
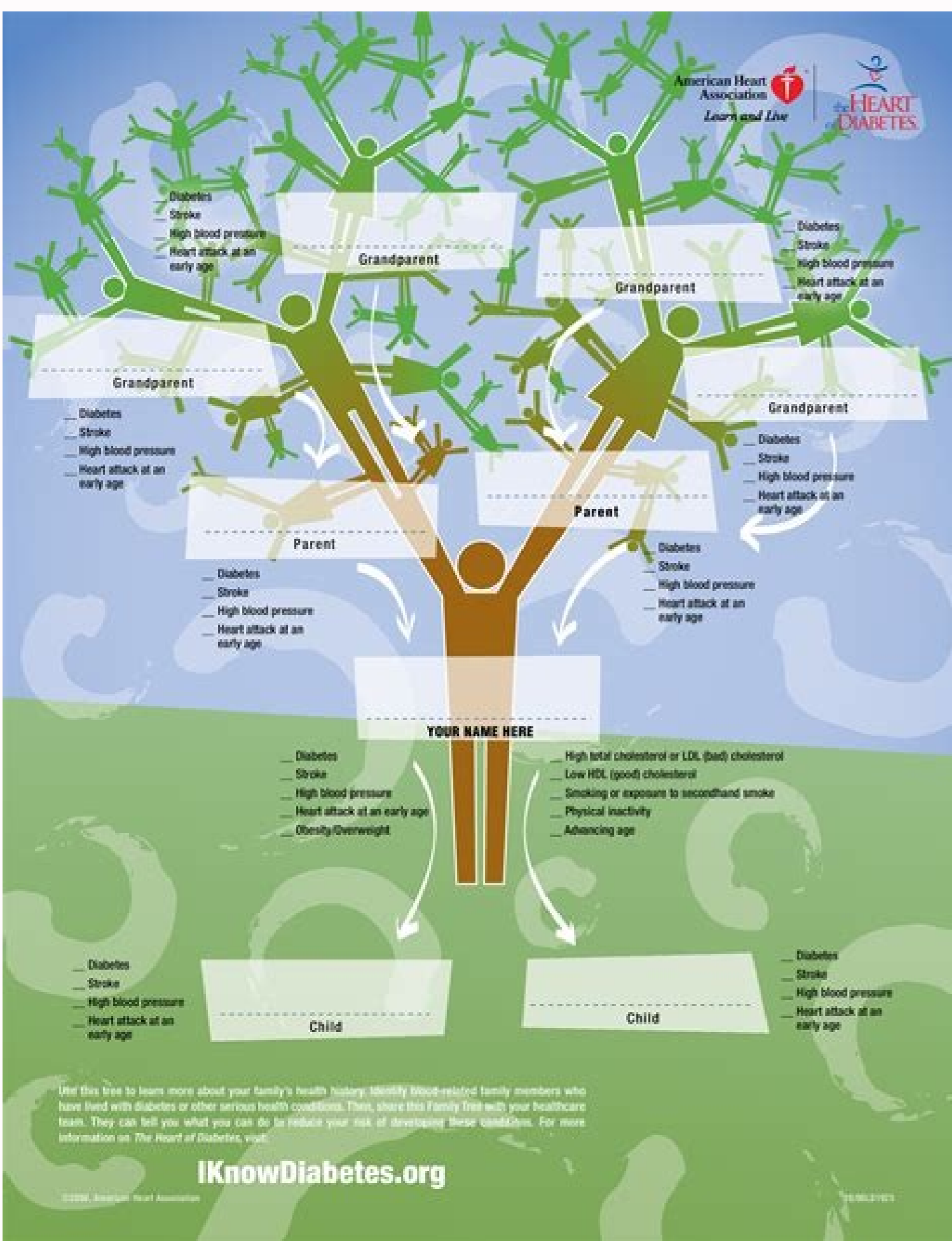


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**EducationDynamics** HIGHER EDUCATION MARKETING SERVICES

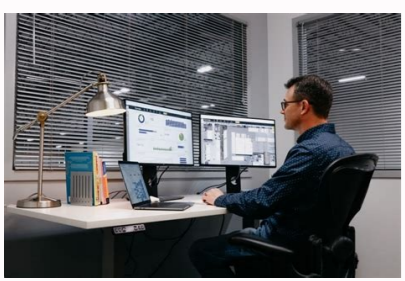
**HOW EDUCATIONDYNAMICS PUTS YOUR INSTITUTION'S NEEDS FIRST**

**CUSTOMIZED MEDIA PLAN:** As part of an in-depth discovery process, our team learns about the unique value proposition of your institution and tailors a marketing plan to reach your ideal students. We develop your marketing plan based on our research and your input.

