



LeadTune  
Boost™

# Reduce enrollment costs by over 10%



**LeadTune Boost ensures your school is featured prominently to prospects that are most likely to convert.**

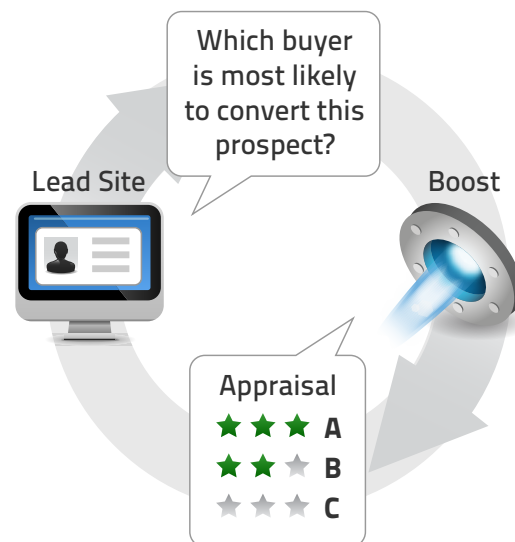
- › 10%+ reduction in enrollment costs
- › Influence lead quality at the source level (proactive vs. reactive)
- › Cooperative solution with vendors (aligned incentives)
- › Simple integration: get up and running in about 2 weeks

## How Boost works

LeadTune Boost is a web service that uses your current and historical conversion data across prospect and campaign factors to generate real-time prospect appraisals. These ranked appraisals help sellers know how prominently to feature your offer.

This gives you a lot more control over lead quality and helps you focus your budget where it will yield the best results.

## The Boost Process



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