

ELEMENT 451 MISSION

**Creating personal connections
between students and schools
through technology.**

What is Element451?

- **A tool to send personalized email campaigns**
- **A centralized communications hub**
- **An outreach and communications tool**
- **A multilingual chat bot**
- **A tool that increases equity and access**
- **A lead generation tool**
- **Prospective student information collection**
- **A tool to host and manage events**
- **Engagement all in one place: SMS, Email, Chatbot**
- **A tool to see how students move through the enrollment funnel**
- **A tool to track student engagement**

What Element451 is NOT:

- **We are not an Ed Planning tool**
- **We are not a counseling tool**
- **We can not track counselors or faculty hours**
- **We are not a fundraising or donor management system**
- **We are not a registration tool**
- **Not used for faculty classroom management**
- **Not used gradebook management**
- **Not used for instructional delivery**
- **Not used for HR tracking**
- **We are not a Financial Aid tool**
- **We are not an SIS, or LMS, Degree Planning, HR software, Accounting software.**

Who is **Element 451**?

And who do you need us to be?



330+ Partners

We are trusted by 330+ Institutions since 2018.



A CRM build by higher ed, for higher ed

88 % of U.S. higher education institutions use some form of CRM solution to help manage student communication, recruitment, and engagement.



Thought leaders in higher ed

From hosting the AI Engage Summit to our own podcast network in the Enrollify network



Why *Element451*?

Because it makes admissions marketing and enrollment management easier and more effective.

- **Empower staff**

Easy to use means getting more done.

staff experience

- **Know where your activities stand**

Real-time and comparative reporting means no blind spots for you and your stakeholders.

reporting + insights

- **Put students at the heart of your marketing**

Equip yourself with tools that reveal who they are and what's important to them.

marketing automation + personalization

- **Leverage pre-built campaigns and content**

Save creative energy and budget dollars.