**DEDICATED SUPPORT:** To ensure your goals are met, we provide a dedicated, certified account manager to review and optimize your campaigns. Regular updates, detailed reporting and actionable recommendations are just some of the many benefits you can expect from working with our team.

**INDUSTRY EXPERIENCE:** Over the past decade, we have developed a deep understanding of how marketing channels operate with the higher education industry. As industry leaders in higher education marketing space, we're also recognized for our unparalleled commitment to compliance. Our team has worked with over 900 institutions and is ready to apply that knowledge and experience to your marketing campaigns.

- **BUILD AWARENESS** through impression-based display ads.
- **INCREASE INQUIRIES** with targeted paid search campaigns.
- **OPTIMIZE CONVERSIONS** with A/B and multivariate testing.
- **GROW ENROLLMENTS** through custom landing pages.
- **ACHIEVE ADMISSION** goals with tailored nurturing strategies.



A survey questionnaire on the  
**Impact of Facebook Usage on Students' Academic Performance**

Name: \_\_\_\_\_ Gender: \_\_\_\_\_

Year Level: \_\_\_\_\_ Course / Major: \_\_\_\_\_

GPA from the previous semester: \_\_\_\_\_

- How many social networks are you member of?
  - None
  - 1-3
  - 4-6
  - more than 7
- What is/are the social network site/s did you signed up to?
  - Facebook
  - Twitter
  - Instagram
  - Others: (Please Specify) \_\_\_\_\_
- Do you access these sites through your mobile phone?
  - Yes
  - No
- Facebook has become part of my daily routine/activities.
  - Strongly Agree
  - Agree
  - Neither Agree nor Disagree
  - Disagree
  - Strongly Disagree
- I am proud to tell everyone that I am on Facebook.
  - Strongly Agree
  - Agree
  - Neither Agree nor Disagree
  - Disagree
  - Strongly Disagree

Researcher: Marie Rose H. Gan Page 1

6. 7 deliver engaging, dynamic, highly targeted content while also providing the comprehensive details needed to maximize the value from marketing investments. Our differentiators include: Contacts Deloitte and Adobe hold to a shared vision—we're committed to deliver enterprise solutions that transform the customer experience. Creating a world-class customer experience. Deloitte solutions built on Adobe technologies can help clients transform fragmented, pre-digital content, capabilities, and processes into powerful assets that engage, motivate, and retain employees and customers. 15 Deloitte technology service portfolio Technology Strategy & Architecture Information Management Package Technologies • Technology innovation • IT strategy and alignment • Enterprise architecture • IT effectiveness and operations • Application strategy and selection • Data center and technology • Infrastructure • Security and privacy • Business intelligence/data warehousing • Enterprise content management • Portal technology • Master data management • Performance management technology • Web-enabled transformation • SAP package technologies • Oracle package technologies • Salesforce.com, Lawson, Contact center, SCM packages • Emerging packages and solutions • Strategy • Creative • User Experience • Social & Collaboration • Content Management • eCommerce & Web • Enterprise Mobile Enablement • Custom development • SOA and integration architecture • Solution analysis and design • Program management • Testing • Application maintenance services: • Info Mgmt/BI • SAP • Oracle • Systems integration • EBOS • OSS Deloitte Digital Systems Integration Application Management Services (AMS) 9. You can benefit from the deep investments that Deloitte and Adobe have made to develop, acquire, and advance specialized talent and technologies, along with years of shared experience solving problems for the world's leading corporations, governments, and nonprofits, and the global depth and reach of two industry leaders. Our recent creation of Deloitte Digital—an industry leader in digital business solutions—further supplements Deloitte's existing strengths. With our help, you can apply Adobe solutions to build deeper engagement with customers, increase e-commerce and m-commerce conversions, improve efficiency and productivity of field organizations, and increase transaction volume. Insight The Deloitte-Adobe solution integrates software from the Adobe® Digital Marketing Suite, including Adobe CQ for web content management, Adobe Test&Target™ for optimizing sites, Adobe Recommendations for driving cross-sell and up-sell, and Adobe SiteCatalyst® for online analytics and reporting. Adobe Technology: Adobe Analytics: Adobe Discover™, Adobe DataWarehouse™, Adobe Insight Enterprise mobile Consumer mobile and m-commerce solutions; B2B and public-sector mobile; post-digital capabilities; earned key client Mobile Commerce Daily's Retailer of the Year award. For more information, contact: Deloitte: Barbara Venneman Principal and Adobe Alliance Leader Deloitte Consulting LLP bveneman@deloitte.com Doug Hughes Adobe Alliance Leader Deloitte Consulting LLP dohughes@deloitte.com Adobe: Dan Erbland Global Alliance Leader Adobe Systems Incorporated daerblan@adobe.com 11. Since 2002, we've worked together to deliver value-oriented services and solutions for our customers. 9 Driving digital transformation Deloitte's service offerings combine the skills and experience of the largest global consulting organization with the creative, marketing, and experience management solutions of the world's leading digital marketing solution provider. Where it once broadcast messages and information to mass audiences across multiple regions, it now must build individual relationships with customers and communities throughout the global marketplace. And built-in intelligence drives promotions and offerings automatically, saving time otherwise spent on manual intervention. Together with Adobe, we offer: 5. Those that adapt quickly to meet audience demands and give timely, relevant insights to marketing and sales organizations are poised to unlock the potential of digital technologies. In 2010, Deloitte was named an Adobe Global Strategic Alliance Partner. Adobe Technology: Adobe Experience Manager, Adobe CQ Mobile, Mobile Analytics, Adobe PhoneGap™ mobile application development, LiveCycle for Mobile Forms & Workflow, and

