

Graduate
Management
Admission
Council™

**GMAC Connect
Presents:**
Maximize Your
Investment:
Unveiling the ROI of
GMAC GradSelect

September 26, 2023



Meet Your Presenters



Paula McKay
Director, Client Success
GMAC Connect



Christa Johnson-Perkins
Product Director,
Marketing Solutions
GMAC Connect

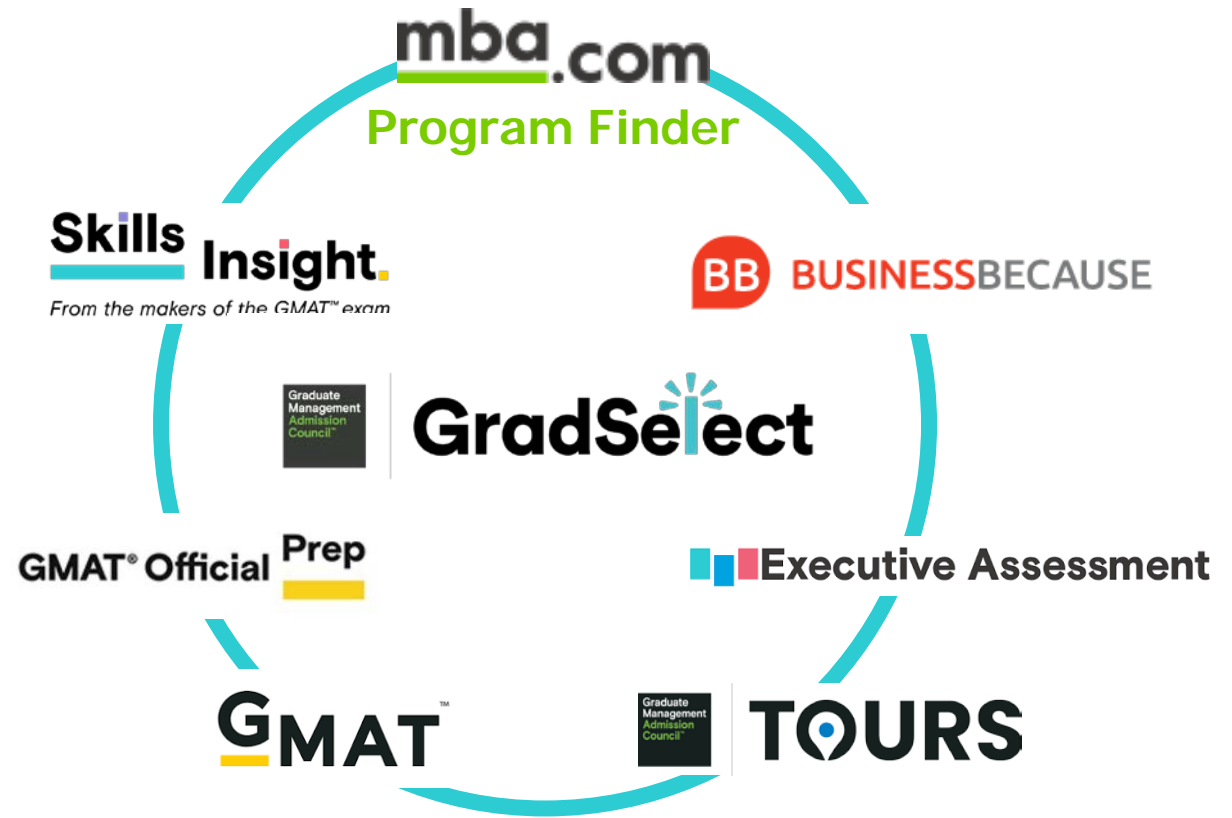


Peter Glanville
Associate Director of
Marketing Acquisition
Cornell University, SC
*Johnson College of
Business*

Agenda

- State of the **GME pipeline** with GradSelect
- How **Cornell** uses GradSelect to maximize their marketing and recruitment dollars
- Everything you need to know about **GMAT™ Focus Edition** and GradSelect
- **Premium Insights** on your target candidates in Rounds 1 and 2

The world's largest global database of qualified GME candidates



**Connect
across the
candidate
journey**

65k

Awareness
Early Profiles

118k

Consideration
Full Profiles

42k

Decision
Full Profiles with Scores

**Journey
Behavior**

Looking for information on business schools; not yet ready to commit

Committed to find a program; preparing for tests and financing; creating their short list

Actively applying to programs; have taken the GMAT exam

Profile Data

Name, email, location

Up to 35 unique data fields: GME, careers, education, etc.

