

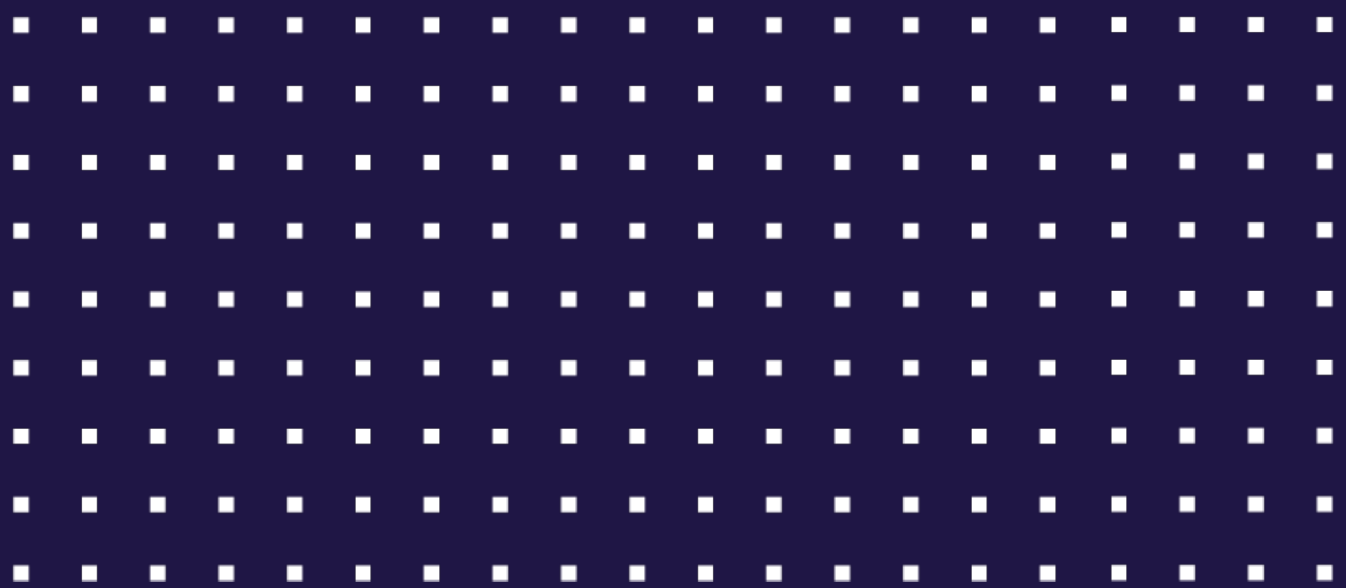
AI Enabled Search

For Higher Ed Success



Aligning Revenue and
Reputation to Drive Real
Results

Our Purpose



We maximize human potential by transforming people, teams and organizations in higher education.

Shaping Modern Higher Education



Research | Strategy | Action | Measurement



**EDUCATION
DYNAMICS**



Average 5-year Enrollment Growth

IS ABOVE

>> 47%

INDUSTRY AVERAGE

22%

Average
Application
Growth in 1 yr

+115K

Annual
Enrollment
Contribution



95%

**PARTNER
RETENTION RATE**

Average tenure of 8.2 years



51%

Growth in
Search
Demand



30%

Reduction in
Cost Per Start

**2025 Enrollment
Management
Solution
Provider
of the Year**



*by the EdTech
Breakthrough
Awards*

\$285 million

IN ANNUAL MANAGED AD BUYS



35+ We do not just
react to change.
years We predict it.