Packs campaign generator





Engagement at the core



Live Chat



Google and Outlook
Inbox Integration



In Person/Virtual
Events



Surveys



Unlimited and Mass
Texting



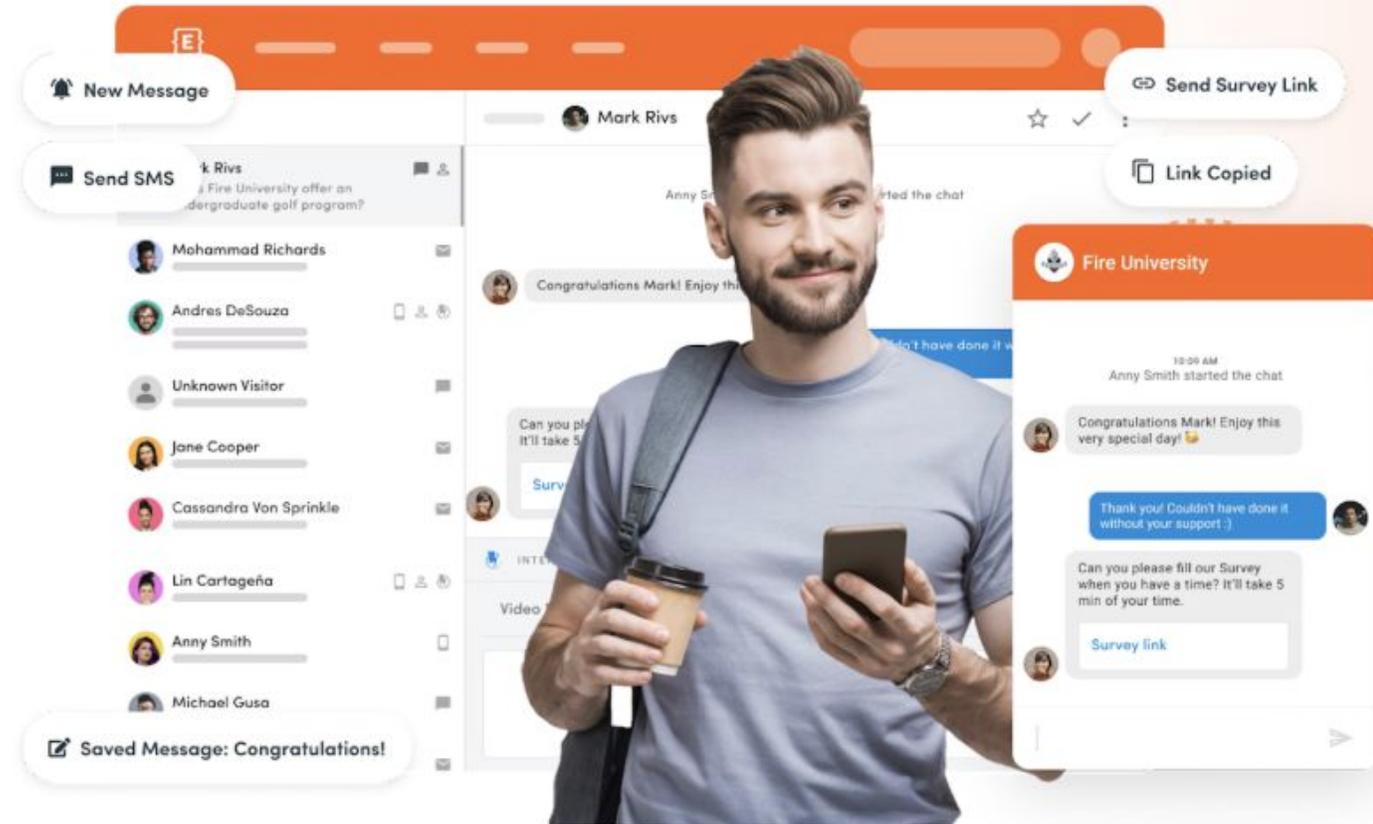
Saved Replies



Email



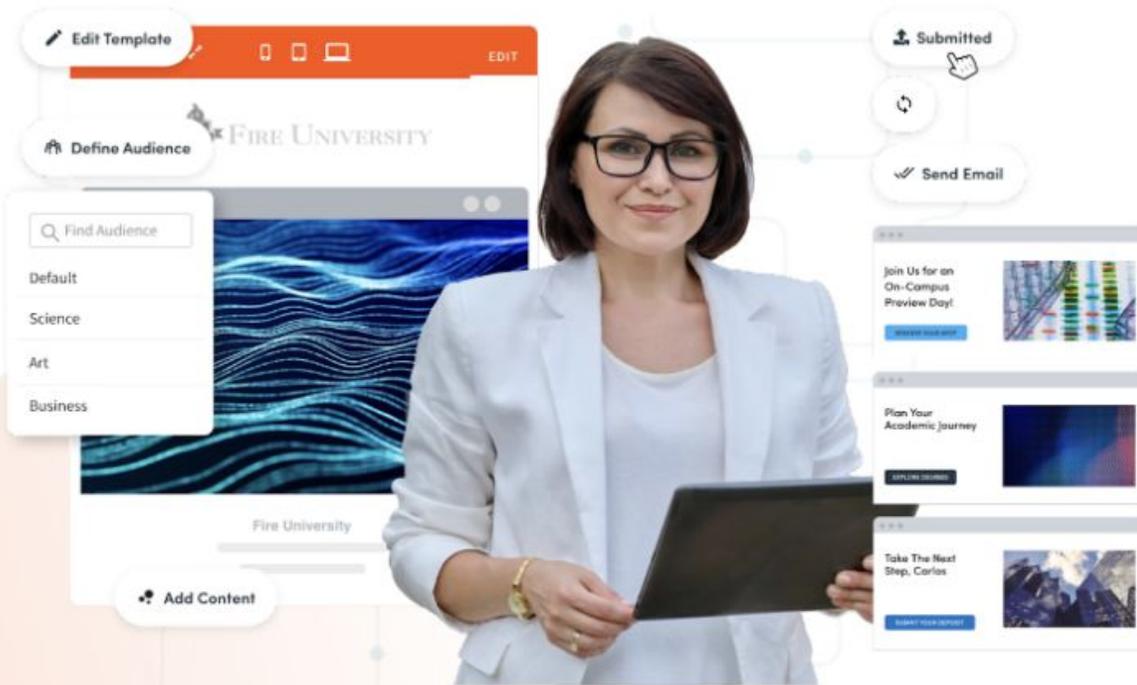
Automated replies
and assignments



Plus more to create the perfect student centered engagement tool!