Up to 35 unique data fields + a GMAT exam date and score

**School
Outcomes**

Build brand awareness and authentic relationship

Secure position on candidate's shortlist

Convert high-quality leads to application

GradSelect by the numbers: Past 12 Months

Global Candidate Pool

65k

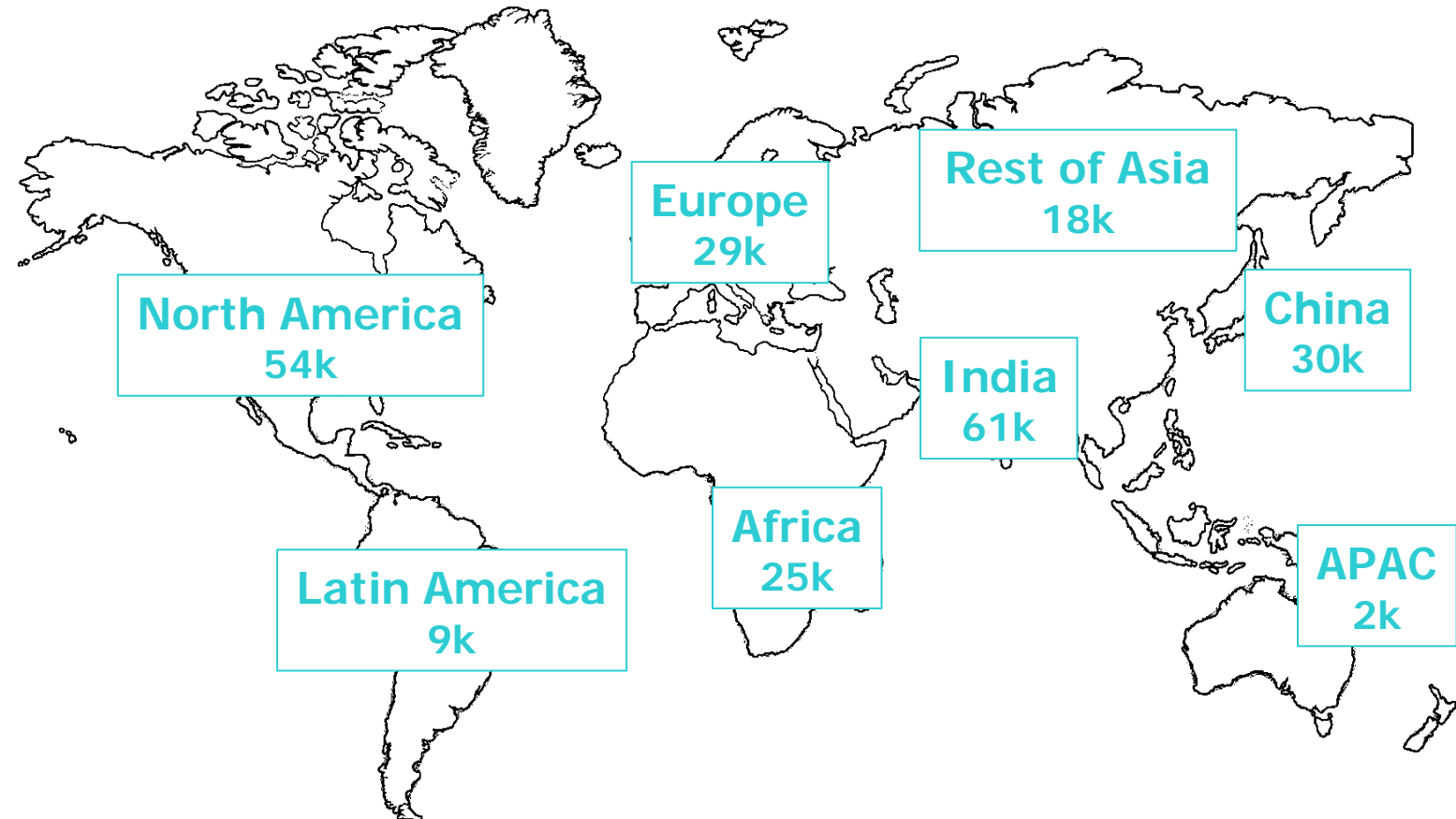
New Early Profiles

118k

New Full Profiles

42k

New Full Profiles
with Scores



GradSelect ROI from Cornell SC Johnson College of Business

