

# SUCCESS IS MEASURED IN STUDENT STARTS.

**Optimize your inquiry generation to get better results for the best value.**

The value of inquiry generation is when inquiries become enrollments and then starts. And of course, you want those inquiries for the best value. Inquiry generation means more than volume—it's about quality and getting the best return on your investment. CUnet has an active user base of more than one million unique education prospects per month. But we know you don't want just any inquiry. You want relevant inquiries that have a good chance of becoming students.

CUnet combines our wide network of websites with the personal attention and expertise of our inquiry generation team. Our dedicated CUnet team will optimize your campaign by analyzing, adjusting, and media planning around the highest performing and proven inquiry sources. These efforts will result in quality inquiries that exceed your ROI expectations.

---

## FAR-REACHING NETWORK

### CUnet and Inquiry Generation Networks

When you partner with CUnet, you have access to our network of CUnet proprietary websites and you're placed within our network of partners. We track which sites deliver the highest quality inquiries and manage your media buy to increase your school's placement with the top performers.

### SEO-Targeted Microsites

CUnet's microsites are optimized to generate inquiries. Based on our industry expertise, we use the right combination of targeted content, design, and forms to generate quality inquiries. Our network includes general college search sites such as CollegeQuest.com and CollegeandUniversity.net, as well as specialized sites like MBAschools.com. These sites offer searches and relevant content to attract visitors looking for information that aligns with your offerings.

## TARGETED INQUIRIES

### Inquiry Screening

To ensure that your admissions counselors receive relevant inquiries, we continuously add new, customized filters while removing duplicates and inquiries that don't meet your criteria.

### ZIP Code Targeting

CUnet screens inquiries based on the ZIP codes you provide. This method delivers inquiries that match your geographic target.

---

**CALL THE CUNET SALES TEAM TO SCHEDULE A CONSULTATION AND BEGIN CUSTOMIZING  
AN INQUIRY GENERATION STRATEGY THAT ALIGNS WITH YOUR GOALS.**

www.CUnet.com | 1.888.77.CUnet | sales@cunet.com

