

GMASS Best Practices: Using Premium Insights

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GMASS Premium Insights

GMAC Recommendations

▼ Step 3: Select Premium Criteria (Additional Fees Apply)

Premium Insights

GMAC® Recommendations

Scores Sent to My Competitors

GMAC Recommendations

Based on their GMAT performance, GME preferences, and MBA.com profile, GMAC offers program recommendations tailored to prospective students.

These recommendations made on behalf of your program are available as part of your search results. To include these insights in your download file, simply select the program(s) of interest from the choices below, which include all programs in your school that have been recommended to candidates.

There is an added fee of \$1.00 per candidate for these enriched results.

Note that beyond your chosen program(s) of interest, your search may return multiple recommendations. In this case, all insights are made available at no additional cost.

To make multiple selections, hold down the Ctrl key (or Command key for Mac users) while clicking your choices.

--Criteria not selected--

MBA, Full Time

Select your candidate pool.

☐ Candidates with premium insight only

☒ Candidates both with and without premium insight

Clear Criteria

Scores Sent to My Competitor

▼ Step 3: Select Premium Criteria (Additional Fees Apply)

Premium Insights

GMAC® Recommendations

Scores Sent to My Competitors

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This insight indicates whether a candidate has sent a GMAT score report to at least one of your competitive programs (a group determined annually by organic score sending behavior). To include these insights in your download file, simply select the program(s) to purchase candidates that sent a score to that program's unique competitive group. The programs listed below include all available competitive groups associated with your school.

There is an added fee of \$1.00 per candidate for these enriched results.

Note that beyond your chosen competitive group(s) of interest, your search may return multiple competitive groups. In this case, all insights are made available at no additional cost.

To make multiple selections, hold down the Ctrl key (or Command key for Mac users) while clicking your choices.

--Criteria not selected--

Global Executive MBA

MBA for Executives

MBA, Full Time

PhD Program

Select your candidate pool.

☐ Candidates with premium insight only

☒ Candidates both with and without premium insight

Clear Criteria

Benefits of using GMASS Premium Insights



Connect with qualified GME leads during the decision-making stage.



Fill those last few seats for a specific program by personalizing the candidate experience with over 35 fields in the GMASS download file.



Interrupt the candidates decision-making process with your school's unique offerings.

GMASS Premium Insights

Which do I choose?

GMAC Recommendations

Who are they

Candidates who recently took a GMAT exam and have received recommendations to your program in order to reinforce the “good fit” of your program for them.

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.

Scores Sent to My Competitor

Who are they

Candidates who sent their GMAT score to at least one program in your competitive group

What do you get

All data available in GMASS that has been provided
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.

Why these leads

Their academic aptitude is known and are likely to apply to schools soon.

Getting Started

Best Practices for Premium Insights!

1

Never miss the most current leads by creating a **GMASS recurring search** for premium data lead types. Time is critical because of their journey.

2

Send timely messages with “urgency” words in the subject line. Offer application fee waivers and/or scholarship information.

3

Create personalized experiences for these leads. Don’t just add them to your regular nurture process.

4

Go beyond emails with these leads. Use the GMASS download file to utilize phone contacts and street addresses.

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

Contact us at

GMACConnect@gmac.com

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