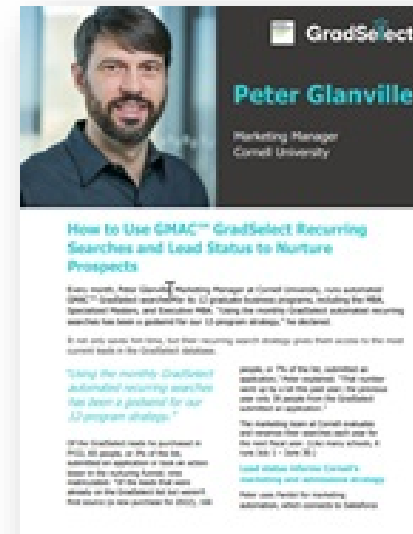


Johnson
Cornell
SC Johnson College of Business

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Recurring Searches Fuel a Robust Marketing Engine that Converts

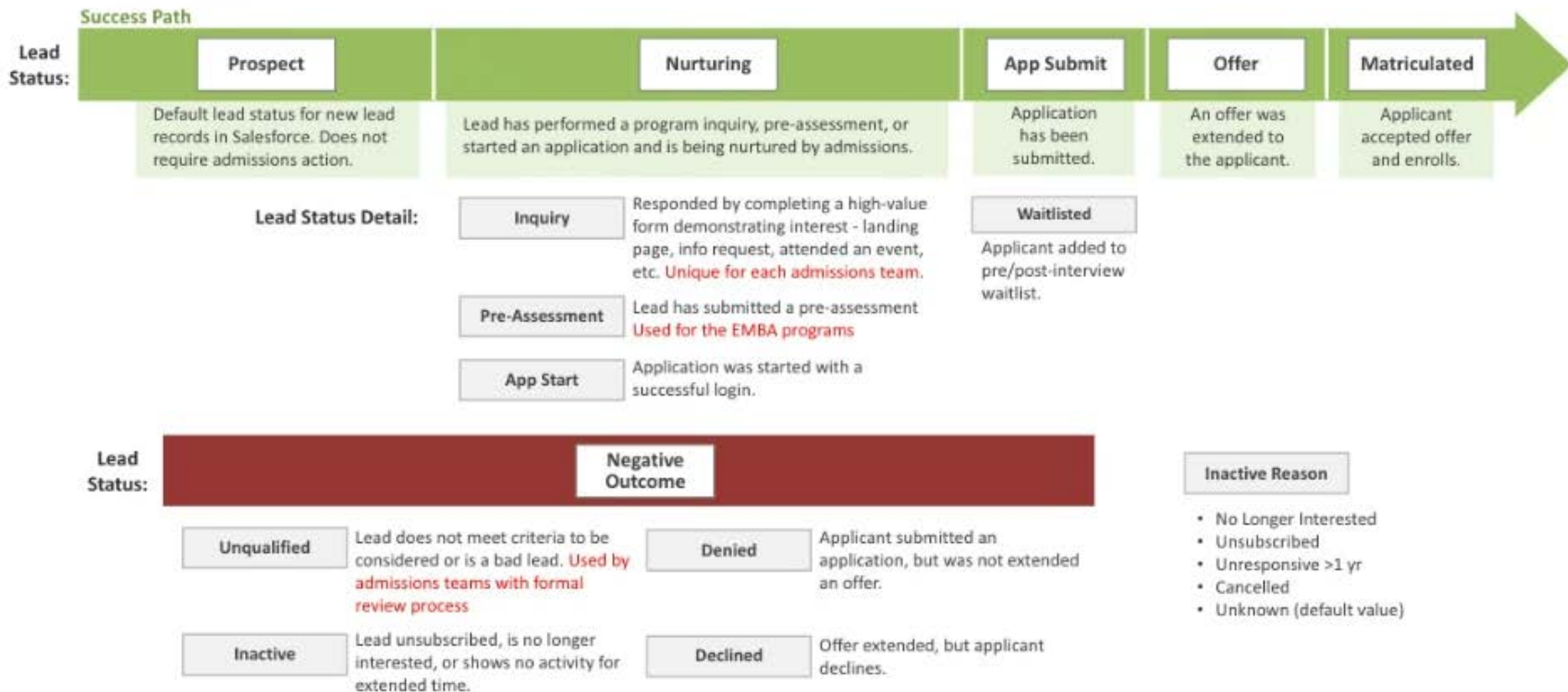
- Began GradSelect marketing strategy in 2016
- Support 11 programs
- Use Salesforce / Pardot
- Use multiple lead sources; GradSelect generates highest returns



