Graduate Management Admission Council™

GMASS Best Practices: A Guide for Users

Last Updated: May 10, 2022

GMASS is a global database of 544,000+ candidates interested in GME

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Benefits of using GMASS

Connect with qualified GME leads at specific stages of the recruitment cycle who have chosen to be contacted by schools.

Increase the diversity of your cohort by discovering targeted segments from the largest pool of global candidates serious about pursuing GME.

Take advantage of the customizable access to the GMASS database with over 35 fields to search by, updated daily, and with extensive data preparation.

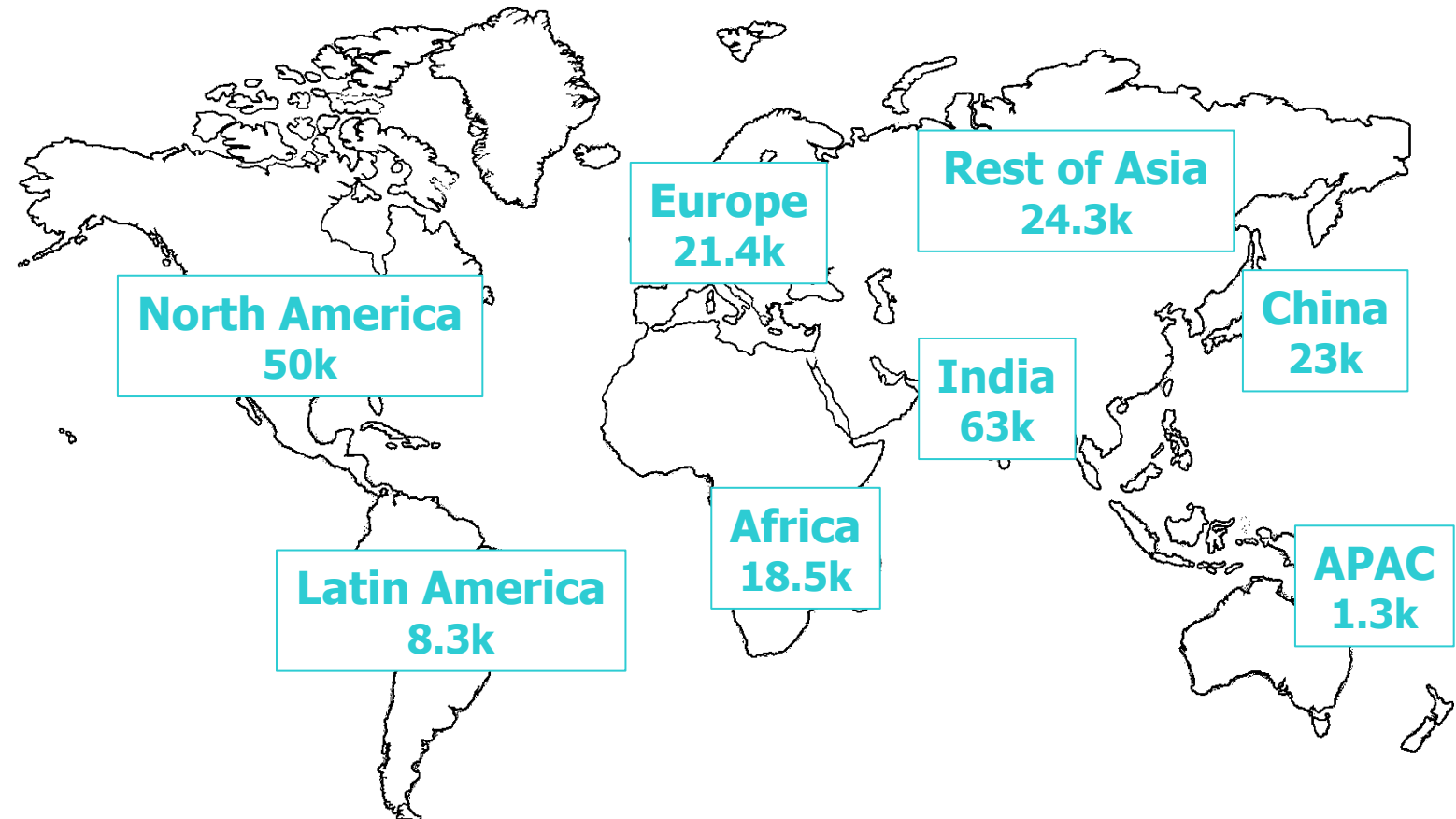# GMASS by the numbers: Past 12 Months
Global Candidate Pool