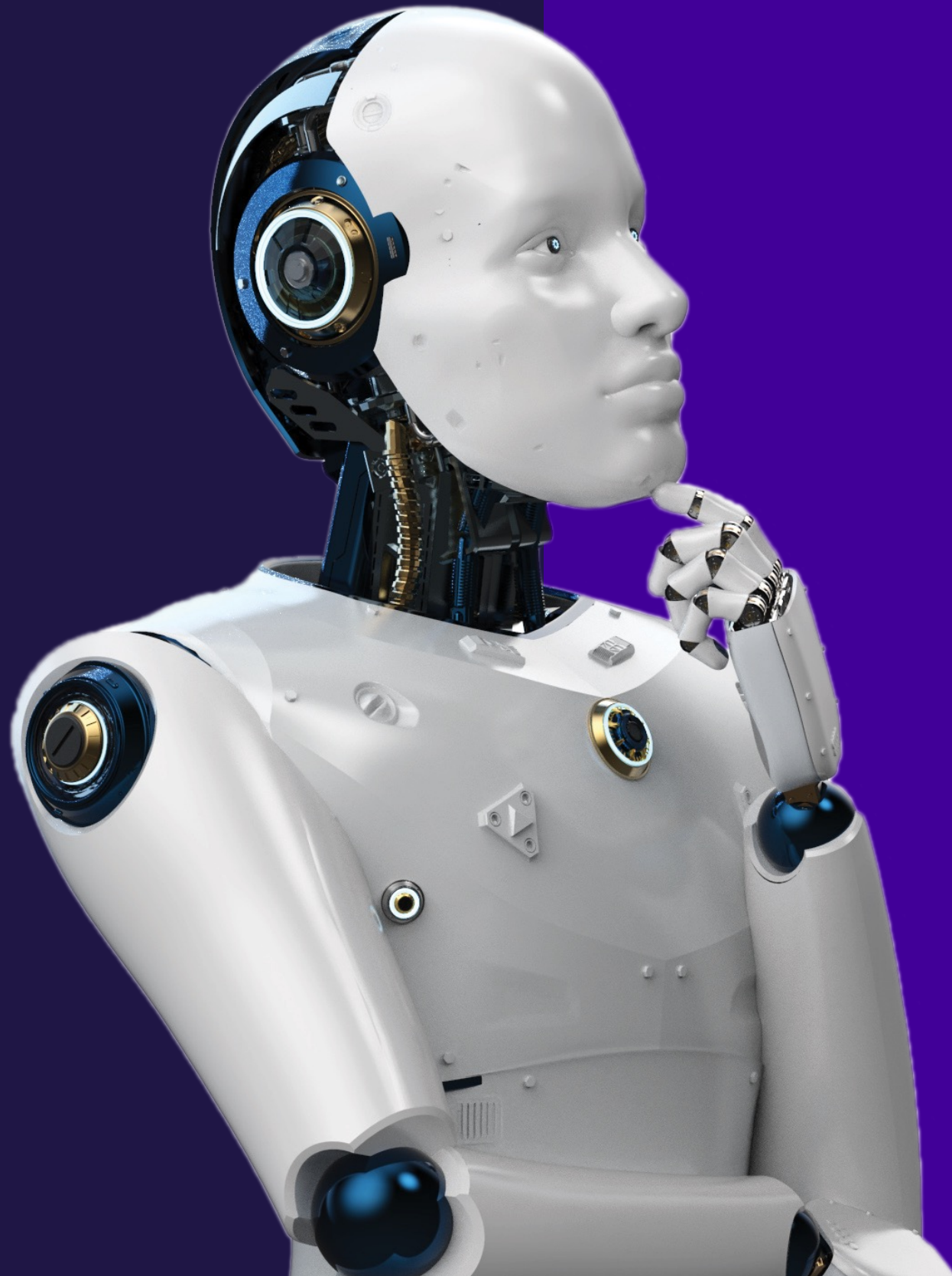
**This presentation
will be recorded**



**We will email you
a link after the
webinar**



**The recording will be
sent out same
day/next morning**



AI Enabled Search

For Higher Ed Success



Aligning Revenue and
Reputation to Drive Real
Results

Meet Your Presenters



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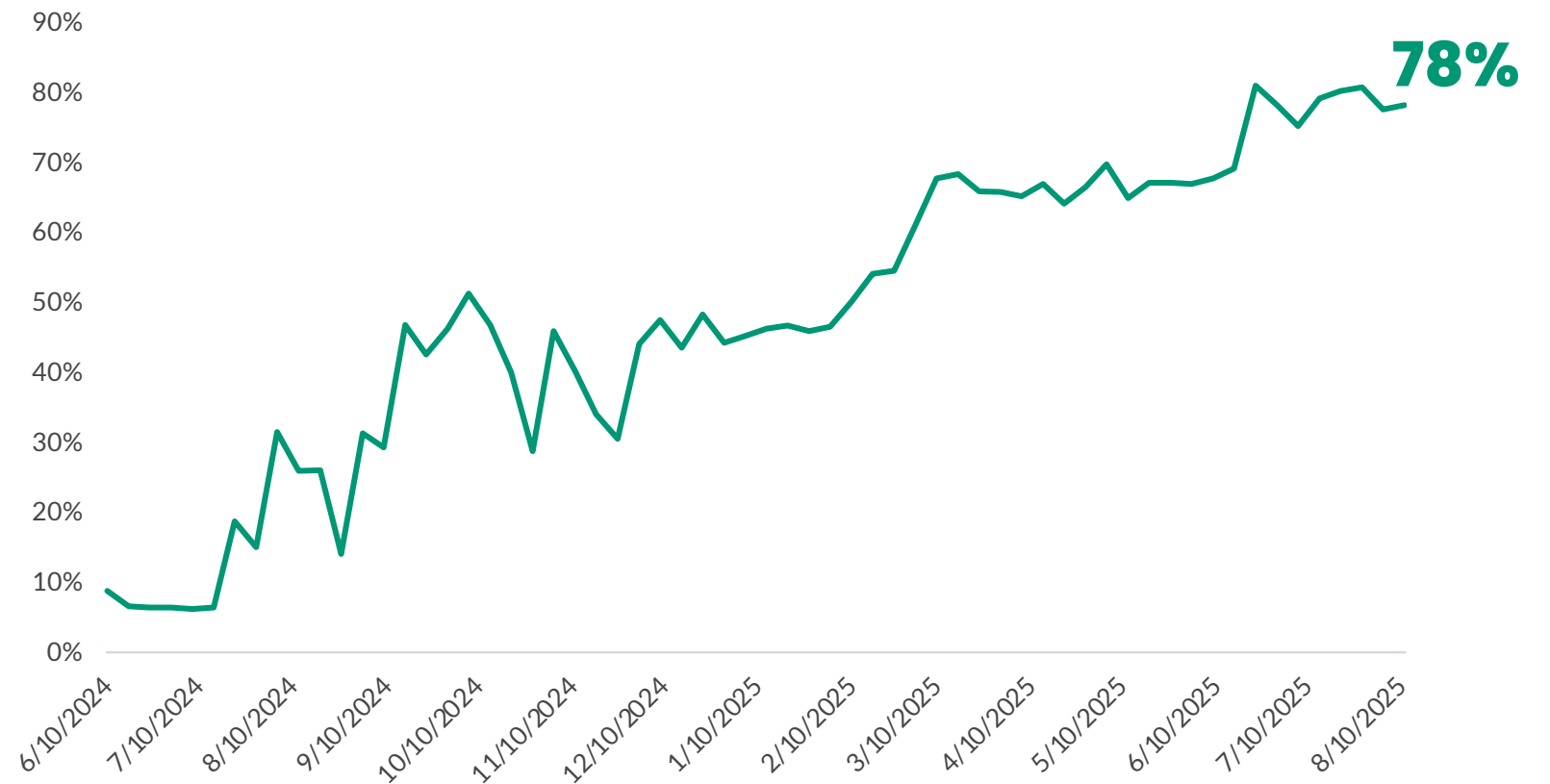
The New Reality.

**Not Just a Trend.
A Transformation.**

AI Overviews are the Default Search Experience

Content is Increasingly Consumed Without Clicking Through to Website

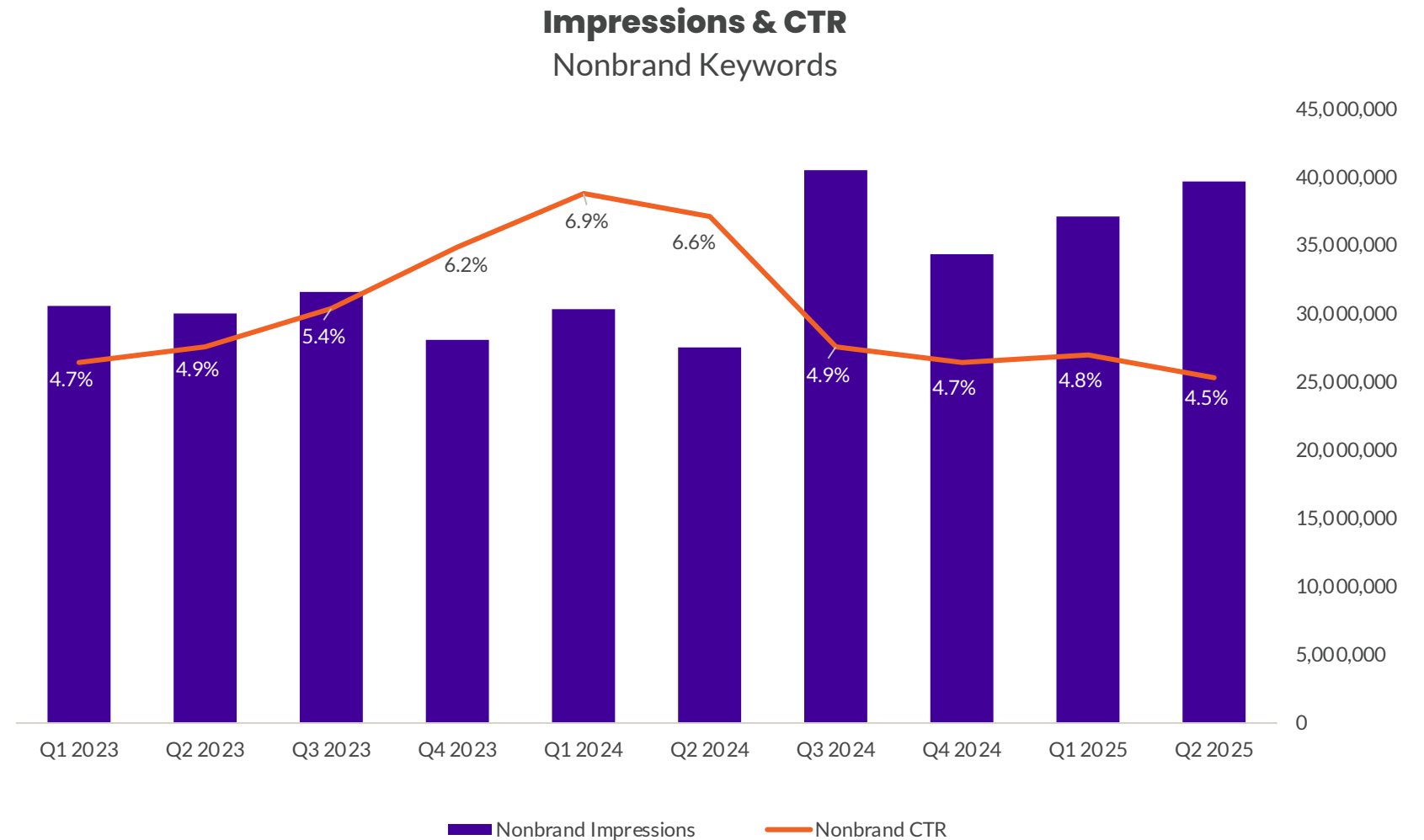
Frequency of AI Overviews in Search Results
Education Industry