“Using the monthly GradSelect automated recurring searches has been a godsend for our 12-program strategy.”

Lead Success Path – full detail

Negative outcome statuses will be used to capture reasons a lead stopped progressing.



<input type="checkbox"/> Lead Status ↑ ▾	Lead Status Detail ↑ ▾	Record Count
<input type="checkbox"/> Prospect	-	
	Subtotal	
<input type="checkbox"/> Nurturing	-	
	Inquiry	
	Pre-Assessment	
	App Start	
	Subtotal	
<input type="checkbox"/> App Submit	-	
	Subtotal	
<input type="checkbox"/> Offer	-	
	Subtotal	
<input type="checkbox"/> Matriculated	-	
	Subtotal	
<input type="checkbox"/> Negative Outcome	Unqualified	
	Inactive	
	Denied	
	Declined	

Lead Generation drip: Residential MBA 2024 Running

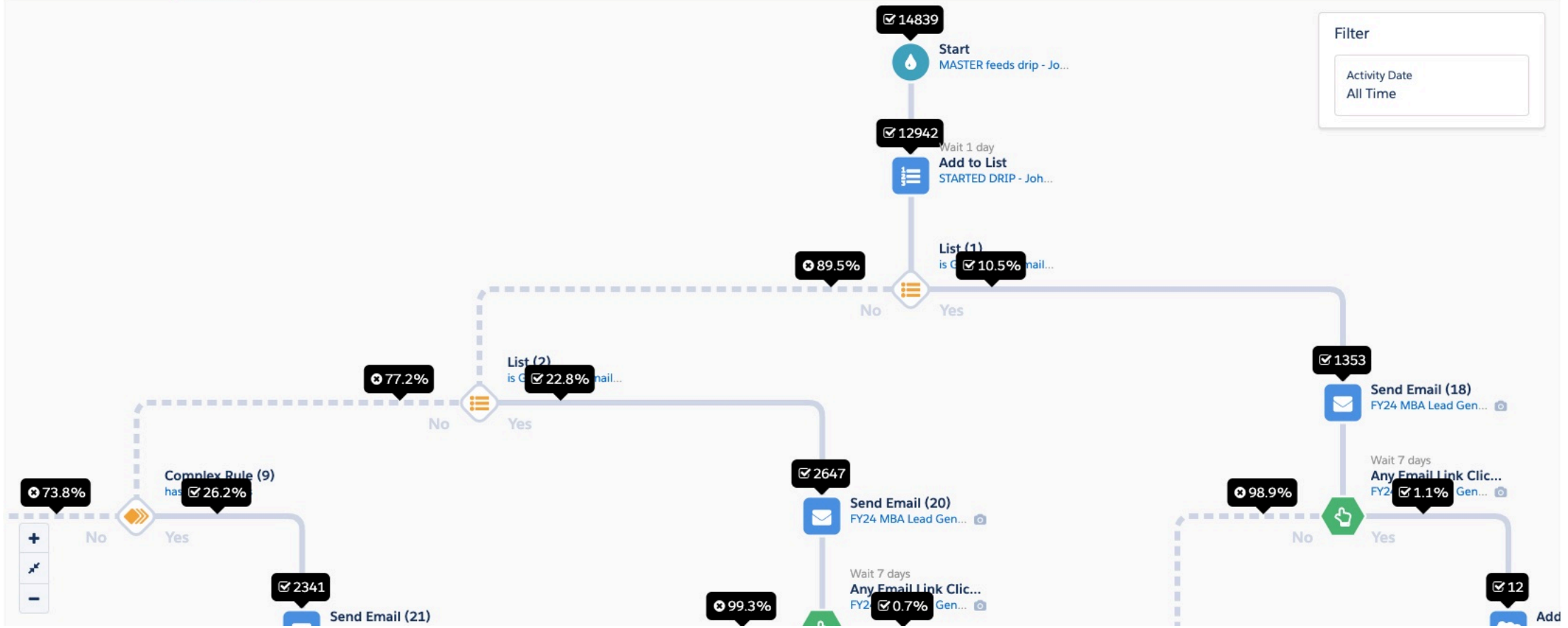
Pause Tools

BUILD TEST **REPORT** ACTIVITY

Search this program

Filter

Activity Date
All Time



HTML Template

Letter Template

{{#if Recipient.FirstName}}Dear {{Recipient.FirstName}}, {{else}}{/if}}

As the executive director of admissions and scholarship for the Cornell MBA, I'm glad to see that you're considering this kind of program.

Whether you're looking to enhance your career or switch to a new one, the STEM-designated curriculum we offer in our [Two-Year MBA](#) provides you with hands-on experience, develops your analytical and managerial skill sets, and broadens the wisdom you need to excel in the fast-paced world of modern business.

