GMASS Best Practices: A Guide for Users

Last Updated: September 19, 2022

GMASS is a global database of 555,000+ candidates interested in GME

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
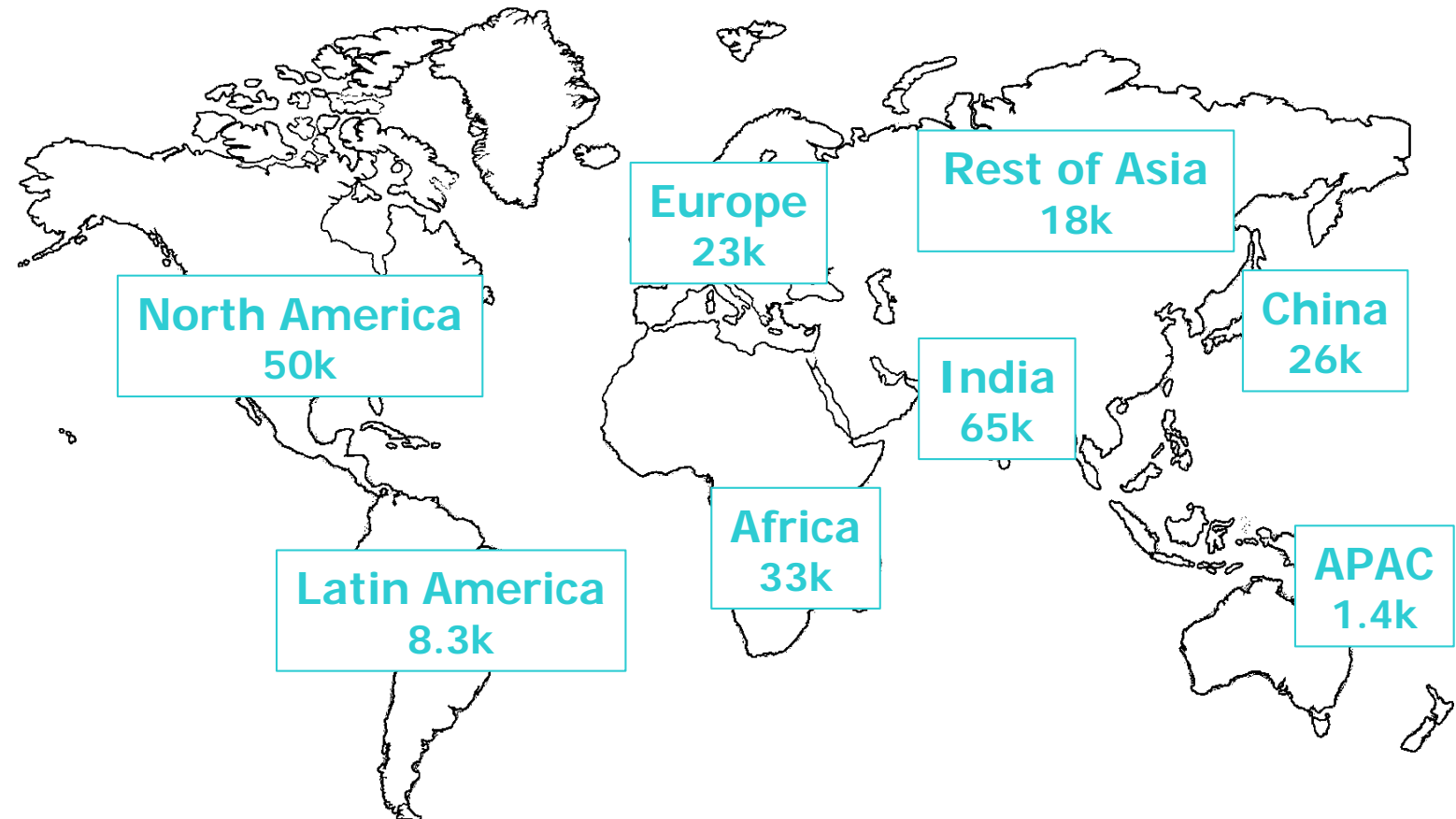## Global Candidate Pool

68k
New Early Profile opt-ins

99k
New Full Profile opt-ins

56k
New Full Profile with Score opt-ins

North America
50k

Latin America
8.3k

Europe
23k

Rest of Asia
18k

China
26k

India
65k

Africa
33k

APAC
1.4k

Graduate Management Admission Council™

Three Lead Types
Which do I choose?

68k	**99k**	**56k**
Early Profiles	**Full Profiles**	**Full Profile with Score leads**
Who are they Early to GMASS, but journey stage is unknown	**Who are they** Mid funnel candidates	**Who are they** Candidates who have taken the GMAT exam
What do you get Name, location, email	**What do you get** All data available in GMASS that has been provided	**What do you get** All data available in GMASS that has been provided
Why these leads Mid to upper funnel, many have accessed GMAT Prep, new to GMASS and early to receive messages	**Why these leads** They have provided more information, are considering their options, and are influenceable	**Why these leads** Their academic aptitude is known and are likely to apply to schools soon

Graduate
Management
Admission
Council™

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 **adjusting 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.

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.

Graduate Management Admission Council™

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 Profiles, Full Profiles, and Full Profiles with Score 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**.

Graduate
Management
Admission
Council™

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

Contact us at | GMACConnect@gmac.com

Graduate Management Admission Council™