Source: Advanced Web Ranking | Google AI Overview Tool

SERP Changes Driving Decreases in Nonbrand CTR

Informational Searches are Being Answered in AI Overviews

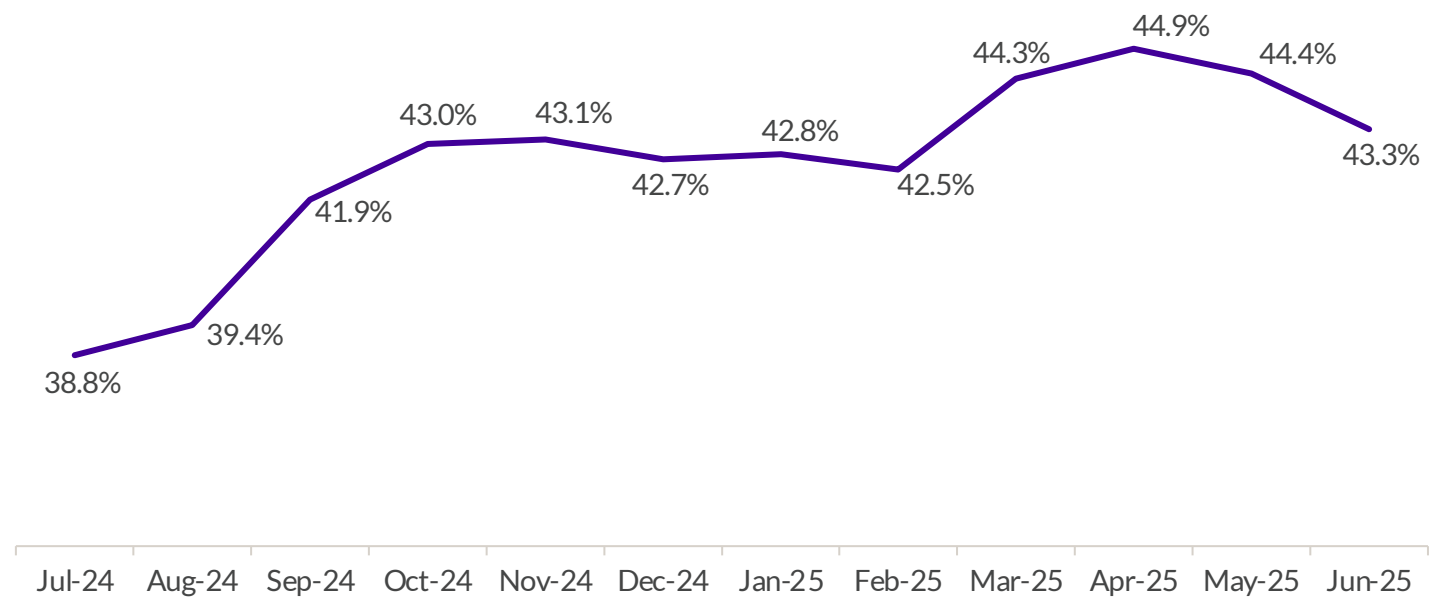


Source: EducationDynamics internal data

Zero-Click Search Is Redefining Visibility

Clicks are down.
Students get answers instantly.

Zero-Click Search
% of Google searches without a click



Source: Datos & SparkToro | State of Search Q2 2025

A New Era of Paid Search

Spoiler: The rules have changed, and so must our strategy

- / With AI Overview and AI Mode, user searches are becoming longer and more conversational, shifting engagement and expectations with search
- / Imperative to have an AI-enabled paid media strategy, delivering high-intent and high-quality content and ad experiences
- / AI does not replace a marketing team, instead it shifts their roles



**AI understands behavior,
context, language, timing**

AI is Evolving Search



How Users Search

- Longer and more complex queries
- Expect better, comprehensive answers

The Search Results

- SERP Changes: AI Mode and AI Overviews
- Understands the intent behind searches

Ads Will Continue to Show Above/Below AI Overviews

The screenshot shows a Google search for "how long does it take to get an mba". The search results include several sponsored ads from various universities and an AI Overview section. The sponsored ads are:

- Sponsored**
educationonline.ku.edu
https://educationonline.ku.edu › online_mba
Univ of Kansas Online MBA - KU Online MBA - No GMAT Required
No GMAT required when you apply to the top-ranked online MBA at the University of Kansas. What matters in the business world is experience. The same should apply to your...
- Sponsored**
online.nwmissouri.edu
https://online.nwmissouri.edu › online › mba-programs
100% Online MBA Programs - Accelerated Completion
Earn an ACBSP-accredited & 100% online MBA at Northwest Missouri State. Get started today! With various quality concentrations, you can shape your MBA to fit your career ambitions. 100% Online. Affordable Tuition.
Multiple Start Dates Per Year · Online MBA · GMAT/GRE Waiver Available
- Sponsored**
Avila University
https://online.avila.edu › online › mba-program
MBA Online Programs
As Few as 12 Months — Transform your career. Choose from our MBA programs w/ multiple in-demand concentrations. Graduate career ready with a solid portfolio. Pursue your MBA online at...
Accelerated & Affordable · Affordable Tuition · Multiple Start Dates · Multiple Concentrations
- Sponsored**
eastern.edu
https://www.eastern.edu
Only \$9,900 - MBA - Finish in 10 Months - \$9,900 | 10 Months
100% Online MBA. Only \$9,900. Finish in 10 Months. Self-Paced. Start every 7 Weeks. Earn Your MBA for Only \$9,900 in 10 Months. 100% Online. Self-Paced and Flexible. Apply Online.

AI Overview

An MBA program typically takes 1-2 years to complete on a full-time basis and 2-3 years or more on a part-time basis. The specific duration can vary based on the program type (full-time, part-time, accelerated, or executive), the school, and whether it's delivered online or in person.

Here's a more detailed breakdown:

Full-Time MBA Programs:

Traditional:

Most full-time MBA programs, which often involve on-campus learning and internships, take two years to complete.