Our intentionally sized classes provide you with a close, trusted circle of collaborators and colleagues to push you forward, challenge your ideas, and open up new ways of thinking. Our team-based performance learning integrates coursework with industry-specific immersions to develop your career-focused capabilities.

Beyond preparing you for the next phase of your career, the alumni, faculty, and dual-campus experiences at Cornell help get you there. Our Ivy League program will quickly open doors and globally connect you with almost 50,000 alumni from the S.C. Johnson College of Business.

Be sure to watch my [application tips video](#), or register for an upcoming [admissions event](#) so that we can connect.

Take the time to invest in your future and [start your journey](#) today. I am excited to see what we can help you do.

Eddie Asbie
Executive Director of Admissions and Scholarship
Samuel Curtis Johnson Graduate School of Management
Cornell SC Johnson College of Business
Sage Hall, Ithaca, NY 14853



[email preferences](#)



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CORNELL
MBA

BE IN
DEMAND

An MBA that will lead to a
lifetime of success.

Find your future at Cornell

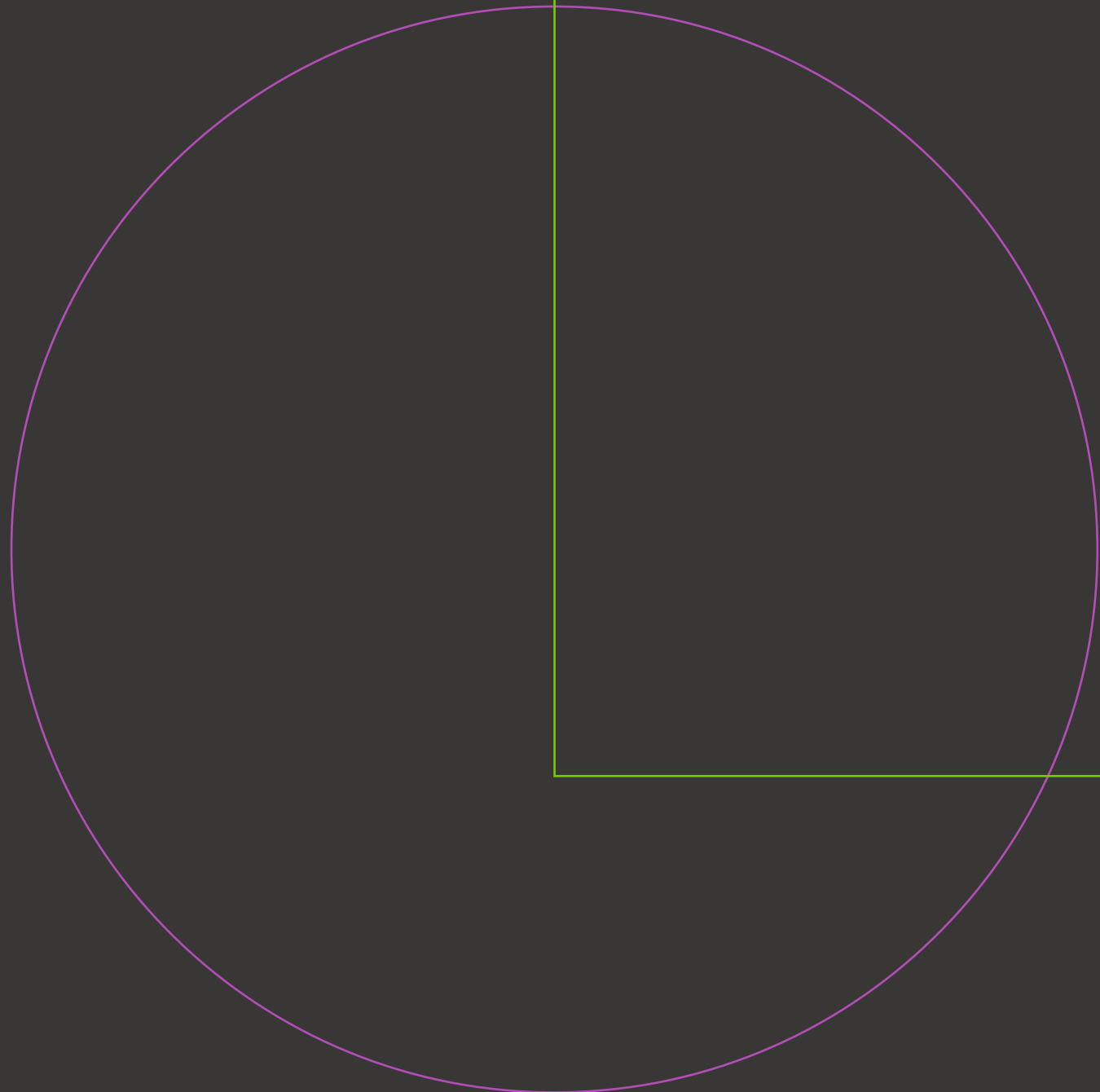
{{#if Recipient.FirstName}}Dear {{Recipient.FirstName}}, {{else}}{/if}}