mobile gaming development platform Social and social media, native and hybrid apps, connected kiosks, and interactive displays. Deloitte combines unparalleled Digital Enterprise Resource Planning (ERP) and Digital Content Management (DCM) practices; expertise in digital strategy, marketing, solution implementation, and operations; and deep industry insight. Industry insight: Deloitte Technology and Strategy Consulting organizations—including Deloitte Digital—are the world’s largest, with unrelenting focus on client needs. Our comprehensive, proven approach helps our client organizations improve both their service levels and financial performance. Idea Together with our strategic partner, Adobe, we created an eCommerce suite that brings together content management, content delivery, analytics, and personalization. Adobe offers a comprehensive array of digital marketing and user engagement technologies—the first choice of creative and marketing professionals around the world. Adobe Technology: Adobe Experience Manager: WCM and CQ Social Community, Community, Digital Asset Management Content management & analytics Adapt and extend content for social, mobile, and web; digital content distribution; real-time optimization, personalized user interfaces. Certain services may not be available to attest clients under the rules and regulations of public accounting. 11 Digital Strategy Ideation, analysis, and enablement capabilities; customer and market strategy experience; Inc. What’s more, 200+ Deloitte practitioners train and focus on Adobe software solutions, and our ranks include Adobe Max LiveCycle specialists and Enterprise Development trainers. 17 Deloitte technology global presence Practitioners by Service Line Americas \$3.61B Revenue 17,000 Headcount EMA \$1.56M Revenue 10,300 Headcount Asia Pacific \$378M Revenue 3,100 Headcount 7% 16% 18% 16%2% 23% 1% 15% Technology, Strategy and Architecture Package Technologies AMS Systems Integration Emerging Solutions Information ManagementDeloitte Digital SAP Oracle 10. Similarly, enterprise users expect platform flexibility, rich content, intuitive navigation, and a user experience (UX) that meets their needs at any time or place. Proven, disciplined methodologies: Deloitte’s Adobe CQ and Flex/AIR Playbooks, Enterprise Value Map for ECM, Content Management, Marketing Maturity Model, and other proprietary tools allow for accelerated implementations. And by integrating analytics, social, advertising, targeting, and web experience management solutions into the Adobe Marketing Cloud, organizations can implement flexible, efficient business and transaction workflows, deliver compelling experiences across multiple digital channels; and measure, document, and optimize their outcomes. Integrated social and optimization tools: Adobe Social, Adobe Target, and Adobe Media Optimizer are highly integrated into the Adobe Marketing Cloud, allowing for cohesive, well-rounded solutions. Defined by our ability to execute, we provide and deliver tangible results with real value. 100% integrated teams: Deloitte has ready access to Adobe’s software, services, support, and subject-matter expertise. This combination allows businesses to personalize their sites based on past purchase and browsing history. Adobe, the Adobe logo, Adobe AdLens, Adobe AIR, Adobe Creative Cloud, Adobe DataWarehouse, Adobe Discover, Adobe PhoneGap, AIR, Creative Suite, LiveCycle, Scene7, and SiteCatalyst are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries. 3. Member of Deloitte Touche Tohmatsu Limited Adobe Technology: Adobe Experience Manager: WCM and CQ, Digital Asset Management, AIR, LiveCycle 7. Deloitte’s depth of business know-how and breadth of global cross-industry solutions allow us to tailor solutions to the unique requirements and expectations of your marketing audiences, employees, business associates, and end users. 19 Deloitte Leadership • Global technology revenue growth rate of nearly 20% • 26,000+ technology practitioners with deep business and industry experience, across more than 30 countries • Global delivery centers in the United States, Asia, and EMEA • World’s largest IT consulting and Risk Services organizations • World’s leading talent consultancy • Leader in The Forrester Wave™ Business Technology Transformation, Q3 2012 Deloitte is a recognized leader in helping clients solve complex business problems. Add the advanced digital solutions of Deloitte Digital into the mix—combined with the skills, experience, and industry know-how of Deloitte Consulting, deployed and customized using Adobe technologies—and companies can modernize their marketing and enterprise applications, streamline creation and delivery of digital content, and extract full, measurable value from emerging mobile and social platforms. 