

Four-year private institutions	Four-year public institutions	Two-year public institutions
Email communication with prospective students (100.0%)	Email communication with prospective students (98.7%)	Email communication with prospective students (100.0%)
Online net price calculator (93.8%)	Recruiting pages on website (84.6%)	Recruiting pages on website (77.1%)
Recruiting pages on website (91.0%)	Online net price calculator (80.8%)	Online net price calculator (74.3%)
Videos embedded on campus website (76.6%)	Analytics resources such as Google Analytics (79.5%)	QR codes (57.1%)
Student searches via email (74.5%)	Student searches via email (75.6%)	Special landing pages for email campaigns (51.4%)
Analytics resources such as Google Analytics (72.4%)	Videos embedded on campus website (70.5%)	Analytics resources such as Google Analytics (45.7%)
Special landing pages for email campaigns (60.0%)	Special landing pages for email campaigns (67.9%)	Online display advertising (45.7%)
Listings on college planning websites/online directories (60.0%)	Listings on college planning websites/online directories (65.4%)	Videos embedded on campus website (40.0%)
Search engine optimization process to improve organic search results (57.2%)	Virtual tours (55.1%)	Search engine optimization process to improve organic search results (37.1%)
Website optimized for mobile browsers (53.8%)	Content management system (CMS) to update or edit website content (53.8%)	Pay-per-click ads on Facebook (37.1%)