Turn your ambition into real impact with an MBA designed to empower you to reach your goals.

Cornell University has two STEM-designated [full-time MBAs](#) to choose from, detailed below. Each program relies on intensive collaboration and data-driven business analysis to help students develop new insights and perspectives. This is how Cornell helps build excellent management skills and create principled, purpose-driven business leaders.

Graduate
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Council™

GMAT™
Focus Edition
+ GradSelect



What's changing?

Coming
October 19th!

- Download file
 - Removing one column (PhoneSMSAuto)
 - Adding one column (GMATPercentileRange)
 - Shifting the order of columns to be more intuitive
 - Will include both GMAT™ and GMAT™ Focus Edition candidates, identified by a score range that ends in “0” or “5” respectively

GMATPercentileRange	GMATScoreRange	GMATExamDate	ExamType
81 - 90	625 - 655	11/8/2023	Online
99 - 100	760 - 800	1/16/2021	Test Center
51 - 60	590 - 620	1/28/2020	Test Center
11 - 15	420 - 450	11/2/2021	Online
99 - 100	760 - 800	5/17/2022	Online
99 - 100	705 - 805	12/21/2023	Test Center
81 - 90	680 - 710	7/21/2021	Test Center
61 - 70	555 - 575	2/3/2024	Online

What's changing?

Coming
October 19th!

- **Product search experience**
 - Filter by percentiles instead of scores
- **Code list**
 - New codes for GMAT Focus assessment, percentile ranges
- **Recurring searches**
 - Any existing recurring searches with GMAT scores will be updated to percentiles

The screenshot displays a web interface for selecting search criteria. The left sidebar lists categories: GMAT™ Performance (selected), Demographics, Desired Characteristics, Location, and Other. The main panel shows sliders for GMAT™ Total Percentile (set to 61%), GMAT™ Quantitative Reasoning Percentile (set to 0%), GMAT™ Verbal Reasoning Percentile (set to 0%), and GMAT™ Data Insights/Integrated Reasoning Percentile (set to 0%). A tooltip for the Total Percentile slider shows: Percentile: 61 - 100%, GMAT: 620 - 800, and GMAT Focus: 575 - 805.

