

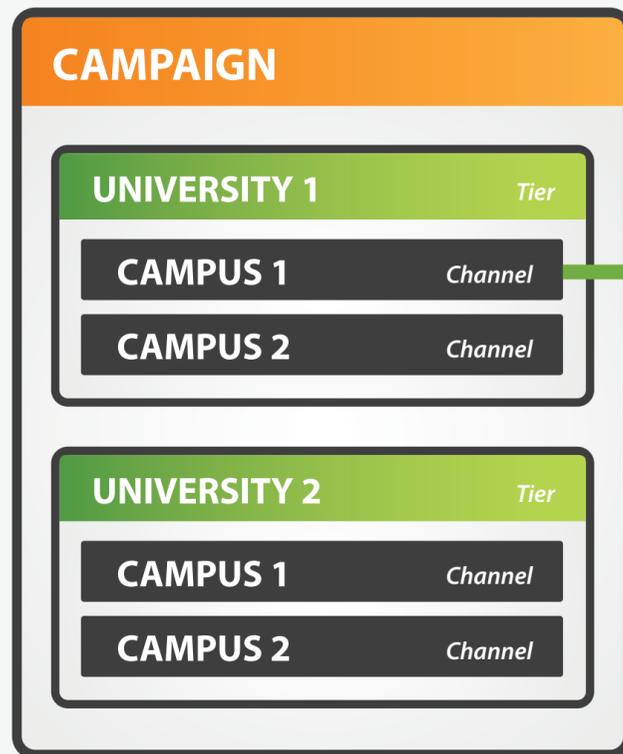
# EDU Setup Strategies

## Portal Campaign

MULTI-UNIVERSITY

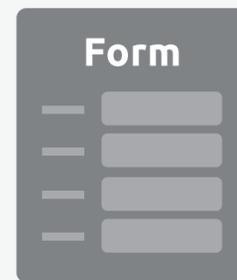


Form

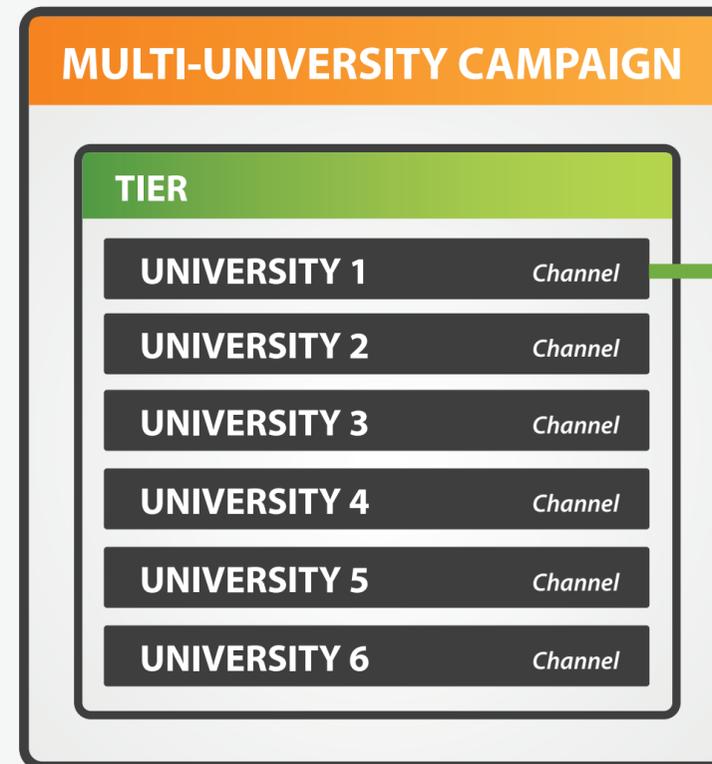


## Single University/Campaign with Optional Multi-University Campaign

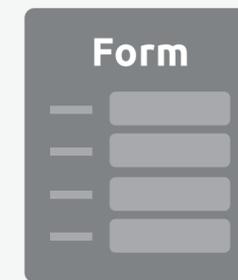
MULTI-UNIVERSITY



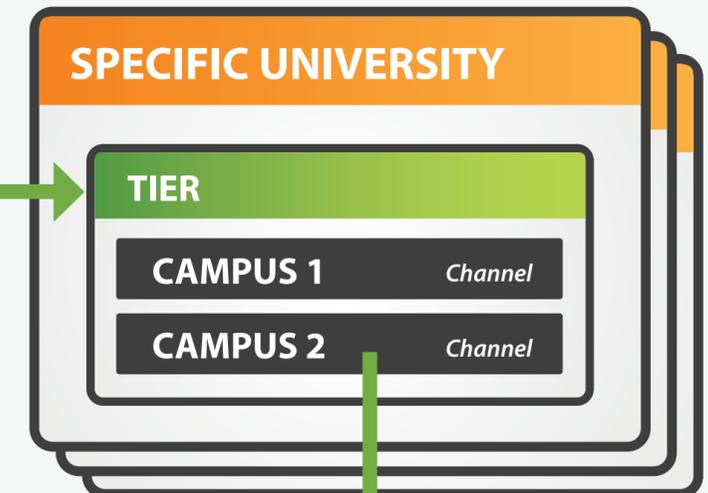
Form



SINGLE UNIVERSITY



Form



# EDU Setup Strategies

## Portal Campaign

### PROS

One set of data fields  
Easier to ping between universities

### CONS

Complex ongoing management  
No tier level reporting by university  
No cap per university

## Single University/Campaign with Optional Multi-University Campaign

### PROS

Simple ongoing management  
Easy to post leads to a single university  
Allows for caps per university  
More flexibility for affiliate offers per university  
Ping to determine which university will accept the lead, then single post to the purchasing university

### CONS

Complex to ping between universities  
Repetitive initial setup