[Show more](#)

On the right side of the search results, there are two featured snippets:

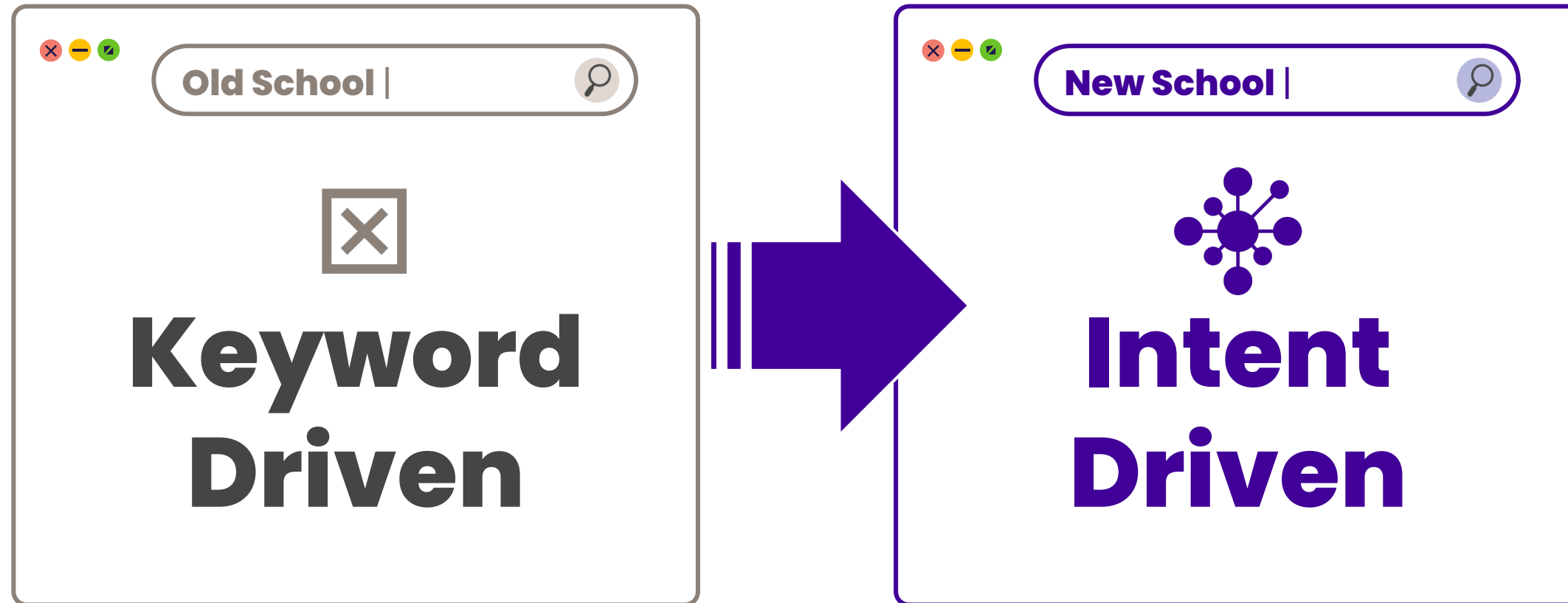
- How Long Does It Take To Get an MBA?**
How Long Do Full-Time MBAs Take? Full-time MBA programs generally take two years to...
Notre Dame de Namur University
- How Long Does it Take to Get an M.B.A.? | St. John's University**
Oct 7, 2024
St. John's University

Ads Can Show **Within** an AI Overview and AI Mode

When all of these align:

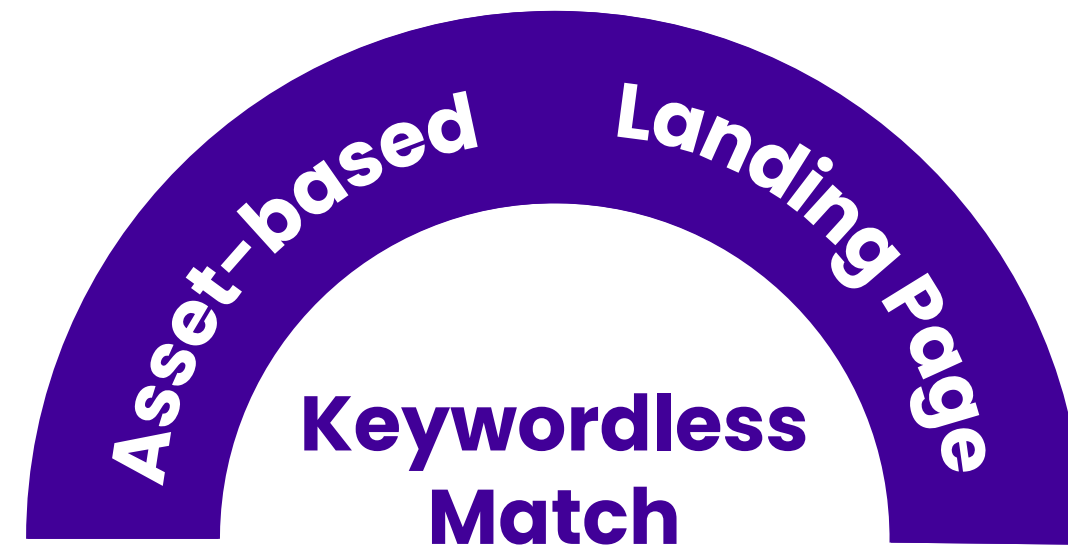
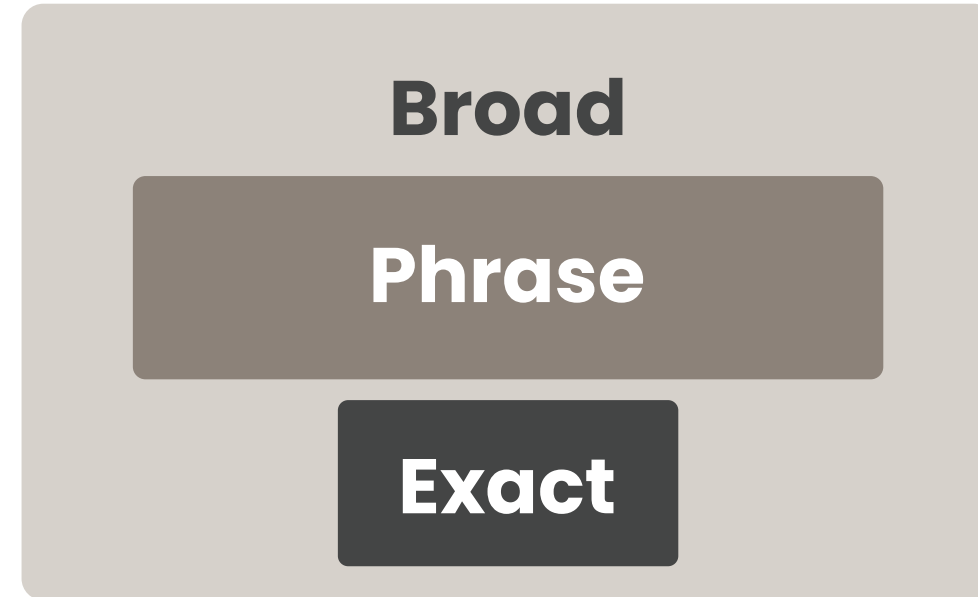
User Query
+
AI Overview Context
+
Ad Relevance

