Match and
deliver lead to
campus

Key Storylift Advantages

Incremental Demand:

Storylift engages potential students before they have entered the consideration stage of their journey. This enables us to create a whole new channel of enrollment candidates that would not have previously been considered.



Lead Exclusivity:

From the beginning to the end, our process engages candidates exclusively for your school eliminating the waste from the process generated by traditional PPL models.

Proven Experience

With over four years of experience in the EDU sector – Storylift has continued to scale this division with proven results:

- ✓ 16 Schools
- ✓ Over 200 campuses across the U.S.
- ✓ Over 150k leads delivered

In **2018** alone –
Storylift delivered close to **60k leads**,



resulting in
close to
1,800 starts



and over
3,000
enrollments



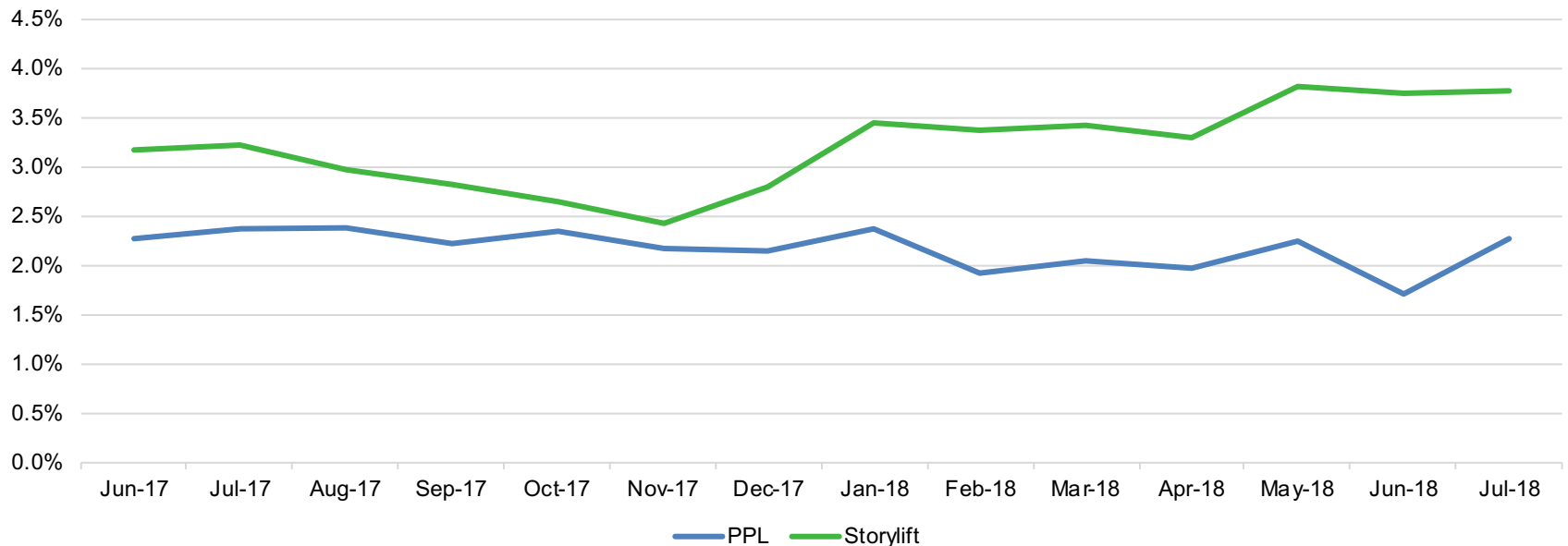
Storylift Performance vs. PPL Vendors

Non-competitive Bidding:

Traditional PPL and Paid Search channels create natural bidding competition driving costs up for all bidders. Our proprietary targeting technology ensures that we are not bidding against you or your other PPL providers in your schools' markets.

Historical data shows an average of a 30% higher conversion rate for Storylift leads to other PPL vendors.