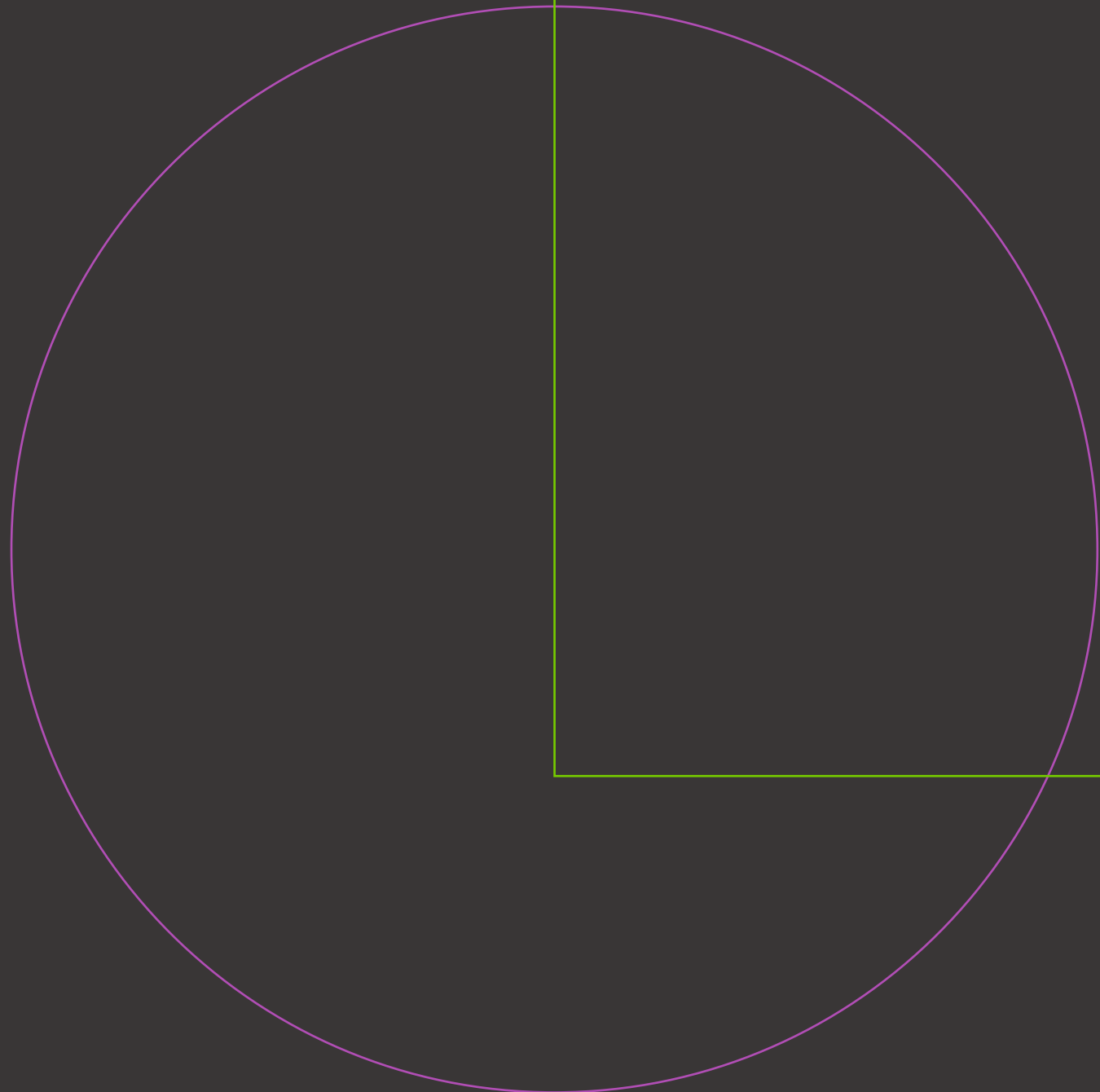
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Premium Insights for Tested Candidates



GradSelect Premium Insights

GMAC Recommendations

- Candidates have taken the GMAT exam
- Have received a recommendation for your program
- Are in decision-making mode, likely to apply soon

The image shows a composite of two screenshots from the mba.com website. The top screenshot is an email from a B-School Advisor congratulating a prospective student on completing the GMAT exam and recommending a list of schools. The bottom screenshot is the 'My Account' page, which features a 'My Recommendations' section. This section includes a table comparing the user's GMAT score competitiveness to other programs.

