



FAQs for Premium Insights

Updated 9/19/2022

What are the new premium insights in GMASS?

- Scores Sent to My Competitors
- GMAC Recommendations

What is the insight “GMAC Recommendations?”

Candidates receive program recommendations via mba.com and email, based on their GME preferences, GMAT performance, and other profile data available. You may now access which candidates have received recommendations to your program in order to reinforce the “good fit” of your program for them.

As of 2022, these candidates have taken a GMAT exam, sent at least one score report, and are being “warmed up” to your program by GMAC through the My Recommendations algorithm.

What is the insight “Scores Sent to My Competitors?”

This insight shares when a candidate sends their GMAT score to at least one program in your competitive group (read on for more details here). By using the standard feature in GMASS to include or not include leads that have sent scores to you, you will be able to choose whether to search for candidates that sent

scores to your competitive group and you OR candidates that sent scores to your competitive group and NOT you.

Contact GMACConnect@gmac.com to discuss further strategies on how to make the most of this insight.

How much do these insights cost?

Each insight costs \$1 per candidate, in addition to the standard fee per GMAT name.

- Scores Sent to My Competitors: \$1
- GMAC Recommendations: \$1

However, it is possible that a candidate may have more than one result per insight. For example, if you purchase Scores Sent to My Competitors (FT MBA program only) and Candidate Julie sent her GMAT score to your FT MBA competitive group and your PT MBA competitive group, you will see both competitive groups in your download file. Both of these results will be made available at no additional charge.

Will the premium insights be available for all leads in GMASS?

No. At this time, the two new premium data points will be available for GMAT leads only. However, this is just the first step of premium insights in GMASS. We will continue to broaden our offerings to ensure other lead types in

GMASS increase in definition so you may better target your right-fit candidates.

Can a candidate have both a GMAC Recommendation and a Scores Sent to My Competitors insight?

Possibly. GMAC Recommendations are created after a candidate sends their GMAT score to programs; GMAC makes recommendations of additional programs they should consider. The insight “Scores Sent to My Competitors” reflects the organic overlap of programs that the candidate actually sent their scores to.

It is possible that a candidate receives a GMAC Recommendation for your program and then sends their scores to your program.

What is the optimal way to search for these candidates?

For GMAC Recommendations, set up weekly recurring searches so that you always get the recommendations right when they are made, ensuring the candidate sees your message right after GMAC has warmed them up. For Scores Sent to My Competitors, because this insight reflects a candidate’s real-time engagement with your competitors, the sooner you get the intelligence, the better! Set up weekly recurring searches to capture these candidates when they’re actively making decisions.

Can I search for both GMAC Recommendations and Score Sent to My Competitors insights in the same search?

Yes, but the volume will potentially be quite low. For the best results of each, we recommend you search for these two insights separately because you may miss a candidate.

Is there a “shelf life” to the insights?

In order to provide you the most salient insights on these candidates, we will only show premium insights on candidates for 12 months.

You will not be able to purchase premium insights that are more than 12 months old as the data is less potent.

These two insights are built around GMAT test taking. Does this include both Online GMAT and Test-Center-based GMAT?

Yes, both tests and scores are included in both insights.

How do I check to see whether candidates I’ve already purchased have either of these insights?

Visit your desired search in your Downloads or Saved Searches section of GMASS. Copy your search and update any desired parameters. Then search for your preferred premium insight.

To buy all names (including both new and updated ones) with premium insights, keep all boxes checked in Step 5 of GMASS.

To buy only existing names with premium insights, uncheck the first box to purchase “New names.”

[GMAC Recommendations Section](#)

Will I be able to see in GMASS all the program recommendations a candidate receives from GMAC?

No, you will just see any program recommendations the candidate has received for your school.

How do I get the most value out of the GMAC Recommendations insight?

These candidates have been warmed up to your program by the makers of the GMAT exam, a trusted partner of business schools. To build on that momentum and the timeliness of GMAC’s message, set up biweekly recurring searches

and a custom email nurture with messaging indicating “potential fit.” This may also be a great time to share information on scholarship and application waivers.

Contact GMACConnect@gmac.com to discuss further strategies on how to make the most of this insight.

Can a candidate have a GMAC Recommendation for another program in my School?

It’s very unlikely. We have seen the algorithm recommend multiple programs at a single School in only a handful of cases.

How many program recommendations do candidates typically receive?

Most candidates receive 8 – 10 recommendations.

I don’t see one of my programs listed in GMAC Recommendations. Why is that?

If your program has not been recommended to any candidates, it will not be shown in GMASS.

Score Sent to My Competitors Section

How do I get the most value out of the Scores Sent to My Competitors insight?

For candidates that have sent scores both to you as well as your competitive group, they are actively applying to at least one other program that is competitive to yours. For this audience, increase your effort with these candidates regarding scholarships, application waivers, direct outreach via phone or text. Look at their profile in your download file to see their preferred industry/function and their current employer in order to customize your outreach specifically to them.

For candidates that have sent scores to your competitive group and NOT to you, they have self-selected out of applying to your program. Aggressively reach out and lead with not just your value proposition, but your differentiators against your competitive group. How is your campus / curriculum / culture a better fit for these candidates? Reinforce your value to this audience by convincing them they would be better equipped to achieve their personal and professional goals at your institution.

An additional benefit to this second group is your ability to engage in self-analysis. Are there trends among these candidates that might speak to a gap in your offering? Is there a population you are not capturing that you would like to? Use this list to segment your “lost candidates” and potentially survey them on why they chose a competitor and not you.

In short, these candidates are sending their GMAT scores to you and other programs like you, which typically means they are also applying. All hands-on deck, nothing standard for this group of hot leads.

How is my competitive group defined?

A competitive group is comprised of programs that candidates frequently send scores to as well as yours. This group reflects that organic score sending activity. To be included in a competitive group, a program must have:

- At least 50 score senders in the last 3 testing years
- At least 5 overlapping scores between your program and each program in the group

A competitive group must include at least 3 distinct competitor schools and contain 5 – 10 programs in total.

Will I be able to see whether a candidate sent a score to a specific program in my competitive group?

No, the download file will show that a candidate sent their GMAT score to at least one program in your aggregated competitive group, not the specific program.

Can another program in my School be included in my program's Competitive Set?

No, in order to maximize the value of this insight, we have not included multiple programs at your school.

I don't see one of my programs listed in Scores Sent to My Competitors. Why is that?

If your program does not meet the criteria to have a competitive group or does not have any candidates that have sent scores to the group, then you will not see your program listed. Additionally, the competitive groups are created once a year; if you have launched a program in that timeframe, you will not see them until the list of competitive groups is refreshed the following year.