



Graduate
Management
Admission
Council™

GMAC™ Connect
GMAC™ Media Solutions

About GMAC™ Media Solutions

REACH the largest global pool of qualified candidates through our comprehensive **RANGE** of services tailored to fit your needs and deliver **RESULTS** for your marketing goals.





Why You Should Work With Us

GMAC Media Solutions is the largest and fastest-growing collective of digital solutions engaging with prospective students at every stage of the application journey, from consideration to application.



We are constantly innovating new services to power your marketing – our regular meetings with Facebook™, LinkedIn™, and Google™ also allow for testing of their launches. Talk to us about partnering on upcoming initiatives.



REGIONAL SUPPORT

Our market development teams work with business schools around the world every day. They understand the global industry and the regional challenges you face.



PROVEN RESULTS

Our campaign reports show results, evaluate progress, and identify opportunities for your evolving goals and in response to our ever-changing industry. That is why over 80% of our clients renew contracts year on year.



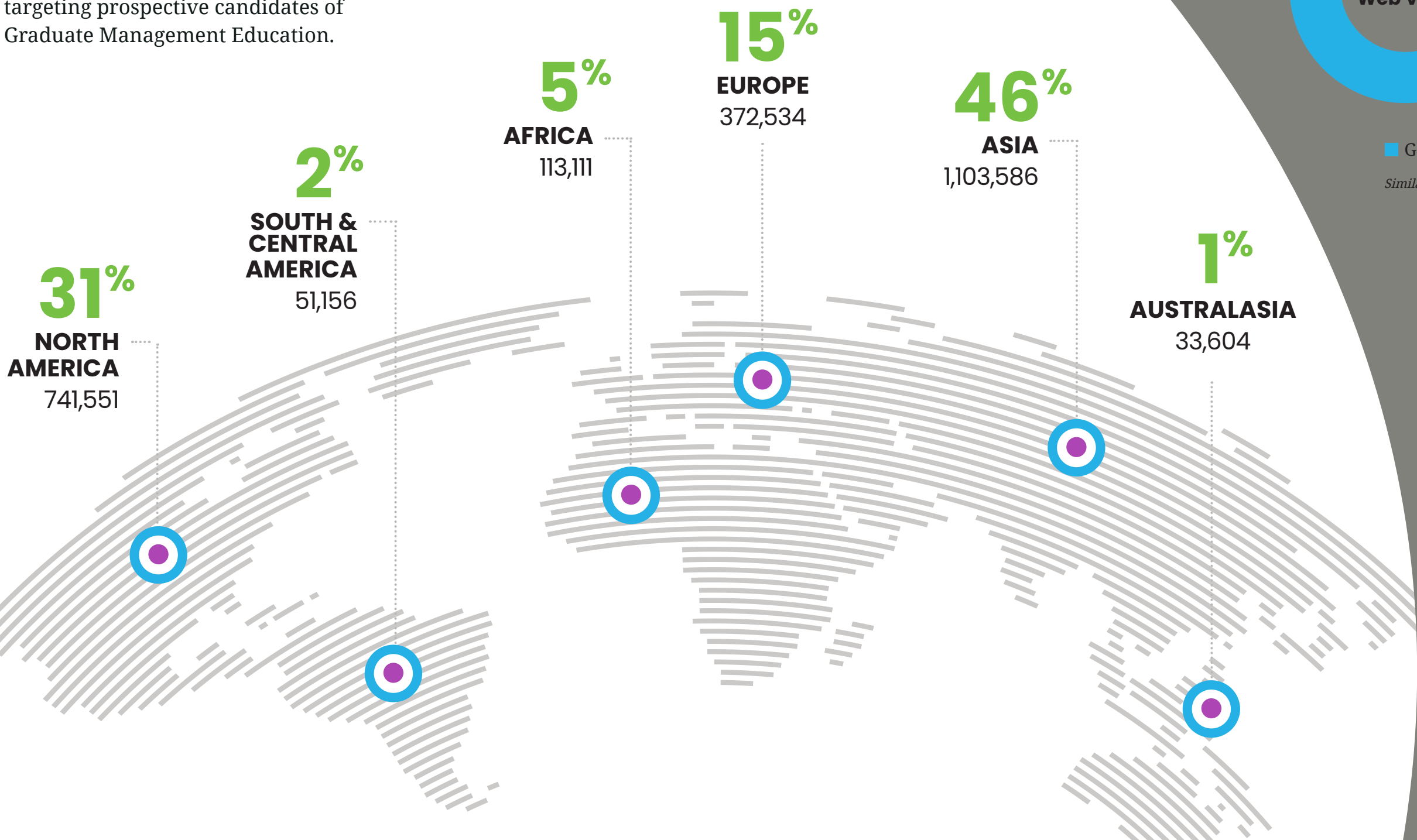
BESPOKE APPROACH

Combining a comprehensive range of services with a bespoke approach allows us to develop solutions that fit any marketing challenges. We work with your team to understand your needs, budget, and brand to build a custom plan that drives results.