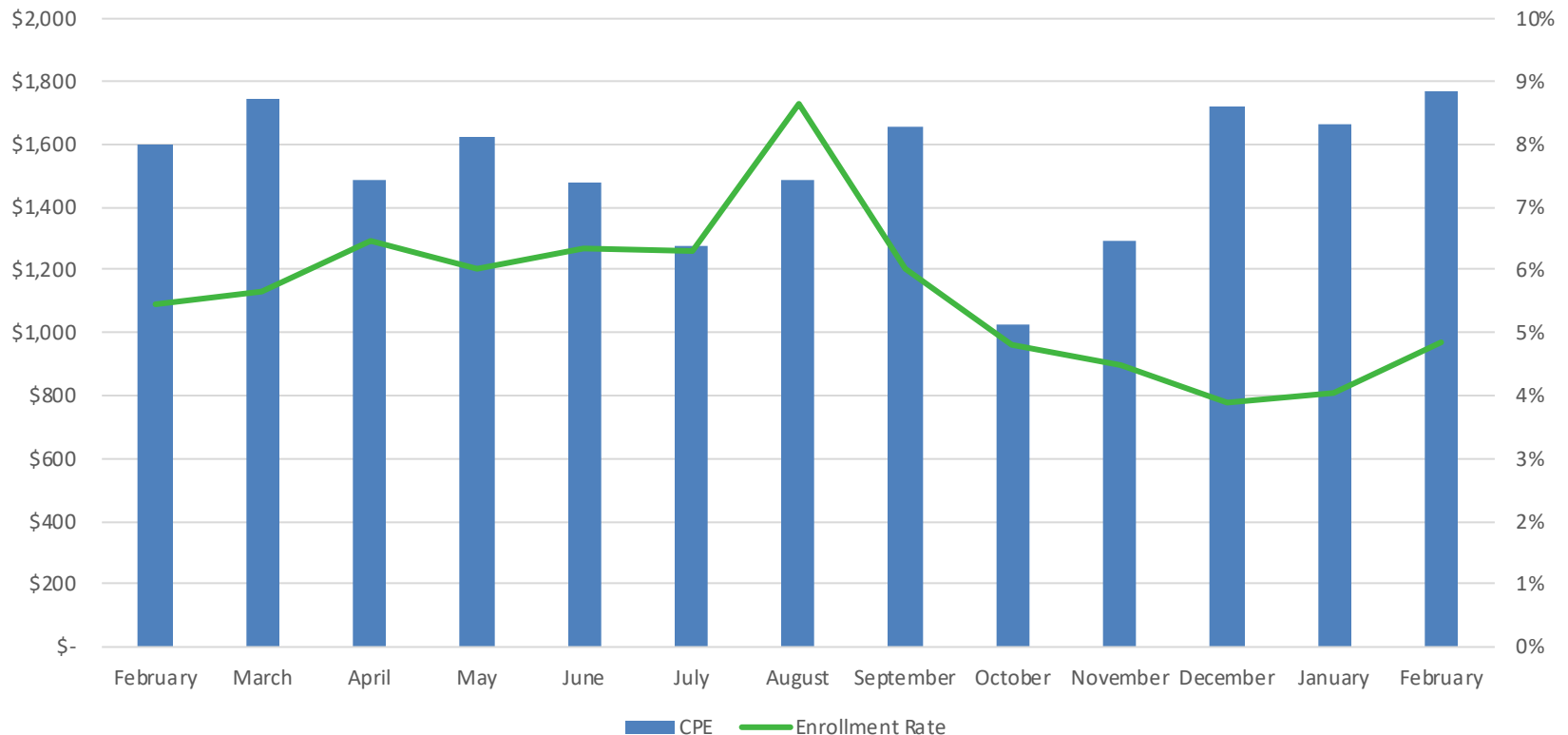
Accepted Start Rate
by Lead Source



Scalable Results

***Average Cost Per Enrollment:
< \$1,500**

***Enrollment Rate:
≥ 5.6%**



*Enrollment results are based on a rolling 12 month period across all program types - most recent months do not reflect full seasoning. These metrics are based on valid/accepted leads.

STORYLIFT