

I D A T A F Y



DEAC Webinar

Spring 2021

Presented by: Dave Wengel, Founder & CEO, iDatafy

“Why are we only enrolling 0.75% of all the online new student inquiries that we are purchasing?”

*VP, Enrollment Management*

The answer was actually pretty simple

They were getting ripped off by affiliate marketers that were manufacturing and/or recycling potential student inquiries

# Meet Ms. TallyTrace

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FIGURE 4

# Not to be outdone, meet Mr. Santa Dan

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## HO-HO-DOUGH — THE TALE OF SANTA DAN

by Dave Wengel, Founder & CEO, iDatafy®  
March 24, 2014

[WWW.IDATAFY.COM](http://WWW.IDATAFY.COM)

# The perfect lead crime... while it lasted

Lead Source	Email	Code 1 Total	Code 2 Total	Code 3 Total	Code 4 Total	Code 5 Total	Code 6 Total	Code 7 Total	Total LL Since In
/11/14	401 52DANTA@XXXXX.COM	0	0	0	0	0	1	0	
/11/14	401 BANS2@XXXXX.COM	0	0	0	0	0	2	0	
/11/14	401 DAN@XXXXX.COM	1	1	0	0	2	12	6	
/11/14	401 DAN32SANTACLUS@XXXXX.COM	0	0	0	0	0	1	1	
/11/14	401 DAN52@XXXXX.COM	0	1	0	0	0	28	4	
/11/14	401 DAN52SANTACLUS@XXXXX.COM	0	0	0	0	0	2	1	
/11/14	401 DANIEL@XXXXX.COM	0	1	0	2	7	37	11	
/11/14	401 DANIEL52@XXXXX.COM	0	1	0	0	0	6	2	
/11/14	401 DANIEL521@XXXXX.COM	0	0	0	0	0	1	0	
/11/14	401 DANIEL62@XXXXX.COM	0	0	0	0	0	3	0	
/11/14	401 DANTSANTA@XXXXX.COM	0	0	0	0	0	1	1	
/11/14	401 DANTSANTACLUS@XXXXX.COM	0	0	0	0	0	4	2	
/11/14	401 DANTSANTACLUSE@XXXXX.COM	0	0	0	0	0	1	0	
/11/14	401 NSANTACLUS@XXXXX.COM	0	0	0	0	0	2	0	
/11/14	401 SANTACLUS.COM@XXXXX.COM	0	0	0	0	0	2	0	
/11/14	401 SANTACLUS@XXXX.COM	0	0	0	0	0	0	2	
/11/14	401 SANTACLUS@XXXXX.CO	0	0	0	0	0	7	0	
/11/14	401 SANTACLUS@XXXXX.COM	0	1	0	0	1	27	9	
/11/14	401 SANTACLUS52@XXXXX.COM	0	0	0	0	0	2	0	
/11/14	401 SANTACLUSDAN@XXXXX.COM	0	0	0	0	1	4	0	
/11/14	401 SANTACLUSDANIEL@XXXXX.COM	0	0	0	0	0	2	1	
/11/14	401 SANTACLUSE@XXXXX.COM	0	0	0	0	0	10	4	
/11/14	401 SANTACLUSEDAN@XXXXX.COM	0	1	0	1	0	4	2	
/11/14	401 SANTACLUSMAN@XXXXX.COM	0	0	0	0	0	0	1	
/11/14	401 SANTACLAWS@XXXXX.COM	0	0	0	0	0	0	2	
/11/14	401 SANTADAN@XXXXX.COM	0	1	0	0	0	12	0	
/11/14	401 SANTADAN01@XXXXX.COM	0	4	0	1	1	124	32	