Global Reach

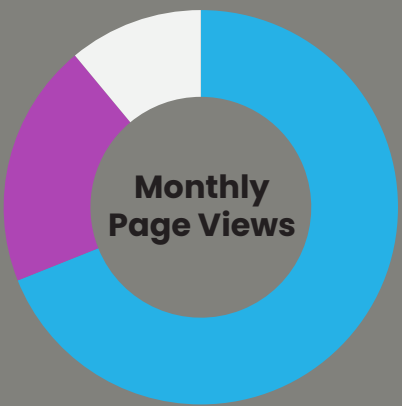
Reach the biggest audience of quality potential graduate management students across the media industry.

The GMAC Media estate boasts the highest **global** reach of any site targeting prospective candidates of Graduate Management Education.



9.5 million+

unique users annually across the GMAC Media estate



■ GMAC Media ■ P&Q ■ TopMBA
Similarweb (Oct 2021)

800,000+
unique monthly visitors

6 million+
monthly page views

66%
18-35 Year-olds

42% 58%
Female Male

Content Marketing

The art of storytelling combined with a powerful distribution strategy can help drive awareness, perception, consideration, and action. Our expert editorial team tells your stories in an article or video format, optimized for search and mobile performance.

YOUR CUSTOM HIGH-VALUE STORY



Re-published on your platforms and channels



Boosted and **targeted** across our student social media channels



Amplified through native promotions on mba.com

550,000+
monthly unique users



Extended across our student email newsletter

456,000+
recipients across BB's and GMAC's newsletters

889,000+
followers



Videos are a dynamic and trending tool. Our journalists and video editors work to tell your story in such a way that creates a lasting impression with your target audience.

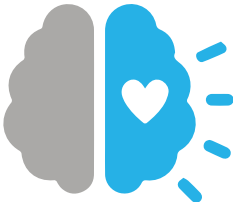
CONTENT MARKETING DRIVES RESULTS

An independent survey, versus a control group, showed clear **uplift** in results against all objectives:



Brand Awareness

↑ 103%



Brand Perception

↑ 31%



Brand Consideration

↑ 125%



Action

↑ 61%



Digital Display Advertising

Promote your institution, application deadlines, events, or other specific campaigns via **6 million advertising impressions every month** across the GMAC Media estate—businessbecause.com and mba.com—as well as our weekly and monthly email newsletters.



GEO-TARGETED

Our reach is not just in the US; our global audience is 30% higher than competitors, allowing you to connect with international candidates on a bigger scale.



PLACEMENTS ON TOP-SLOT EMAIL BANNERS

430,000+ recipients on GMAC's monthly candidate newsletter
26,000+ recipients on BB's weekly newsletter



OPTIMIZED FOR ALL SCREENS

Improve your performance and amplify your reach with responsive display ads that are suited to fit any device.



HOMEPAGE TAKEOVERS

Take over the mba.com homepage across desktop, mobile, and tablet in your key target countries.



AVAILABLE IN MULTIPLE FORMATS

High-impact formats drive traffic directly to your chosen landing page.



TRUSTED BRAND ENVIRONMENT

Our brands are among the most trusted graduate business resources among prospective candidates.



TARGET PLACEMENTS TO CONTENT VERTICALS

Place your ads on pages with the right content for your campaign.



Take over the mba.com homepage across desktop, mobile, and tablet in your key target countries.

Our click-through rate (CTR) regularly exceeds the industry average of

0.1%

with some campaigns reaching up to a CTR of

0.4%



Reach prospective candidates in a 100% brand-safe environment with no wasted inventory!



Social Media

Magnify your candidate engagement through social posts, boosts, and paid campaigns on the BusinessBecause, The MBA Tour, and Official GMAT™ exam social media platforms.

Features:

- Benefit from our trusted voice to connect with prospects exploring higher education options
- We custom build your audience by location, age, behaviors, interests, and more
- Apply a/b testing to our exclusive GMASS-lookalike audience
- Receive platform recommendations based on campaign goals and target audience
- Optimize to stages of the application process, from awareness to enrollment
- Amplify your BusinessBecause content series – articles or videos

889K+ followers across



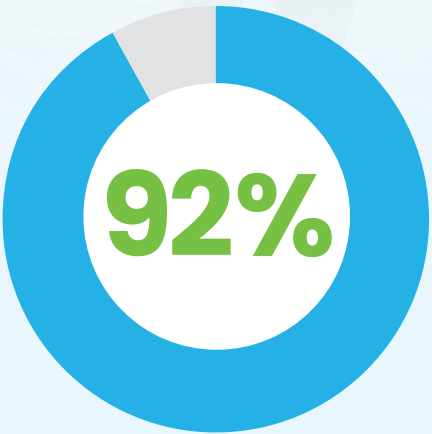
Our regular check-ins with Facebook and LinkedIn representatives ensure we’re at the forefront of new innovations which can enhance your campaign.

