

Turning interest into enrollment: Real-world engagement success stories

How leading business schools used GradSelect and GMAC Tours to connect with high-intent candidates, improve lead quality, and drive stronger applicant conversion outcomes

For over **30 years**, GMAC Tours has connected schools with serious, high-intent candidates actively exploring graduate management education opportunities.

With more than **70 events** annually across North America, South America, Europe, Africa, Asia-Pacific, and the Middle East, Tours gives schools direct access to candidates who have done their research and are ready to make informed decisions.

Complementing this, GradSelect is the industry's largest database of qualified graduate management education candidates who are actively looking for the right program.

Schools can target candidates by experience level, geography, and study preference to identify the right fit for specific programs. GradSelect doesn't just give schools more candidates. It gives them the right ones.

Impact by the numbers

90%

of GMAC Tours attendees matched schools' target work experience profiles in 2025

1 in 2

candidates met through Tours in 2025 enrolled within one year

560K+

high-intent candidates

279 schools

and organizations are recruiting through GradSelect globally

Success stories

Building a stronger pipeline through early candidate engagement

The objective

Hult International Business School had a recruitment goal of connecting with candidates early in their business school journey and ensure marketing investment translated into stronger qualified lead flow

The approach

Leveraged Early Profiles within the GradSelect database for extensive testing and analyses to create best practices with this unique audience, including messaging, subject lines, and landing pages

The result

Achieved a **4X increase** in marketing-qualified leads from Early Profiles

Connecting with right-fit candidates through meaningful engagement

The objective

Chicago Booth wanted to have meaningful, high-quality conversations with right-fit candidates

The approach

Engaged with prospects at the GMAC Tour through structured, small-group interactions and direct conversations within a focused candidate environment

The result

Strengthened relationships with high-quality candidates globally, with **49% of attendees** reporting they considered schools they had not explored prior to the tour

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"In terms of having access to high quality candidates, in terms of being able to better understand our international prospect students, the MBA Tour is a great resource. The MBA Tour was able to maintain that feeling of authenticity and connection."

John Lim

Booth School of Business

Driving application growth by combining high-intent leads with targeted outreach

The objective

Michigan State University wanted to encourage prospective students to begin their application and strengthen conversion funnel from inquiry to application

The approach

Combined GradSelect's qualified lead pool with a crisp, segmented email workflow to optimise outreach efficiency and improve applicant conversion

The result

Achieved the lowest cost-per-applicant among all lead sources and delivered a **25% increase** in conversion rate

Building a Stronger Recruitment Pipeline with Qualified Leads

The objective

Vanderbilt University aimed to strengthen the recruitment pipeline by identifying highly qualified prospects aligned with program criteria while improving overall lead efficiency

The approach

Used candidate lists through GradSelect to segment targeted candidate profiles, focusing outreach on prospects which were closely aligned with their program priorities

The result

Reported GradSelect as the largest and most cost-effective source of qualified leads supporting their recruitment goals

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"With GradSelect leads, I don't have to build awareness of what an MBA program is; GMAC has already done that for me."

Andrea McHale

Broad College of Business,
Michigan State University

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"GradSelect is our largest source of attributable leads at most stages of the funnel from submitted to admitted to deposited. It's also the most cost-effective way that we generate leads at the Owen Graduate School of Management."

Cameron Collins

Owen Graduate School of Management,
Vanderbilt University