# Our new client was shocked to discover...

University Notes	Contact	Date
Called in said his laptop will be back in one week still looking at criminal justice program had some questions about FA gave me email again but still wrong.	Phone Call	4/15/2013 1:56 PM
Waiting for laptop to be returned	Phone Call	7/11/2012 11:48 AM
Asked me to call back in 3 weeks from Nov.	Phone Call	6/14/2012 10:32 AM
Said he hasn't gotten his computer back said I would check in next month.	Phone Call	6/6/2012 10:20 AM
Said he had a break in at his home someone stole his computer should be getting it back took down name and number so will call when up and running.	Phone Call	5/16/2012 10:01 AM
Said email came back again gave him my email and told him to email me.	Phone Call	3/8/2012 8:33 AM
Said he is out of the hospital starting to feel better got his updated email and sent info told him to call when he's feeling up to it.	Phone Call	3/8/2012 8:26 AM
LM	Phone Call	2/23/2012 11:38 AM
Was in the hospital but did say he got a computer and internet told him to call when he is feeling better or I would call in the next few weeks.	Phone Call	1/13/2012 8:59 AM
Msg box full.	Phone Call	1/11/2012 3:41 PM
LM left me a message called didn't answer.	Phone Call	1/5/2012 4:17 PM
LM	Phone Call	1/3/2012 2:28 PM
LM	Phone Call	12/21/2011 2:05 PM
Left me a message on Friday. Just saying happy holidays.	Phone Call	12/19/2011 7:45 AM
LM	Phone Call	12/16/2011 1:56 PM
Msg box full	Phone Call	12/14/2011 1:58 PM
Said he will be getting settlement and asked me to call back tomorrow at 2pm	Phone Call	12/12/2011 3:52 PM
Said he is still interested in program said he would be getting a settlement in 3 weeks and computer is down told him I would follow up next month.	Phone Call	11/2/2011 1:32 PM
Said he got a computer and verified his email but came back to me gave him my email to email me not sure if he is a good candidate to be taking classes online need to gauge his computer skills	Phone Call	9/30/2011 11:46 AM
	Phone Call	9/30/2011 11:39 AM
Said he hasn't checked email so not sure if he received it. Said I would resend.	Phone Call	9/20/2011 5:08 PM



*“Left me a message on Friday.  
Just saying Happy Holidays.”*

*— University CRM entry by enrollment counselor  
noting voicemail received from “SantaDan”*

We have built the one and only bad lead database for online marketers.

# LeadReview®

- Lead buyers report their bad past leads to iDatafy and in return we let them check their new inquiries to see if they have already been reported bad by other anonymized consortium members
- This allows our clients to get insight that no modeled lead score or lead verification score can match— true intent tied to a specific inquiry
- We have indexed more than 40,000,000 bad leads attributed to more than 700 different EDU lead sources to date

# LeadReview<sup>®</sup>

- LeadReview<sup>®</sup> potential match responses:
  - Code 1: Consumer said they never filled out form
  - Code 2: Consumer said they were not interested
  - Code 3: Consumer said they were incentivized
  - Code 4: Consumer was unreachable (min 5 attempts)
  - Code 5: Bad contact data
  - Code 6: Duplicate
  - Code 7: DNC (specific to industry)

# LeadReview®

## What EDU executives are saying about LeadReview® ...

- “A looking glass to true inquiry intent... or lack there of”
- “A CarFax report for leads”
- “The ultimate lead attribute for our lead score”

# iDatafy® Client Performance

Client	Conversion Decrease w/ Known Bad Inquiries	iDatafy Unique Reject %	Conversion Increase w/ Pristine Inquiries	iDatafy Unique Pristine %	Inquiry Sample Size
A	-83.25%	3%	10.61%	80.13%	48,534
B	-60.29%	16%	7.29%	78.49%	11,006
C	-78.61%	4%	4.51%	83.56%	69,851
D	-39.09%	5%	2.65%	83.10%	39,917
E	-68.16%	3%	2.41%	81.12%	36,724
F	-69.83%	2%	n/a	n/a	185,459
G	-85.36%	4%	n/a	n/a	25,452
H	-55.05%	7%	n/a	n/a	44,715
I	-90.93%	6%	n/a	n/a	30,680
J	-80.63%	7%	n/a	n/a	118,552
K	-60.96%	3%	n/a	n/a	52,274



# Free Lead Audit For DEAC Members

- No cost lead audit to see how many of your “new” inquiries are truly new and not recycled
- No technical integration needed for audit
- See if you have tried to enroll “Santa Dan” or “TallyTrace”!

# Contact

If you would like a free forensic lead audit, just email:

Dave Wengel

Founder & CEO

iDatafy®

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