Email Blasts

Reach our highly engaged list of qualified business school candidates by delivering your personalized message to the BusinessBecause global database. Increase your website traffic and enrollment numbers by promoting your institution, events, or deadlines through custom eblasts that integrate your brand, message, and call to action.

Features:

- Custom-built and optimized for all screens
- Action-oriented via CTA’s and embedded links
- No ads or outside content for a zero-distraction experience
- Detailed reporting to help you build on learnings



of candidates chose email as their preferred channel for school communications
GMAC Connect Survey 2020

17%
click-through rate

26,000+
weekly newsletter recipients

15%
open rate



★
Webinars sell out well in advance. Booking nine months ahead is recommended!

Webinars

Speak directly to qualified candidates through digital events created in collaboration with our specialist journalists. Together, we'll plan, host, and moderate a live online session to inform prospects about your institution and answer live questions for an authentic experience that generates meaningful connections.

- **EXCLUSIVELY MARKETING TO THE GMAC CANDIDATE DATABASE**
- **LEAD GENERATION WITH REGISTRATION AND ATTENDANCE DATA**
- **EVENT & ARCHIVAL HOSTING ON BUSINESSBECAUSE.COM**
- **AUDIENCE SEGMENTATION OPTIONS TO MATCH YOUR AUDIENCE CRITERIA**

AGENCY-LEVEL SUPPORT ACROSS THE EVENT LIFECYCLE:



EDITORIAL FORMATS



Admissions Q&A:
A one-on-one interview with your admissions director, followed by a live Q&A with our audience, covering every aspect of the admissions process.



In the Classroom:
Mini-lecture or case study exercise giving prospective students a taste of what it's really like in an MBA classroom.



Workshops:
Advise candidates on CV writing, interview, and essay tips for business school and job applications.



"Careers In" Series:
Make a lasting impression by having your careers director and 2 successful alumni discuss career opportunities for business school graduates in a chosen industry or field.



Study In:
Discuss career opportunities for business school graduates in a chosen location.

150–200
Opted-in leads generated per webinar, on average through 2021.

Live Social Events

A contemporary alternative to webinars, our live social events are an opportunity to reach, meet, and engage in a live online session hosted by our top GME journalists.

Features:

- Concurrent live stream hosted across YouTube™, LinkedIn™, and Facebook™
- Pre-event awareness and engagement through all paid social channels with registration form and interest capture
- Post-event lead generation campaign to attendees and lookalikes across paid social channels using event footage
- Long-term video inclusion in BusinessBecause's website and YouTube™ channel
- Agency-style support, providing you with expert planning, marketing, and delivery

500,000
social impressions

500+
pre-event engagements

20-50
live attendees

500+
total event views



We can work as your de facto social agency to create, optimize, and report on social campaigns.

Exclusive Candidate Guides and Resources

Stand out to prospects by showcasing your institution’s expertise in one of our exclusive editorial specials. This is a partnership opportunity to develop a one-of-a-kind publication that will be promoted and available across the GMAC Media estate.

Features:

- Promoted across BusinessBecause, The MBA Tour, and Official GMAT social channels
- Used as a lead magnet on BusinessBecause.com and as a registration incentive for MBA Tour virtual event attendees
- Included on Facebook™ paid campaign to a GMASS-lookalike audience (includes optimization, a/b testing)
- Distributed via email through a dedicated e-blast and added to the BusinessBecause email newsletter



Sponsorship packages and opportunities are limited. Don't wait. Talk to us today!

Lead Generation

Receive new leads from candidates actively searching for higher education options and engaging with MBA or business master's content from BusinessBecause.

Reach candidates earlier in their journey!

BusinessBecause leads typically include candidates that are still in the consideration stage, allowing you to make an impression early on.



1

Data capture

Leads are captured through:

- Unique and highly trafficked content pages
- Engaging social campaigns
- Time-sensitive promotions
- Exclusive business education guides

2

Sorted into three qualifies tiers

Sorted into three tiers to aid and inform your nurture pathways:

- **Gold**
Specific school interest
- **Silver**
Additional data fields
- **Bronze**
Engaged GME audience

3

Downloadable weekly as a .csv file

Candidate information can include:

- Program preference: full-time or part-time
- Program format: online or on-campus
- Study destination: by region, country, and school
- Preferred enrolment year
- GMAT/GRE status and score
- Years of work experience
- Citizenship



BusinessBecause lead generation clients get access to candidate data **6 months before** the names are added to GMASS.





Feature your institution with premium content and **stand out** to candidates actively looking for their next educational program.

Premium Profiles

Increase prospect consideration by showcasing your school and program with an enhanced profile in BusinessBecause.com's school listings and on mba.com's Program Finder feature.

Features:

- Customize your profile by highlighting key application and admissions information
- Jump to the top of the search results
- Include hyperlinks to drive traffic to your website
- List your upcoming events
- Embed social feeds and videos



Contact Us

Reach out to us at gmacmedia@gmac.com to receive a customized proposal.

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