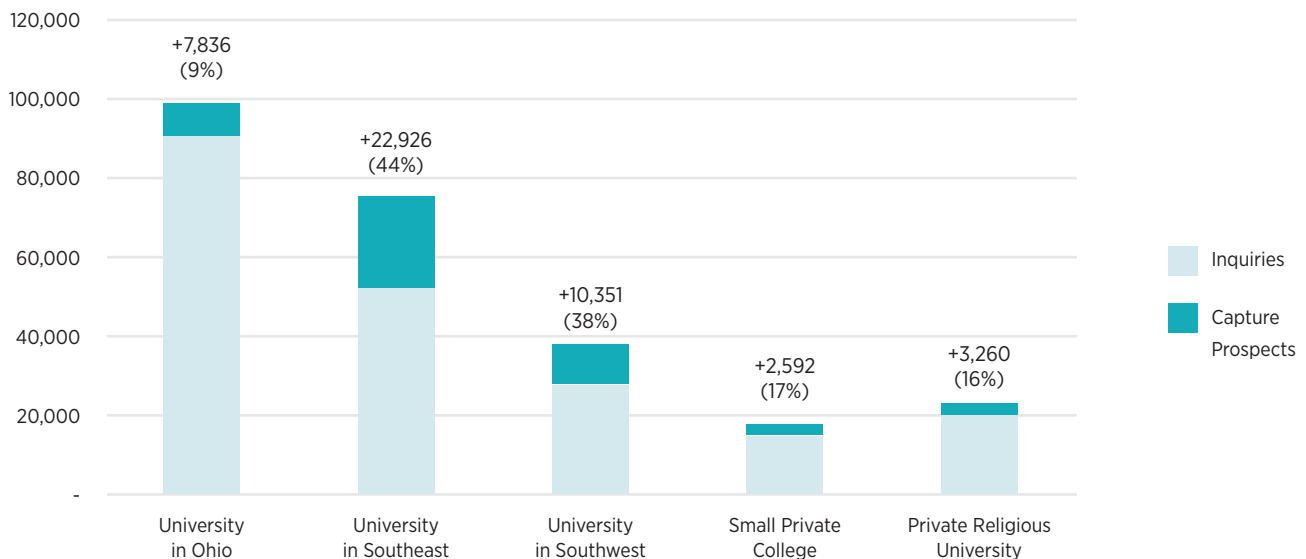# Capture Prospects

Introducing Capture Prospects. Finally, there's a way to capture your stealth prospects.

All the students you're going to enroll are on your website, over and over. But many of them are not raising their hands and inquiring the way they used to. CBE, the leading marketing automation solution for higher education, gathers and delivers these prospects to you based on their behavior on your website. And it's all included for no extra cost as part of CBE's standard license and fully managed service.

Here is how Capture Prospects stacks up to traditional inquiries generated for several schools that actively use CBE Marketing Automation:

CBE Marketing Automation captures two types of stealth prospects:

Capture Organic Prospects

• Identified site visitors collected from filling out a Progressive Identification (PID) form

• 8% of visitors who are served a PID complete it

• 75% of submissions are brand new organic leads for the partner

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CAI is a real-time score based on a prospect's engagement level on your site over the entire time they have been identified in CBE.

Capture Affinity Prospects

• Behaviorally identified visitors with a Capture Affinity Index (CAI*) that makes them similar to 'traditional' inquiries and just as likely to apply

• These include prospective students who are just as engaged on the website but have not yet completed a traditional inquiry form.

• The CAI threshold will vary by school and over time so that it is always a reliable proxy for the equivalent of a traditional inquiry.