The Search Shift

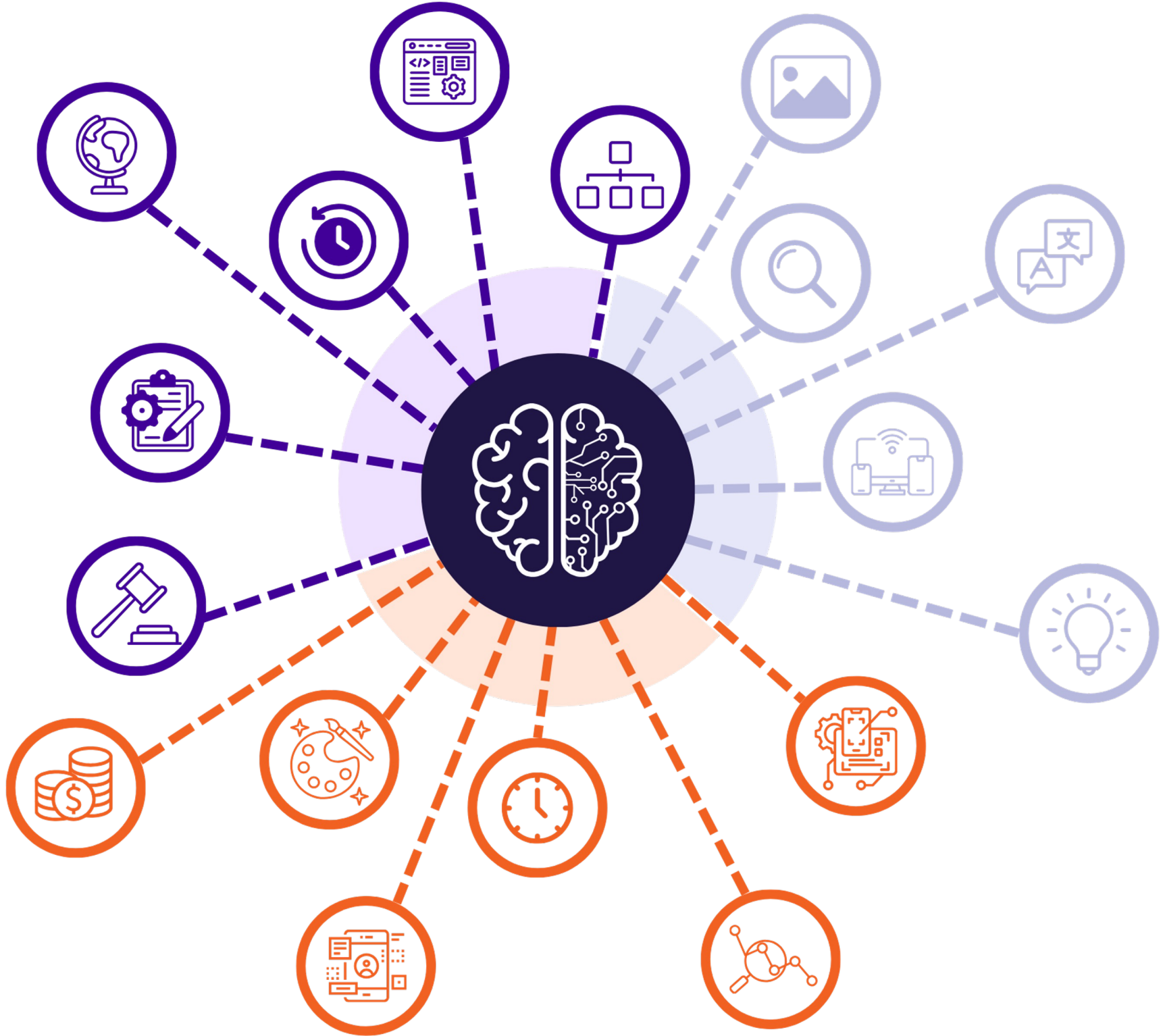


AI-Enabled Search

Uses intent based technology to find your audience



Billions of Combinations of Signals Inform Intent



Key Products Using Intent

Increases Likelihood of AI Overviews & AI Mode Placements

Broad Match

- / Search campaign
- / Quality improvements
- / Understands intent, moving past user's search query
- / Expands reach

Performance Max

- / Single campaign, show on all Google inventory
- / Keywordless product
- / Uses signals from user and advertiser to find audience and deliver creative
- / Incremental volume

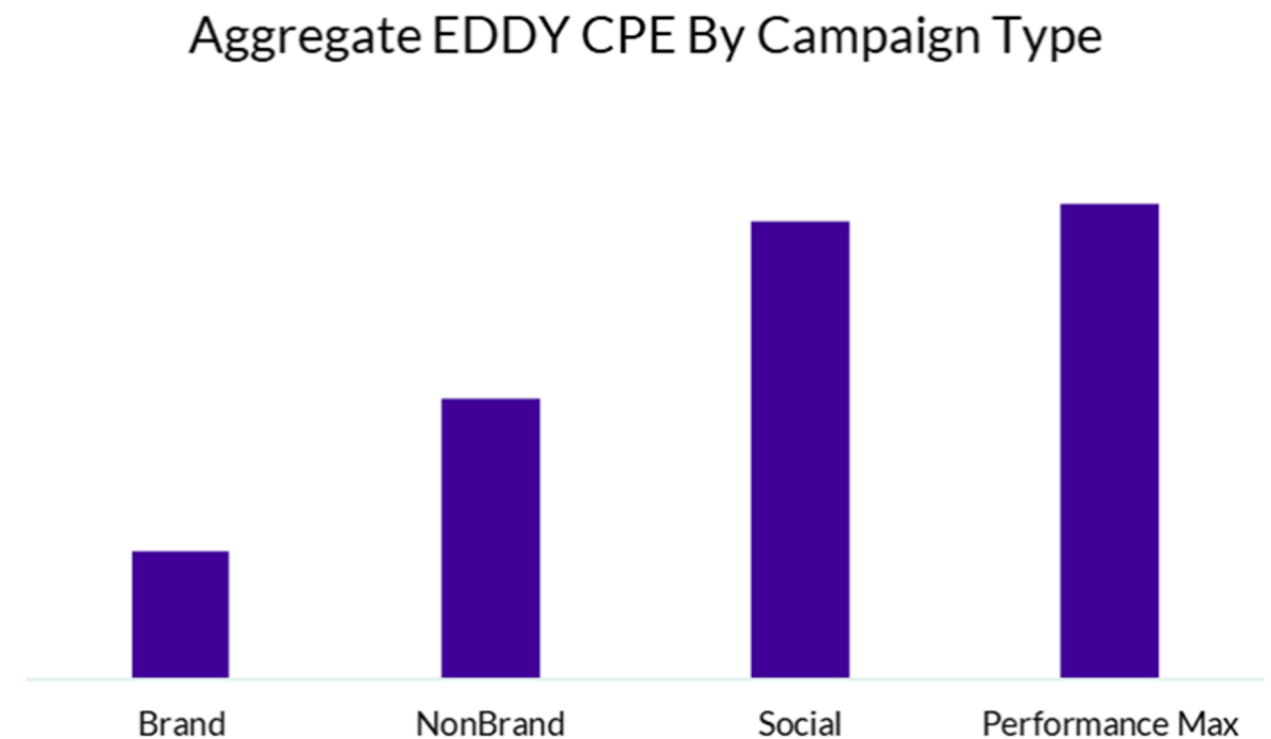
AI Max

- / Upgraded search campaign
- / Smarter keyword targeting: combo of broad match and keywordless targeting
- / Auto-generated assets
- / Expands reach and increases relevance

