

Worried about declining enrollment? We can help.

Hit your student success marks with Watermark.

"...We've already seen such an impact across campus. It tells me that we got the right tool. From the very beginning, it's been an absolute game changer."

— David Brock, Persistence Coach at Olivet Nazarene University

Our Competitors

Large upfront cost, only accessible to elite universities.

Implementation is led by third-party companies.

After purchase, many features are only accessible for an additional cost.

With a high customer-to-employee ratio, customer service is not a priority.

Primarily focused on improving graduation rates.

No two-way texting available for student communications.

Focused on profit over progress. Student success is what they sell, not who they are.



We are priced to be available to all.



Watermark believes that implementations should be done by our company, using our people, to create the best experience.



Intentionally packaged into three tiers so you can select the right scope of software for your pressing needs, without forcing you to buy more than you need.



We assemble a qualified Implementation team, provide 24/7 multi-faceted support, and assign a Client Success Manager to help you get the most out of our tool(s).



We track midpoint and long-term data like course completion, persistence, retention, **and** graduation rates, in addition to equipping you with real-time insights **powered by predictive analytics** so you can act fast to improve student performance.



We offer two-way texting and help you monitor response levels, giving you a key predictor of student engagement and success.



Student success isn't just our product, it's our mission. Watermark sponsors research to help institutions improve student outcomes, and we take those learnings to make our product work better for you.

Learn more about [Watermark Student Success & Engagement](#).