

Building visibility where it matters most: Real-world outreach success stories

How leading business schools used GMAC Media Solutions to strengthen brand awareness, improve consideration, and drive meaningful candidate engagement

GMAC Media (mba.com and gmac.com) is the world's largest and fastest-growing hub of digital marketing solutions engaging business school candidates throughout the entire application journey, from consideration to enrolment.

GMAC's content team brings deep storytelling expertise across the channels that matter most to prospective candidates—from engaging social videos and long-form YouTube content to evergreen articles. Combined with a targeted distribution strategy, this approach is a key reason schools continue to invest in GMAC Media year after year.

In 2025, GMAC sponsored guides (such as: Cost of MBA Report 2025, MBA Application Guide, Study in Europe Guide, and many more) generated more than **1,200 leads** and reached an audience of **1.6 million** prospective students through integrated distribution across email, display advertising, and social media.

Impact by the numbers

13.5 M

unique users across the
GMAC Media estate

48 M

advertising impressions served
across GMAC websites annually

800K

social media followers
exposed to school content

Success stories

How Emory University increased brand awareness and candidate engagement through content marketing

The objective

Increase awareness, strengthen brand perception, and drive engagement among Graduate Management Education aspirants through content marketing

The approach

GMAC worked with Emory University's Goizueta Business School to deliver targeted content to prospective graduate management candidates, measuring impact through exposure vs. control-group research

The result

The campaign delivered **+114%** uplift in prompted awareness for Emory University, improved brand perception among **91%** of respondents, and drove meaningful action, with **62%** visiting the website and **32%** beginning or completing an application

How Copenhagen Business School increased awareness and consideration through storytelling

The objective

Increase awareness, consideration, and engagement for Copenhagen Business School among prospective graduate management students through content-led storytelling

The approach

GMAC worked with Copenhagen Business School to publish editorial content targeted at MBA aspirants, using exposure and control-group research to measure impact on awareness, consideration, and action

The result

The campaign drove an **+84%** uplift in advertising awareness among exposed audiences and **+104%** among those recalling the content. Additionally, **97%** said they were more likely to consider the school after reading the articles, while **99%** intended to take action, including visiting the website and exploring the MBA program.