cotality™

University admissions & administration datasheet

Cotality® bulk property data solutions for university admissions & administration

Smart data investments to improve student recruitment and retention

Data-driven decisions are fundamental in attracting and retaining students

With the ever-changing academic landscape, higher education institutions need better insight into various socio-economic factors to plan for future student admissions and offer support programs that will help students stay engaged and help graduation rates.

Key data insights that are vital for universities to achieve this include:

Neighborhood

trends analysis for future student outreach

Information

that can identify regions and/or locations for potential student outreach, orientation planning, housing and other programs

Development

of successful student support programs

Why Choose Cotality?

Expansive History
Comprehensive property data and analytics covering 99.9% of the U.S. and up to 50 years of history

Special Academic Pricing
Customizable data solutions built to fit your budget

Better User Experience
Easily link Cotality data assets together with Cotality Integrated Property ID (CLIP® ID)

Gold Standard
Trusted data by academics, government institutions and leading corporations

Key Cotality data products for student recruitment and retention include:

Precision Marketing
Create audiences to optimize your marketing outreach efforts for donor prospecting for your giving programs

Bulk Data
Access a collection of property and market data points to better understand the real estate and mortgage markets

REAS
View Rental-, Sales-, Market-Trends at a regional level

Araya™
Access property reports, MLS data and property valuations and transaction histories

NeighborhoodScout®
Identity and view diverse student makeup for admissions (school district data)

Custom Models
Utilize Cotality's Science and Analytics team for modeling

Transform your strategy with Cotality's industry gold standard data solutions

At Cotality, we provide customizable data solutions to enhance your student recruitment marketing strategies and optimize your student retention programs.

Whether it's a one-time analysis or ongoing need, Cotality is a trusted leader in the higher education marketplace to help you make well-invested decisions with reputable data you can use to develop and refine your education marketing recruitment efforts to get in front of the right student candidates and their families in a crowded higher education marketplace. As a single provider of multiple datasets, Cotality also helps ensure development of the right programs to sustain and boost students' educational and social needs after university admission.

About Cotality
Cotality accelerates data, insights and workflows across the property ecosystem to enable industry professionals to surpass their ambitions and impact society. With billions of real-time data signals across the life cycle of a property, we unearth hidden risks and transformative opportunities for agents, lenders, carriers and innovators.

For more information, visit Cotality.com or call 866.774.3282.

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