Marketing that is relevant



Drag & Drop Editor



Automated Campaigns



Marketing Attribution



Behavioral Marketing



Email/SMS Campaigns



Campaign Management



Landing Pages w/ no coding



Personalized Communications



Campaign Tracking



Live Chat Form Capture



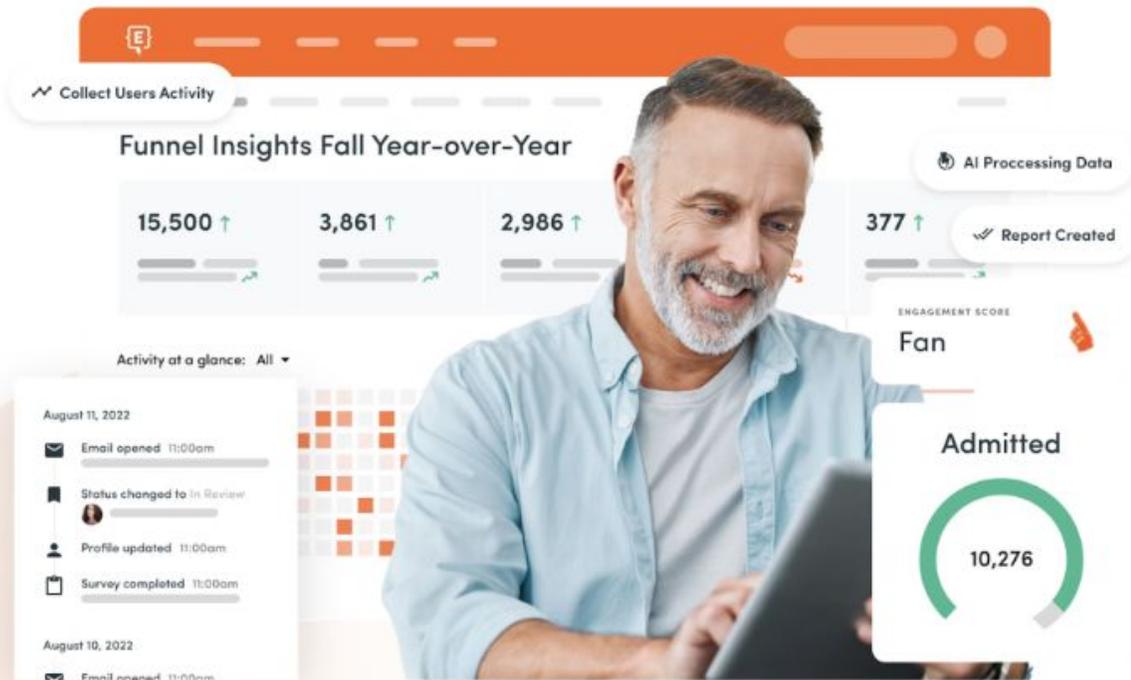
Website and Activity Tracking



Personalized Microsites



Data + Analytics that connect it all



