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Lead Pipeline Dashboards [1]



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The vast amount of data available in the Integrated Online Services (IOS) org gives communicators substantial opportunities to understand lead flow through the pipeline in real time. To help you get started, we've created a lead pipeline dashboard that can be filtered by campus. We'll dig into the elements of the dashboard below.

Lead Pipeline Dashboard [3]

NOTE The lead pipeline dashboards represents IOS data on or after July 1, 2022. If you have a use case for earlier data or would like to see post-July 2022 data displayed differently and are unsure how to proceed, please submit a help ticket.

The lead pipeline dashboard is divided into **three key areas**: leads, applications, and enrollments.

The **leads data** contains information based on the following IOS data:

- Total leads received
- Total leads by month and campus
- Leads by quality
- Total appointments scheduled with enrollment navigators
- Appointments by quality

The **applications data** contains information based on the following IOS data:

- Total applications started
- Applications started by month and campus
- Total applications submitted
- Applications submitted by month and campus
- Qualified leads who have not yet applied

The **enrollments data** contains information based on the following IOS data:

- Total admitted and enrolled
- Total admitted and not yet enrolled
- Total admitted and enrolled by semester (for semesters after summer 2022)

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