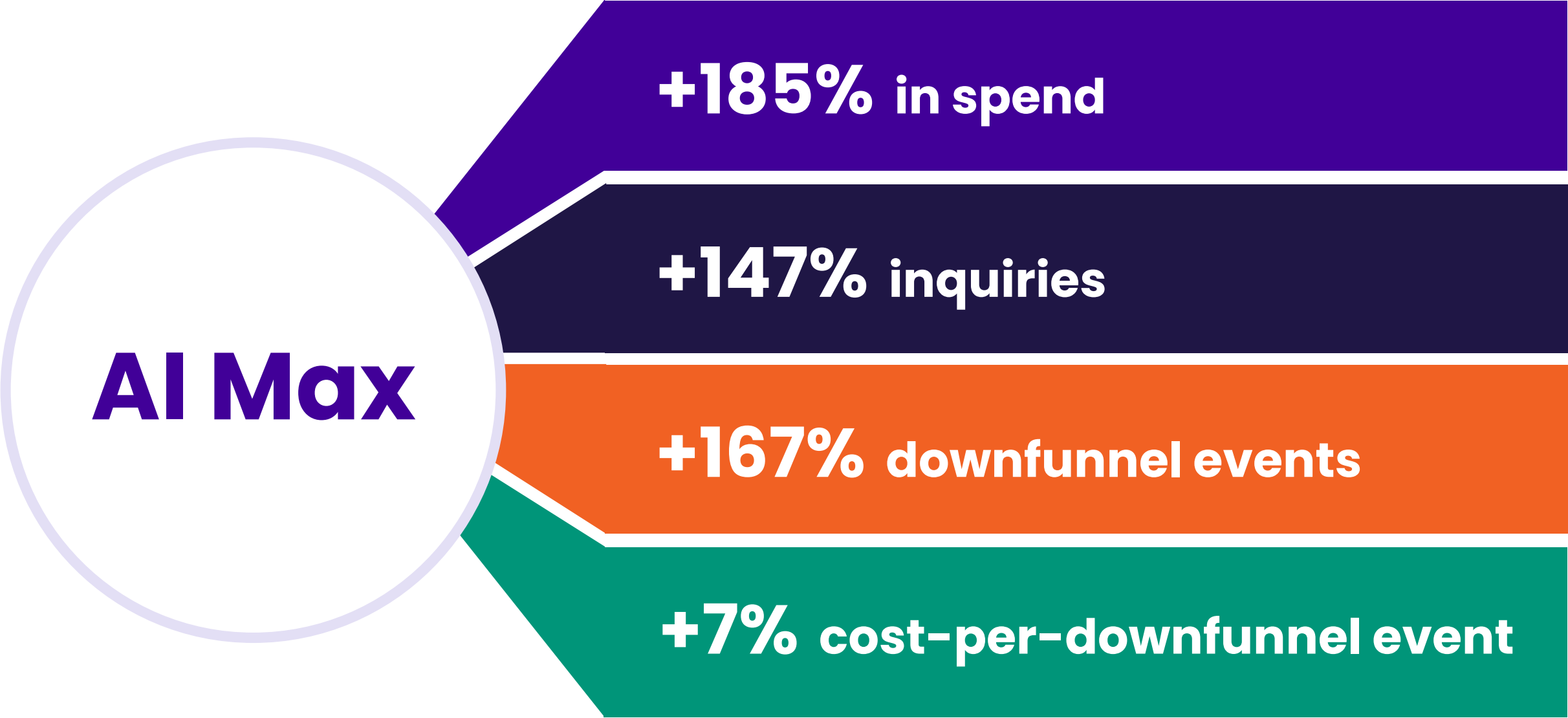
Performance Max Case Study

Significant win for higher ed institution partners

- Supplemental volume to traditional search with similar cost-per-enrolls (CPE) to Social
- Performance Max campaigns should optimize to deeper funnel events
- For one partner, shifted from bidding to inquiries to contacted inquiries and saw a **21% lower CPE**



Early AI Max Testing: Scale and Quality



Segmentation is the Enemy of AI

From Fragmented to Consolidated



Google's AI-enabled products eliminate the need for overly segmented approaches



Segmented approaches lead to inefficiencies

Common Over-Segmentation Pitfalls

Not Enough Budget → Not Enough Data



Programs



Modality



Markets

Consolidation in Action

Old school methods segmented.
New school methods scale.

+84% more inquiries when merged into a single campaign

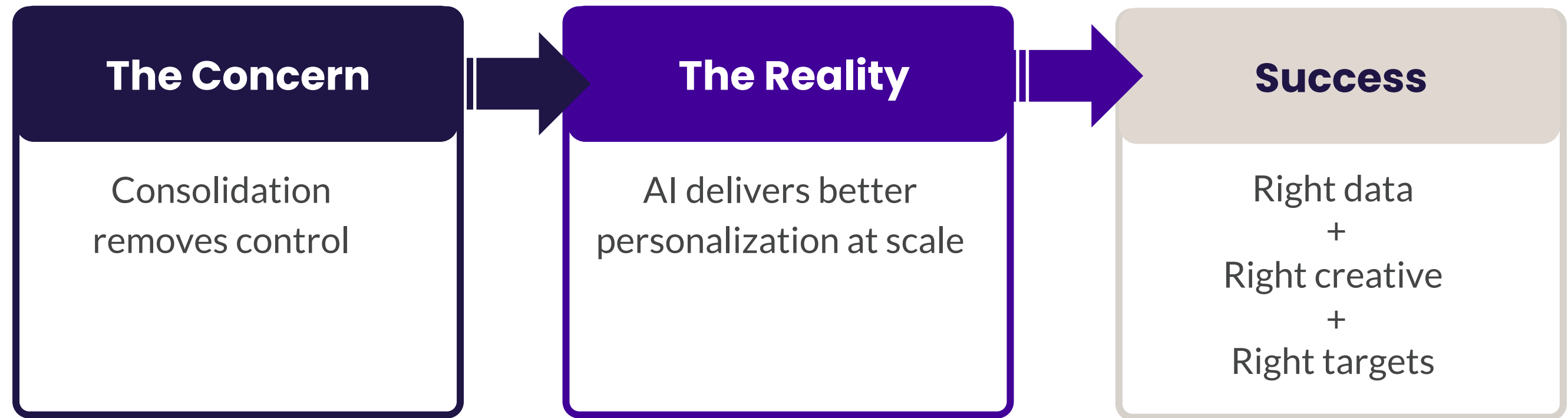
-24% lower cost per application when merged into a single campaign

+22% more applications when modality keywords were merged

-14% lower cost per application when modality keywords were merged

What About Personalization?

AI Handles It...If You Let It



Centralize Around the Student. Optimize for AI.

Student-First Strategy

Prioritize the prospective student journey with campaigns that present your full program portfolio clearly and accessibly

AI-Enabled Personalization

Let AI optimize creative and targeting by feeding it broad signals (programs, creative, landing pages) not fragmented keywords

Unified Site Experience

Design your site to guide students naturally through options, enabling discovery and alignment with their intent

Paid + Organic Synergy

Connect paid and organic efforts with consistent content, messaging and landing pages to reinforce brand relevance across channels

AI Will Require More of YOU

The Evolving Paid Marketer's Role:

Strategic Orchestration

- ✓ Brand alignment
- ✓ Signal Setup
- ✓ Strategy
- 🌀 AI Bids
- 🌀 AI Targeting
- 🌀 AI Real-time optimization



What does it all mean?