75k
New Early Prospect opt-ins

93.4k
New Pre-test opt-ins

52.4k
New GMAT lead opt-ins

North America
50k

Latin America
8.3k

Europe
21.4k

Africa
18.5k

Rest of Asia
24.3k

India
63k

China
23k

APAC
1.3k

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Three Lead Types
Which do I choose?

75k
New Early Prospects

Who are they
Early to GMASS, but journey stage is unknown

What do you get
Name, location, email

Why these leads
Mid to upper funnel, many have accessed GMAT Prep, new to GMASS and early to receive messages

93.4k
New Pre-test leads

Who are they
Mid funnel candidates

What do you get
All data available in GMASS that has been provided

Why these leads
They have provided more information, are considering their options, and are influenceable

52.4k
New GMAT leads

Who are they
Candidates who have taken the GMAT exam

What do you get
All data available in GMASS that has been provided

Why these leads
Their academic aptitude is known and are likely to apply to schools soon

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Getting Started
Search smart for fresh connections!

1 Never miss the most current leads by creating a **GMASS recurring search** for all of your programs. Get fresh leads weekly, bi-weekly, monthly, or quarterly!

2 Find more candidates by **increasing age range** or years of work experience (only pick one!).

3 Increase your search results by selecting **"Undecided" and "Did not respond".** Your messaging can help them decide (and choose you in the process)!

4 When candidates update their profile, you get **upgrades for free**! Come back to GMASS to get more intel on candidates you've already purchased.

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Let's compare Gen Z to Millennials and Gen X

Gen Z	Millennials	Gen X
Tech-innate: 5 screens	Digital Native: 2 screens	Digital Immigrant: 1 to 2 screens
Judiciously share	Radically transparent (share all)	Close to the vest
Active volunteer	Slactivists	Newly engaged
Mature	Immature	Seasoned
Communicate with images	Communicate with text	Communicate with email
Humble	Low self-esteem	Confident
Future-focused	Now-focused	Balanced
Realists	Optimists	Pragmatic
Want to work for success	Want to be discovered	Want to get the job done
Collective conscious	Team-oriented	Self-reliant

3 Takeaways for Gen Z Marketing

It takes 7 times for a message to sink in. Use their "5 screens" to ensure you cut through the noise.

Segment and personalize, otherwise they're unlikely to engage.

Keep them at the center of the story and keep it real.

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Don't forget!

1. **You have access to your GMASS leads for 12 months**. Communicate with them via email, social (multiple), phone/text, etc. at least 7 times.

2. **We share all the available candidate information post-purchase so use search filters sparingly.** The download file includes a candidate's current employer, their GMAT registration date, and more. Use as much of this information as you can to personalize your message.

3. At the very least, **segment your lists by lead type.** Early Prospects, Pre-Test leads, and GMAT leads are all in different stages of their journey. The more you personalize, the more likely they are to respond to you.

4. **Recurring searches are the best way to get leads before your competitors**. Set a budget cap so you can feel confident you'll stay within budget. Contact us for help on identifying the right population for recurring searches – we have lots of ideas and know what works.

5. **Set goals around your campaigns/list buys and check in frequently.** How many applications did you get? How tight was your message? How can you make tweaks on our campaigns to increase conversion? Not sure how to start? We got you – email us at **GMACConnect@gmac.com**.

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For more best practices to maximize your GMASS leads, contact us!

Contact us at | **GMACConnect@gmac.com**

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