1. As used in this document, “Deloitte” means Deloitte Consulting LLP and its subsidiaries, which provide business consulting and advisory services as well as technology design and implementation services; and Deloitte Tax LLP, which provides Audit and Tax advisory capabilities. Together, we’re helping organizations overcome real-world challenges to create effective and engaging solutions. Deloitte can help marketing, sales, and operations leaders get more value from digital marketing. An enhanced customer experience that translates to increased online revenue. Impact The result? Using our agile development methodology, we were able to streamline implementation, while providing a largely self-managed solution, thereby reducing operational costs. All other trademarks are the property of their respective owners. Consumers expect rich, engaging experiences with relevant information. The Adobe Marketing Cloud, which includes Adobe Experience Manager (CQ), Adobe Target, Adobe Analytics, Adobe Social, and Adobe Media Optimizer, helps organizations 4. Industry-leading technologies: Adobe Marketing Cloud, Adobe CQ, LiveCycle, Adobe Analytics, and more combine to create robust marketing and user engagement solutions. 500 award-winner. On the following page, you will find a few examples of the business impact we’ve delivered in select offering areas. Chief Marketing Officers get all the benefits of Deloitte’s industry knowledge and experience with digital marketing solutions, backed by Adobe’s standards-setting software and technologies. The solution enhances the management and customer experience of Adobe.com, empowering business users to quickly seize new opportunities and open new sources of revenue by creating more personalized and targeted interactions for web consumers. 3 Your digital marketing alliance. We constantly learn from you, and in return, we hope to help you achieve even more success. Deloitte’s technology and strategy consulting experience and 360-degree view of client systems—spanning ERP, salesforce.com, customer relationship management (CRM), SAP, Oracle, sales and marketing efficiency, and more—help accelerate implementation, encourage interdepartmental collaboration, and avoid missteps. Adobe Technology: Adobe CQ, Adobe Analytics, Adobe Target Digital ERP, CRM, & application transformation User-driven front-end apps for even the most complex ERP configurations, including SAP, Oracle, & Adobe AIR®. 5 Digital marketing continues to evolve rapidly and dramatically. Deloitte Centers of Excellence: Deloitte maintains state and local government, cyber-security, analytics, and development Centers of Excellence throughout the world to create and support innovative client solutions. Adobe Technology: Adobe Experience Manager: WCM/CQ, Digital Asset Management, Scene7® Adobe Target, Adobe Analytics, and Adobe integration with other e-commerce vendors, such as Hybris Software Web-enabled transformation Integration of strategic thinking, existing infrastructure, and business drivers—from strategy to implementation. Companies that effectively balance user needs with the precision and discipline of their back-end systems can streamline training and adoption, cut transaction time and costs, and build productivity, engagement, and loyalty. Deloitte Digital—our Strategy, Mobile, Social, Web, Digital Content, and Digital ERP practice—can help clients build digital portfolios that delight users and meet business goals. 11 Unlock your digital marketing potential 2. These entities are separate subsidiaries of Deloitte LLP. Our combined expertise helps us address our clients’ toughest challenges. The proven capabilities of Adobe Creative Suite® and Adobe Creative Cloud™ can help enterprise developers create rich content linked to traditional back-end systems and databases. Deloitte Digital: From strategy to delivery, Deloitte Digital combines cutting-edge creative with trusted business and technology acumen to define and deliver tomorrow’s digital business. Our roots with Adobe run deep. We have a proven history of partnering for client advantage. Our working relationship, has grown into a strategic alliance. All rights reserved. Our decades-long collaboration has resulted in hundreds of completed client engagements spanning digital content management, eCommerce, mobile, social, and digital ERP. Scalable solutions: Deloitte and Adobe work closely to align our technologies and services, accelerating implementation and scale-up of client projects while reducing costs and mitigating risk. Deloitte & Adobe Deloitte and Adobe are leading the way in digital marketing and enterprise user engagement. 13 8. Deloitte & Adobe: better together Our roots run deep. Copyright © 2012 Deloitte Development LLC.

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