

Truth Tree Launches a New Digital Marketing Dashboard Designed for School Marketers

TruthTree launches EnrollLytics, a comprehensive digital marketing intelligence and reporting dashboard for schools.

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EINPresswire.com/ -- TruthTree, a leading provider of digital marketing solutions for schools, is excited to announce the launch of [EnrollLytics](#)TM, a comprehensive digital marketing dashboard designed exclusively for schools and designed for private schools and independent school marketing, admissions, and communication professionals.



Helping private schools understand digital marketing data.

With EnrollLyticsTM, schools can streamline their marketing data analysis process, eliminating the need to jump between multiple platforms and create tedious reports. The all-in-one dashboard provides schools with a centralized platform to track and analyze website traffic, pay-per-click advertising, social media engagement, and lead generation, all in one place.

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Trevor Waddington

In addition to providing real-time insights and customized reporting, EnrollLyticsTM also features easy-to-understand explainers, definitions, and questions to consider when viewing the data, along with expert tips from Truth Tree's team of school marketing professionals.

“There are a lot of platforms, dashboards, and apps out

there that can aggregate data from Google Analytics, Facebook, etc. We've strategically positioned data in a manner that provides tactical feedback when combined with our in-platform tips specific to the data being presented. For example, if Facebook ads are \$100/day and the conversion rate is 1%, but the Google ads spend is \$50/day, and the conversion rate is 5%, we suggest to the user to shift some or more of FB's ad spend to Google ads,” says Truth Tree

President and Founder, [Trevor Waddington](#).

This launch marks a significant milestone in TruthTree's mission to help schools stay ahead of the curve in the rapidly evolving digital marketing landscape.

Trevor Waddington

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