Internal Task Management + Analytics



Event Tracking



Yield Management Visualizations



Student Engagement Tracking



Campaign Performance



In-Depth Marketing Attribution



Engagement optimization



Activity Cards



Report Exports



Segment Reports

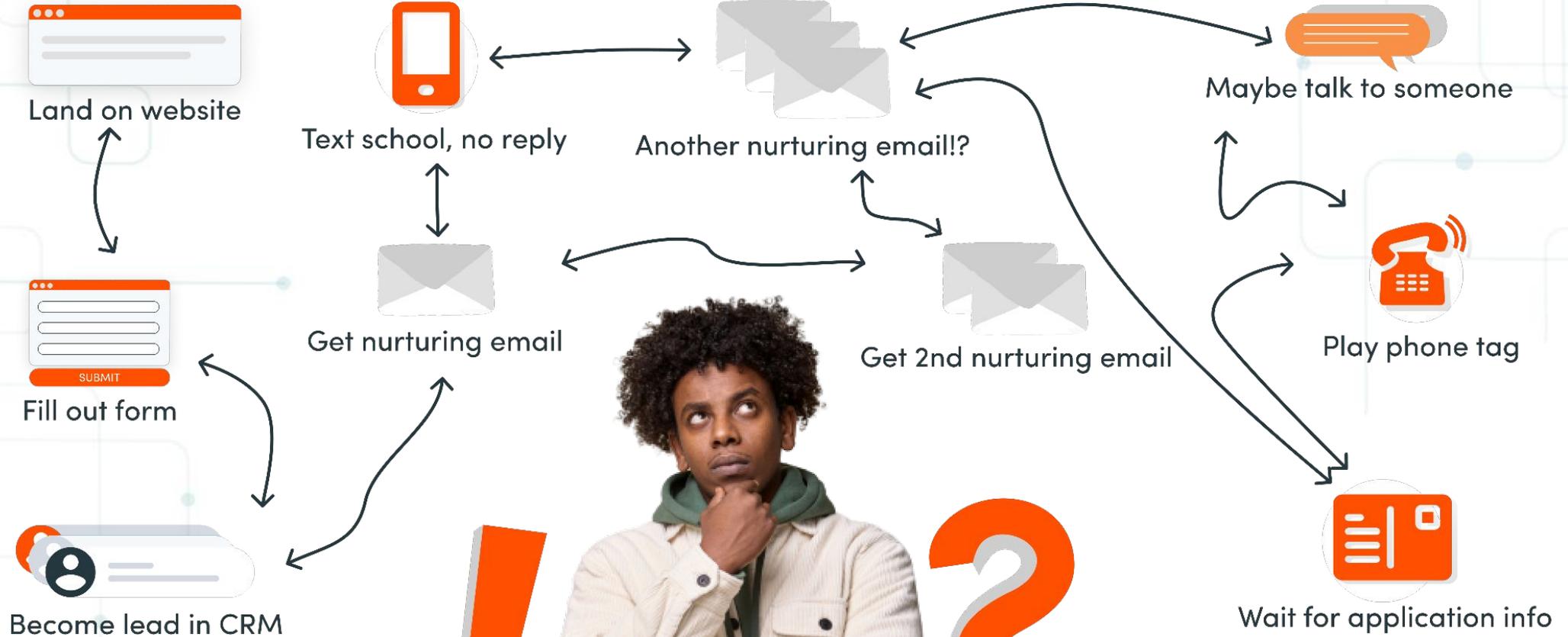


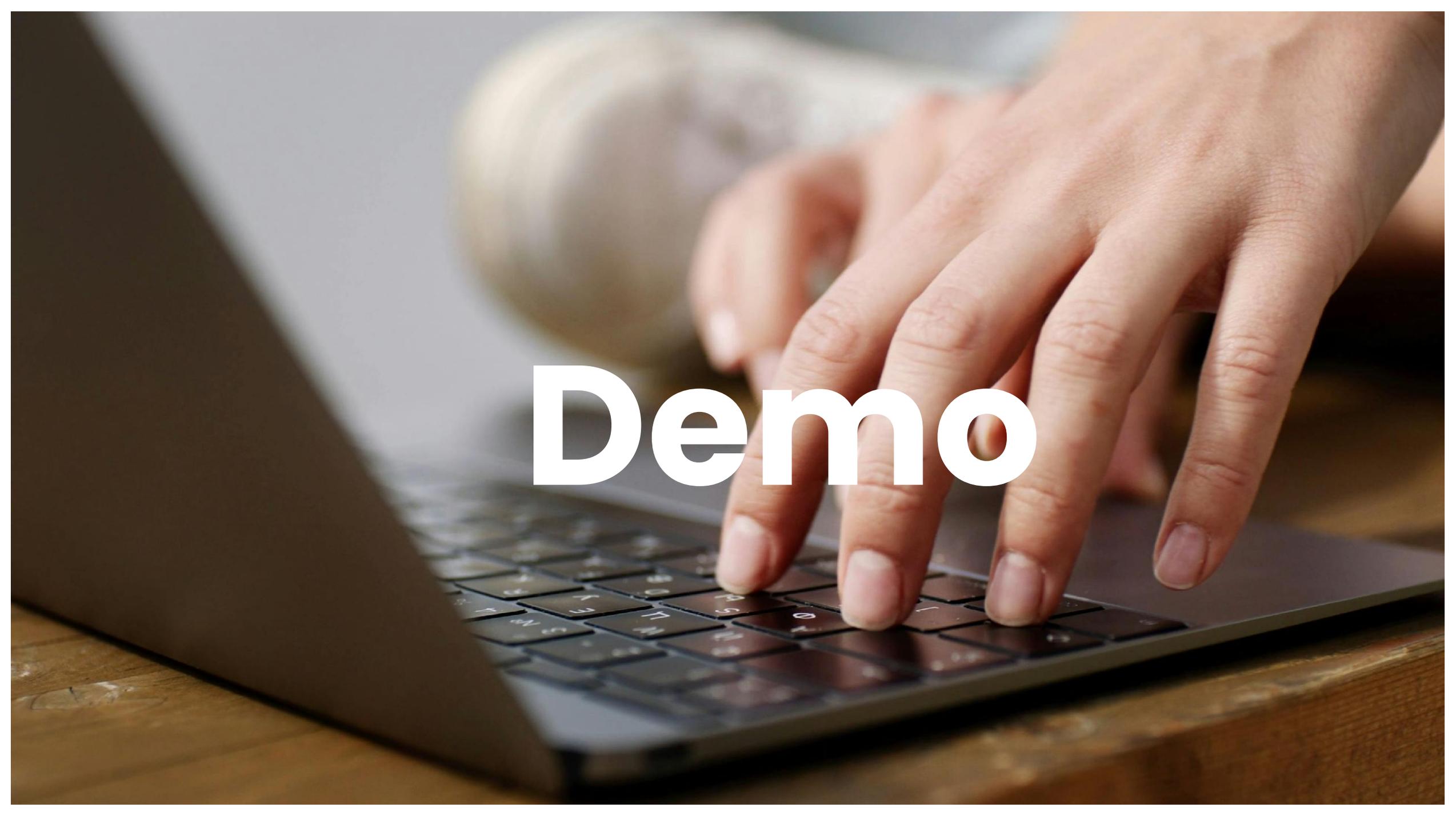
ROI Tracking



Accessibility for Everyone

Students Expect Now, Not Later





Demo