GRADUATE MANAGEMENT ADMISSION

GMASS®

SEARCH SERVICE

RECRUIT THE BEST TALENT FROM AROUND THE WORLD

gmac.com/gmass

Graduate Management Admission Search Service®

Looking for more students? The GMASS® Search Service can help you find the best talent to recruit for your programs.

As a GMAT score recipient you have access to the GMASS global database of prospective candidates interested in graduate management education—nearly 400,000 candidates who are waiting to hear from you.
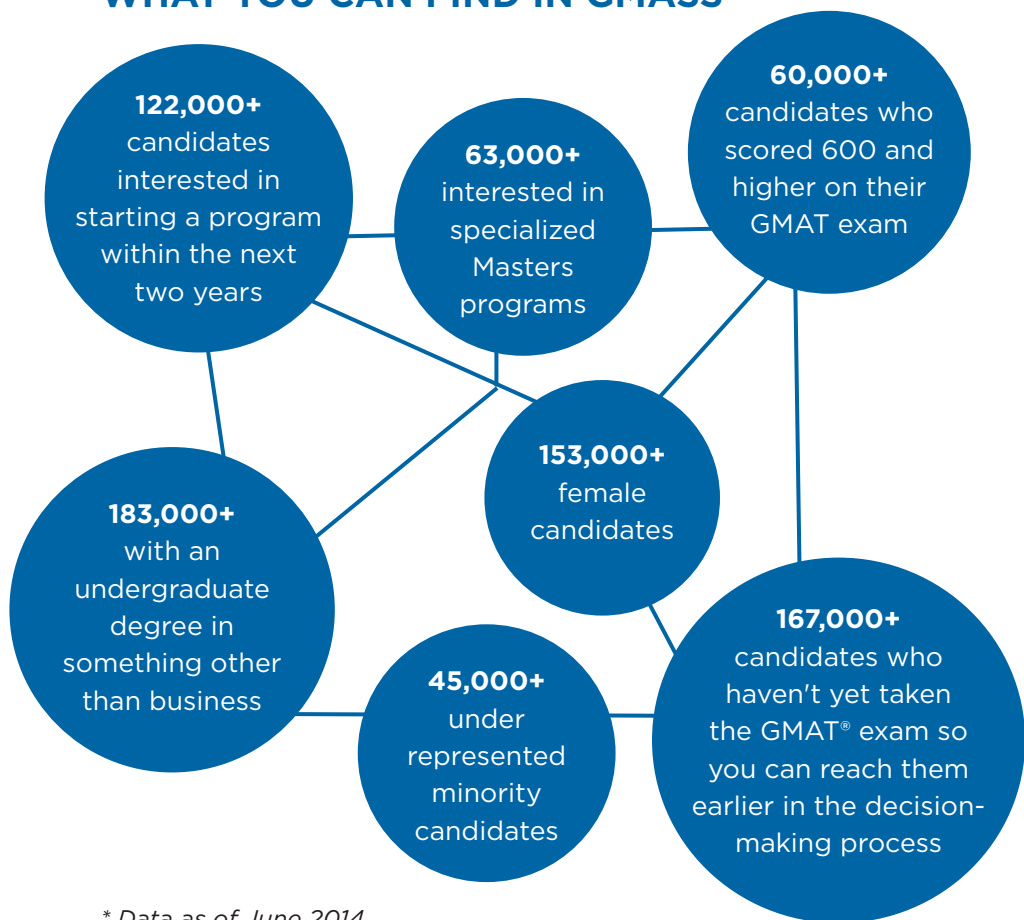
RECRUIT WITH PRECISION

GMASS allows you to customize candidate searches using more than 30 criteria that fit your specific recruiting needs.

You can use GMASS to:

» Increase the diversity of your classroom by searching on ethnicity, gender, citizenship, age or undergraduate major

» Identify scholarship candidates based on established program or donor criteria

» Create targeted campaigns for open houses, information sessions, or other events aimed at special groups (e.g. military, women, engineering majors, underrepresented US minorities)

» Reach out to candidates in a specific geographic region to invite them to visit your booth at a prospective student fair or forum

BUILD YOUR BEST CLASS AND DISCOVER WHAT YOU CAN FIND IN GMASS*

122,000+ candidates interested in starting a program within the next two years

63,000+ interested in specialized Masters programs

60,000+ candidates who scored 600 and higher on their GMAT exam

183,000+ with an undergraduate degree in something other than business

153,000+ female candidates

167,000+ candidates who haven't yet taken the GMAT® exam so you can reach them earlier in the decision-making process

45,000+ under represented minority candidates

* Data as of June 2014

> **"**
> With GMASS, we were able to match a student's interest in social entrepreneurship with what we were trying to achieve at the Mason School of Business.
> **"**

Amanda Barth, Admissions
Mason School of Business
College of William & Mary

The benefits of using **GMASS**

» **Target your audience:** use more than 30 criteria to narrow your search and tailor your message for the best response rate.

» **Get the most up-to-date contacts:** the global GMASS database is updated daily.

» **Find the best candidates anytime, anywhere:** with our easy-to-use web-based application.

» **Save time:** receive automatic results daily, weekly, or monthly, and save your best searches.

» **Recruit early:** target GMAT pre-test candidates early in their decision-making process.

» **Save money:** GMASS is a cost-effective way to build multi-channel marketing programs.

CHOOSE FROM A VARIETY OF CATEGORIES AND SUBCATEGORIES TO TARGET YOUR SEARCH

DEMOGRAPHICS	Gender, Ethnic Identification, First or Native Language, Citizenship, Age
SCHOOL/DEGREE CHARACTERISTICS	Part-Time, Full-Time, Online, Degree Objectives and Concentrations
INTENDED SCHOOL PLANS	Work Intentions, Date of Enrollment
EDUCATIONAL/ PROFESSIONAL BACKGROUND	Years of Work Experience, Undergrad First Institution, Year of Undergrad Education, Undergrad Major and GPA
GMAT® EXAM SCORE RANGE	AWA, Quant, Verbal, IR, and Total Score
LOCATION/AREA MAP-RADIUS	Preferred Region of Study, World Region, Country, Zip, State, Metro Area, and Province

A small investment with **unlimited returns**

At just USD 75 cents per name, GMASS adds tremendous efficiencies to your recruiting and marketing efforts—whether you're looking to segment your audience or broaden your search. The option for candidates to participate in GMASS is highly visible so the database is continually growing.

> "
> I use it regularly in my marketing strategy and tactics and the return on my investment is phenomenal.
> „

Makarand Parulkar
Faculty Business Director, Bond University

Three easy steps to **get started, without a subscription fee**

1. **CREATE A GMAC.COM ACCOUNT**

2. **ENROLL IN THE GMASS SERVICE**

3. **START SEARCHING**

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GRADUATE MANAGEMENT
ADMISSION COUNCIL