



GRADUATE MANAGEMENT ADMISSION

**GMASS**<sup>®</sup>  
SEARCH SERVICE

**RECRUIT THE BEST  
TALENT FROM AROUND  
THE WORLD**

[gmac.com/gmass](http://gmac.com/gmass)

# Graduate Management Admission Search Service®

Looking for more students? The GMASS® Search Service can help you find the best talent to recruit for your programs.

As a GMAT score recipient you have access to the GMASS global database of prospective candidates interested in graduate management education—nearly 400,000 candidates who are waiting to hear from you.

## RECRUIT WITH PRECISION

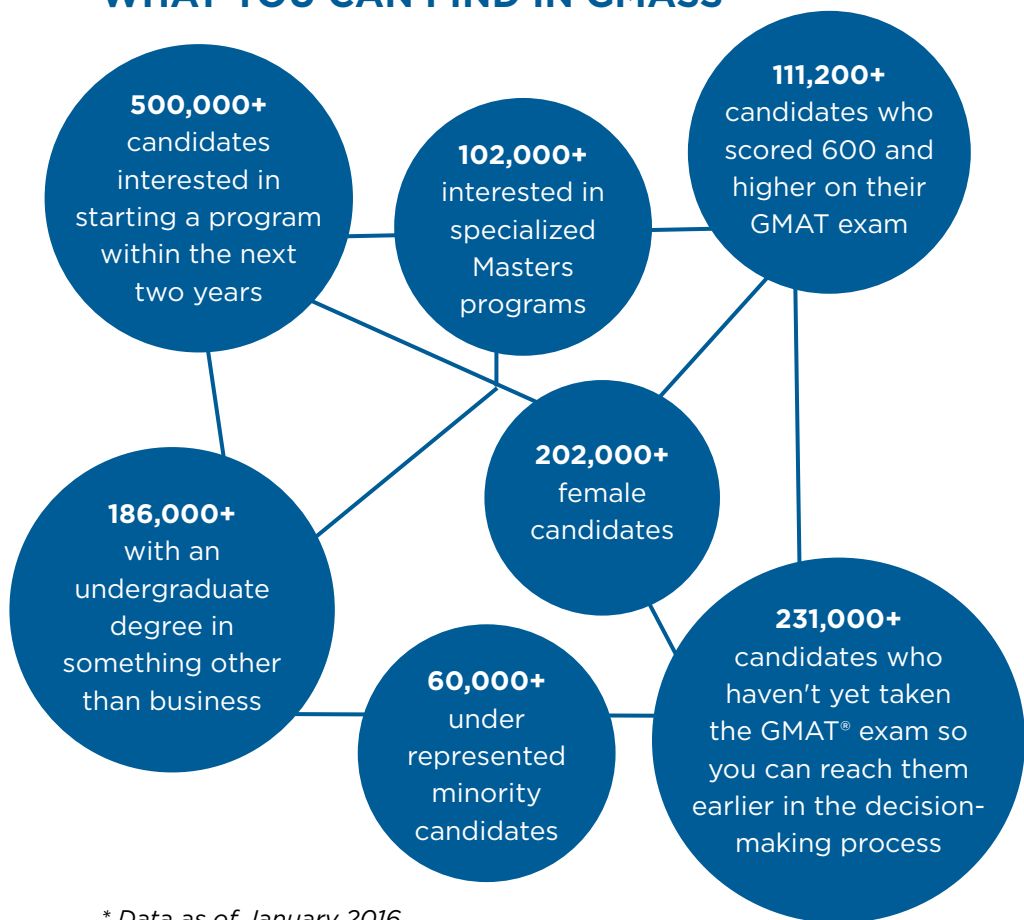
GMASS allows you to customize candidate searches using more than 30 criteria that fit your specific recruiting needs.

You can use GMASS to:

- » Increase the diversity of your classroom by searching on ethnicity, gender, citizenship, age or undergraduate major
- » Identify scholarship candidates based on established program or donor criteria
- » Create targeted campaigns for open houses, information sessions, or other events aimed at special groups (e.g. military, women, engineering majors, underrepresented US minorities)
- » Reach out to candidates in a specific geographic region to invite them to visit your booth at a prospective student fair or forum



## BUILD YOUR BEST CLASS AND DISCOVER WHAT YOU CAN FIND IN GMASS\*



\* Data as of January 2016



“

With GMASS, we were able to match a student's interest in social entrepreneurship with what we were trying to achieve at the Mason School of Business.

”

***Amanda Barth, Admissions***

*Mason School of Business*

*College of William & Mary*

# The benefits of using **GMASS**

- » **Target your audience:** use more than 30 criteria to narrow your search and tailor your message for the best response rate.
- » **Get the most up-to-date contacts:** the global GMASS database is updated daily.
- » **Find the best candidates anytime, anywhere:** with our easy-to-use web-based application.
- » **Save time:** receive automatic results daily, weekly, or monthly, and save your best searches.
- » **Recruit early:** target GMAT pre-test candidates early in their decision-making process.
- » **Save money:** GMASS is a cost-effective way to build multi-channel marketing programs.

## CHOOSE FROM A VARIETY OF CATEGORIES AND SUBCATEGORIES TO TARGET YOUR SEARCH

### DEMOGRAPHICS

Gender, Ethnic Identification, First or Native Language, Citizenship, Age

### SCHOOL/DEGREE CHARACTERISTICS

Part-Time, Full-Time, Online, Degree Objectives and Concentrations

### INTENDED SCHOOL PLANS

Work Intentions, Date of Enrollment

### EDUCATIONAL/ PROFESSIONAL BACKGROUND

Years of Work Experience, Undergrad First Institution, Year of Undergrad Education, Undergrad Major and GPA

### GMAT® EXAM SCORE RANGE

AWA, Quant, Verbal, IR, and Total Score

### LOCATION/AREA MAP-RADIUS

Preferred Region of Study, World Region, Country, Zip, State, Metro Area, and Province

# A small investment with **unlimited returns**

At just USD 75 cents per name, GMASS adds tremendous efficiencies to your recruiting and marketing efforts—whether you're looking to segment your audience or broaden your search. The option for candidates to participate in GMASS is highly visible so the database is continually growing.

“

I use it regularly  
in my marketing  
strategy and tactics  
and the return on  
my investment is  
phenomenal.

”

***Makarand Parulkar***

*Faculty Business Director, Bond University*

# Three easy steps to **get started, without a subscription fee**

- 1. CREATE A GMAC.COM ACCOUNT**
- 2. ENROLL IN THE GMASS SERVICE**
- 3. START SEARCHING**

[gmac.com/gmass](https://gmac.com/gmass)



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