

# GMASS Early Prospects

## **What are Early Prospect leads?**

*Early Prospect leads are candidates who have come to mba.com and opted into GMASS but did not complete their registration to be included as a pre-test or GMAT lead in the active GMASS candidate pool.*

## **Why would a school be interested in purchasing Early Prospect leads?**

*They are highly interested in learning more about graduate management education and the various types of programs available from schools. Since they are earlier in their decision-making process, they are less settled in their choices and more open to new introductions. They are also active in their consideration of business school: roughly half of these candidates have engaged with our free GMAT Prep material.*

## **What is the cost of an Early Prospect lead?**

*The cost for an early prospect lead is \$1.00 per lead.*

## **What type of background information do we have about the Early Prospect leads?**

*Due to their early place in the decision-making process, there is limited data available: email address, first name, last name, and location by country, city, and some states.*

## **What if a candidate moves from an Early Prospect lead to a pre-candidate or GMAT candidate will a school receive the update?**

*The school will only receive the updated candidate record if they select "Purchase names with updated profiles," and the updated lead will be sent to them for free (the same way it works today).*

## **Do schools need to update any information in their download file?**

*No changes are being made to the download file.*

## **How will schools know how to purchase Early Prospect leads in GMASS?**

*In step one of the GMASS tool, the user will have the option to choose Early Prospects. Once this option has been selected they will be able to search by date range and location.*