Tactical Implementations

✕ — + 🔍 **Human Marketers**

Providing the right signals to:

Leverage 1st party data

- Set up, manage and correctly apply data
- Used for audiences and down funnel conversion events

Manage the landing page experience

- Content, imagery, CRO and UX

✕ — + 🔍 **AI Tools**

Use signals provided by marketers to:

- Find target audience
- Personalize ad creative to each user based on signals and intent
- Set the right bid
- Show the ad at the right time

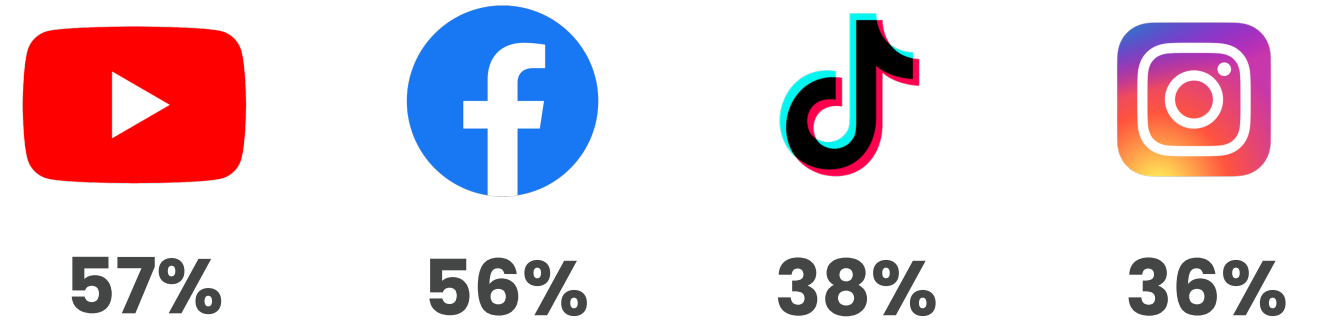


Modern Search Behavior is Multi-Platform.

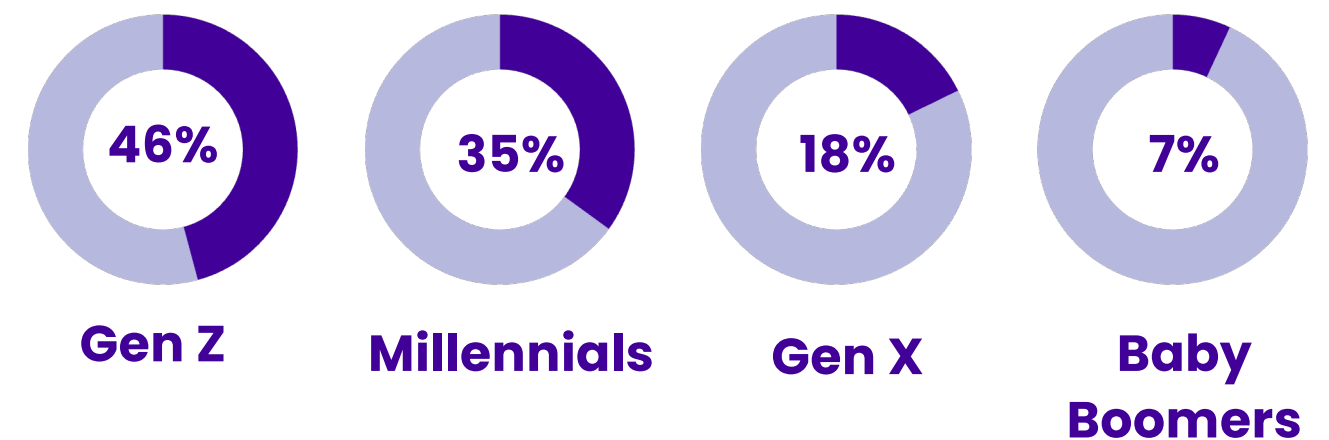
Search Beyond Google.

Search is Multi-Platform and Interconnected.

% of People Who Use Social Platforms in the Same Way They Use Google



Social Media is the Preferred Search Platform, by Generation










Adapting to the New Student Search Journey

Mapping the Path to Enrollment Across Search + Social

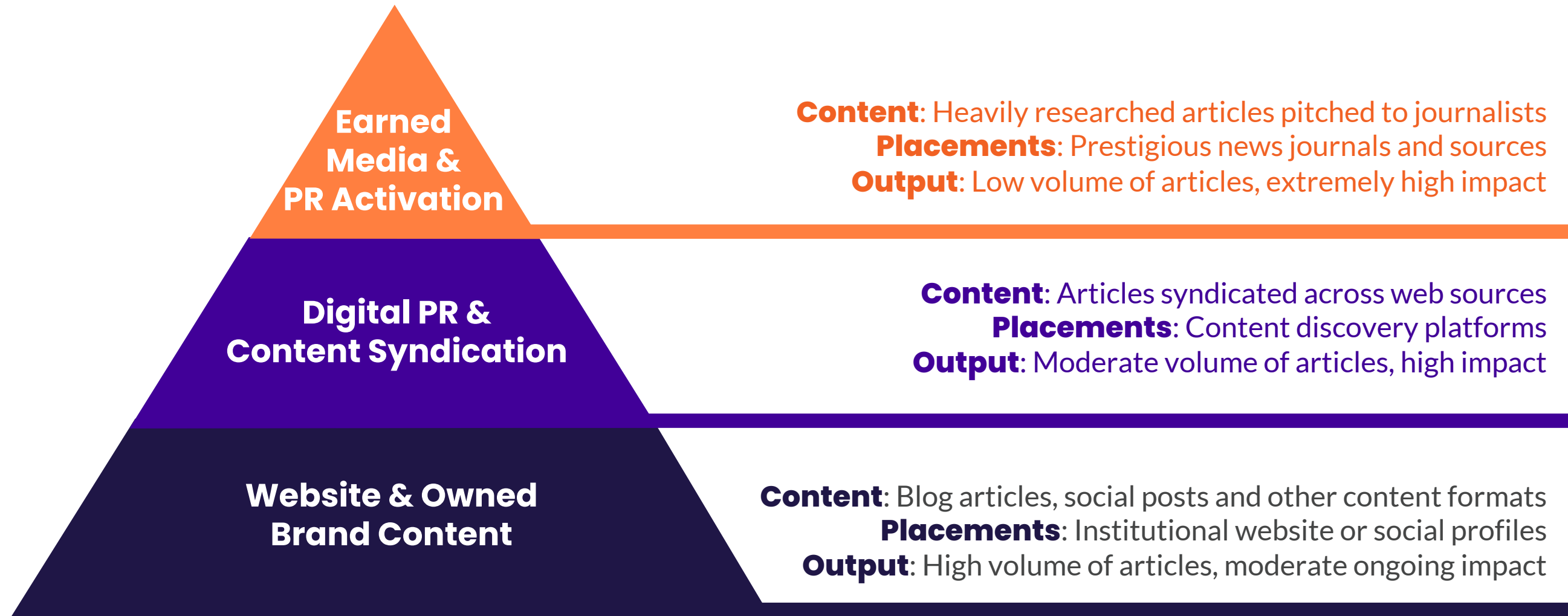
The "Search" Function

Example Student Query

 AI Overview 	<p>Informational Search: Used for factual, navigational and high-intent comparison searches once a consideration set is formed. Conversion-focused Search: Used for The Final Answer.</p>	<p>"Application deadline for [University Name]" or "[University A] vs. [University B] business program"</p>
	<p>The Deep Dive: Used for in-depth reviews, virtual tours and expert explanations. It's the world's second-largest search engine.</p>	<p>"How to get into[University Name]" or "Is a [Degree Name] worth it?"</p>
 	<p>The Vibe Check: Used for quick, authentic and visual answers about campus culture and student experience.</p>	<p>"What is campus life like at [University Name]?" or "Dorms at [University Name]"</p>
 	<p>The Unfiltered Truth: Used for anonymous, peer-to-peer questions and honest opinions they can't get from a brochure.</p>	<p>"Is [University Name] good for computer science? reddit" or "Worst things about [University Name]"</p>

