

Leveraging the insights and engagement solutions of mXP (mobile experience), CollegeXP allows you to engage real-time with your student body, parents, alumni, staff, and prospective students' educational and professional collaborative journey within your institution.

A continuous flow of feedback directly from students on your campus



Studies are comprised of traditional online research as well as our mXP (mobile experience) platform.



Self-reported assessments, directly from your campus community members engaging on their mobile device.



Studies focus on key drivers for selecting a college/university, college/university performance, and ways in which students spend their free time.

Benefits of CollegeXP

- Offers an additional touch point with prospective students as they embark on their journey to find the right institution.
- Compare and index your results against other colleges and universities near your campus and your institutional peer group.
- Quantify a student's entire college experience (e.g., class selection and instructor assessment, sporting events, dining hall, campus programs, and room selection).
- Send campus community members a relevant message about security issues and/or events
- Insights on their reported concerns (e.g., alumni relations, employee satisfaction, operational effectiveness, and residential life) and to personally respond as issues occur.

About mXP

mXP is a suite of mobile products that includes best-in-class market research methods, vertical industry expertise, and advanced analytics. mXP products provide access to an extensive network of on-the-go consumers, sourced from millions of mobile device users. mXP provides marketers with insights quickly, acquiring thousands of responses each day, which accelerates the delivery of decision-making information and the answers to business critical questions.