

CRIMSON.

Data-Led Student Admissions and Recruitment

Universities operate in an increasingly competitive recruitment environment, with pressure to attract the right students, meet enrolment targets, and maintain fairness and transparency. Crimson helps admissions and recruitment leaders use data to improve decision-making, target effort more effectively, and plan with greater confidence. By applying analytics and AI to admissions data, universities can strengthen recruitment strategy while protecting academic standards and diversity.

Smarter Targeting

Crimson uses data to improve how universities identify, attract, and convert applicants. Predictive insight supports targeted marketing, better lead prioritisation, and improved conversion rates across domestic and international markets.

Admissions Efficiency

Data-led insight helps admissions teams manage high application volumes more efficiently. Improved visibility supports fairer evaluation, better resourcing, and faster decision-making without compromising transparency or governance.

Enrolment Confidence

Forecasting and analytics enable universities to plan enrolment more accurately. Leaders gain confidence in meeting targets, managing capacity, and aligning courses and pricing with demand and student needs.

Why Crimson?

- Purpose-built for high-stakes, public-impact transformation
- Long-term partners who stay invested in success
- The confident challenger who drives better outcomes
- Practical Microsoft and AI delivery that works

Proudly helping to drive change



Newcastle
University



University of
Salford
MANCHESTER

Let's talk



Call **01675 466 477** to discuss how you can transform your services and deliver real impact to your people and those you serve.