Expanding Content Visibility

Content & PR Strategies Amplify Your Brand



Becoming The Source Of Truth For AI-Powered SERPs

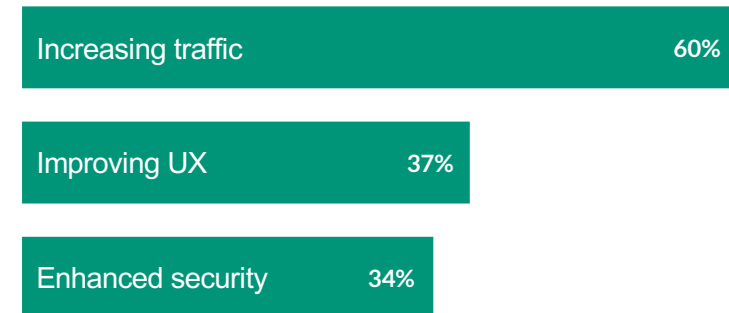
Visibility Is No Longer Just About Rankings



In a zero-click world, success metrics need to evolve

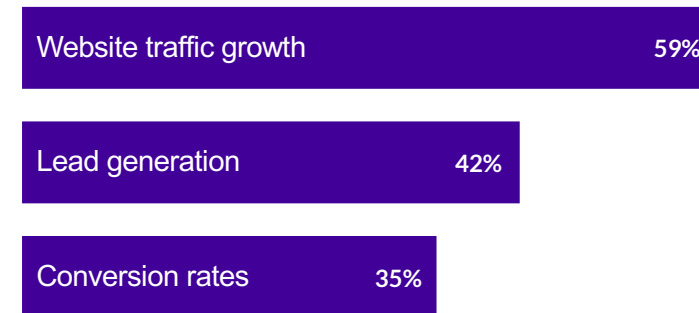
Top 3 Website Priorities in 2025

Among SEO & Website Marketers



Top 3 Website KPIs

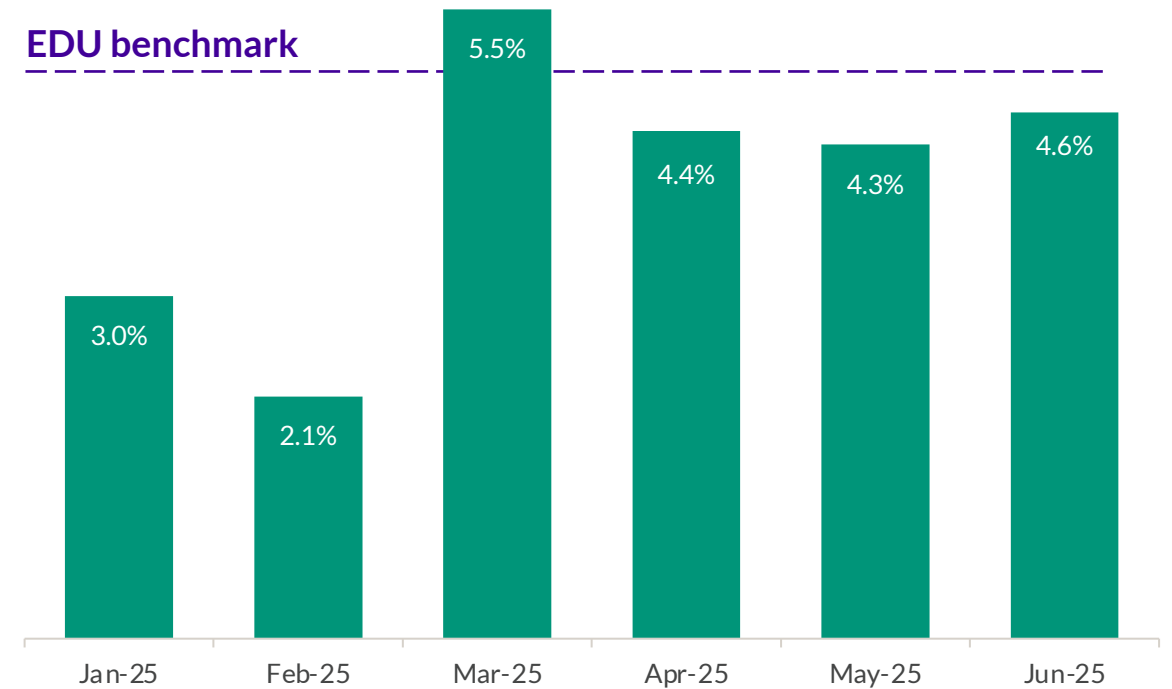
For SEO & Website Marketers



Source: HubSpot | Website Marketing Report 2025

Visibility becomes more important to your website's performance ecosystem

AI Density
Higher Education Peer Set



Your First Step: An AI Readiness Audit



Scan for EDDY's Exclusive
AI Readiness Audit

AI-Powered Search is Key to Engaging With Students

EDDY Is Meeting the Moment

- ✓ Optimizing web presence for AI-powered search
- ✓ Evolving paid media strategies to stay best-in-class with AI-enabled advertising
- ✓ Increasing efficiency with AI-powered creative development

Scan for EDDY's Exclusive AI Readiness Audit:



What We Measure

AI Readiness Audit Metrics Meeting the Moment

AI Discoverability

- / Semantic SEO: Comprehensive topic coverage, internal linking structure, contextual relevance
- / Structured Data Implementation: Comprehensive schema usage, proprietary data and unique entities, structured data accuracy
- / Technical SEO: crawlability and indexability, core web vitals, mobile-first indexing, HTTPS security
- / AI-Driven Search: AI density, natural language query analysis, on-platform visibility, engagement quality

Brand Visibility

- / AI Brand Experience: Search share of voice, brand search volume, AI frequency
- / Online Reputation and Sentiment: News site mentions, reviews platform visibility, sentiment score
- / Social Media: Presence and engagement, authenticity and transparency, content optimization for social search, social platform visibility
- / Paid Search Alignment: Adoption of AI products, AI-ready campaign structure, bidding to quality

AI-Powered Enrollment

- / Agentic Prospect Engagement: Website experience, automated lead qualification, AI agents or advanced automation to proactively and personally engage with prospective students

What We Deliver

Provided by our team of AI marketing experts

- / Clarity on Your AI Search Readiness** – Clear scorecard and analysis of where you stand today.
- / Data-Driven, Actionable Roadmap** – Prioritized, analytics based recommendations for measurable impact.
- / AI Optimized Engagement** – Strategies to appear and stand out in AI-powered search.
- / Future-Ready Strategy** – Insights that empower a strategic foundation for innovation and sustainable growth.





EDDY's Exclusive

AI Readiness Audit

**Scan to submit
your request**



Scan for EDDY's Exclusive
AI Readiness Audit:



Key Takeaways



Campaign Consolidation

Segmentation hurts AI performance. Consolidated campaigns see scale and cost-per efficiencies.



Channel Connectivity

Your organic search success is no longer something that can live in a silo. Strategies must encompass channels like social media, digital PR and video.



Evolving Measurement

Move away from traffic and rankings as the main measures of your website success. Establish a measurement framework that prioritizes visibility.

Questions?



Thank You