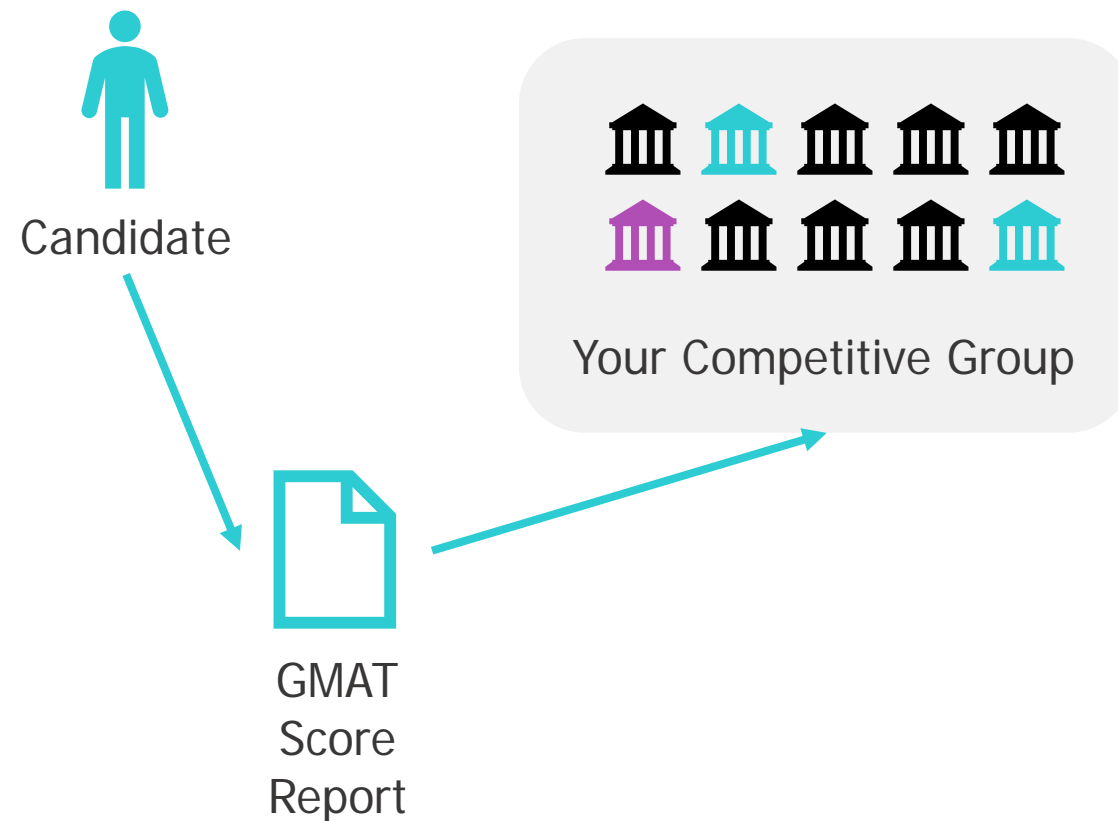
My Recommendations Table:

PROGRAM	COMPETITIVENESS
University of Maryland, Online MBA	Excellent
University of North Carolina - Chapel Hill, Executive MBA	Excellent
University of Southern California, Online Master of Business Administration	Excellent
University of Virginia, MBA for Executives	Above Average
Indiana University - Bloomington, MBA, Kelley Direct Online	Average

GradSelect Premium Insights

Scores Sent to My Competitors

- Candidates have taken the GMAT exam AND sent their score to at least one program similar to yours
- Are in decision-making mode, likely to apply soon
- You can search for two groups of candidates:
 - Candidates considering you AND your competitors
 - Candidates considering competitors and NOT you



Benefits of using GradSelect Premium Insights



Connect with qualified GME leads during the decision-making stage, particularly for Rounds 1 and 2.



Fill those last few seats for a specific program by personalizing the candidate experience with over 35 fields in the GradSelect download file.



Interrupt the candidate's decision-making process with your school's unique offerings.

Q & A

Contact us at

pmckay@gmac.com

cjohnson-perkins@gmac.com

phg46@cornell.edu