

Measuring Success:



Demonstrating the ROI of GMASS® Leads

Managing the marketing budget of a graduate management program or business school is a challenging task. You're given a sweeping mandate to recruit an incoming class of the right mix of students, and you're required to do so with a finite (often very finite) budget. You need to not only deliver results, but justify your allocation of funds with metrics that support the cost effectiveness of your marketing plan.

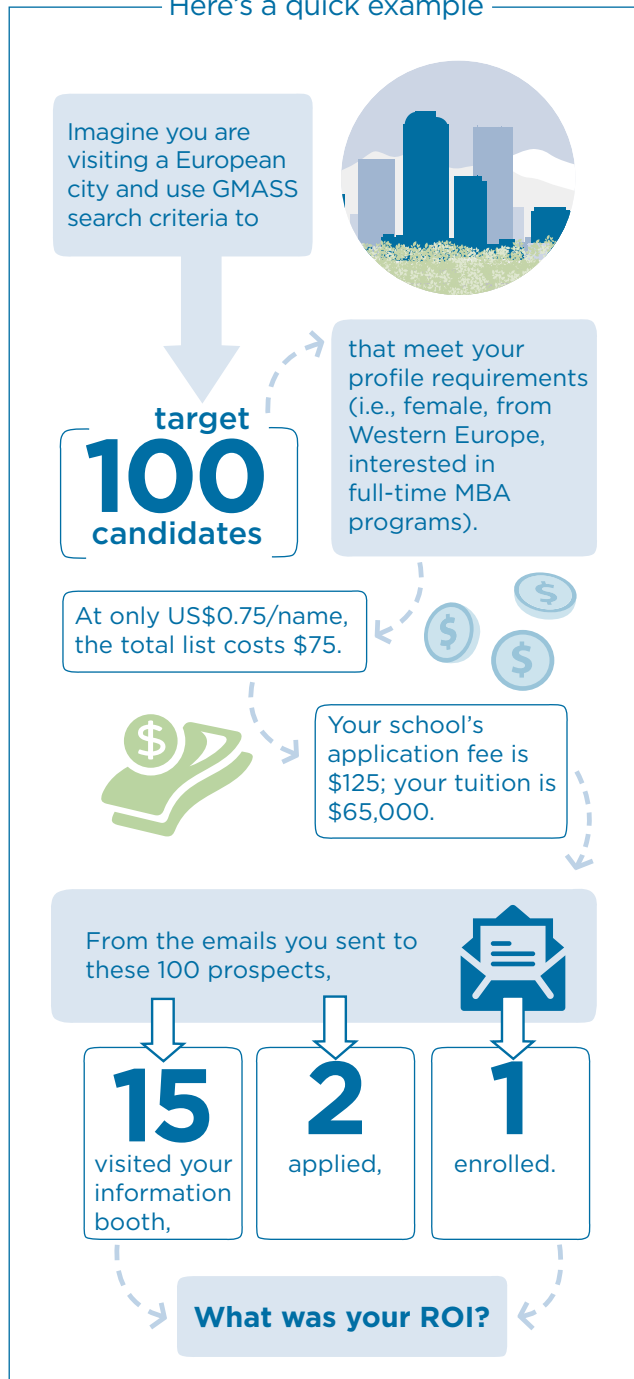
Bottom line: You need to squeeze the most you can out of every dollar of your marketing budget. The smartest way to do this is not blasting generic messages to the general public, but finding a receptive candidate audience that you already know is a good fit for your program or school.

Finding that audience is made simple with our database of GMAT® test takers and prospective students interested in graduate management education. The GMASS® Search Service allows you to apply more than 30 search criteria to define your audience from our daily-updated database of more than 400,000 individuals that have opted in and are waiting to hear from you.

GMASS also makes it easy to assess your return on investment—how much revenue you can attribute to GMASS outreach for each dollar you spent on acquiring GMASS names. Once you purchase the names and make contact, tag the names with GMASS as the source of the lead, track the candidate as they progress through the admissions process, and measure the results.

$$\text{ROI} = \frac{(\text{revenue attributed to GMASS outreach} - \text{cost of GMASS names})}{(\text{Cost of GMASS names})}$$

Here's a quick example



For each dollar you spend on GMASS names purchased, you generated \$869 in revenue.

$$\frac{[(\$65,000 \text{ tuition} + \$250 \text{ application fees}) - \$75]}{/\$75} = 869 \text{ or an } \mathbf{86,900\% \text{ ROI.}}$$

In this example, even the application revenue would offset the cost of the GMASS spend for lead purchases.

Of course, you may have incurred other related expenses, and we encourage you to net out your actual numbers for a more precise understanding. Other data that might factor into your analysis for revenue associated with GMASS names, includes travel expenses, recruiting materials costs and/or tuition scholarships granted.

Many schools have shared with us that by calculating the ROI from their GMASS purchases, they have been able to not only justify these expenses, but are emboldened to expand their use of the GMASS service.

If you wish to explore how you can begin using GMASS leads or how you can even further utilize it as a primary recruitment tool, let's talk! You can reach us at gmass@gmacc.com.