

Gradselect best practices

Maximizing your search platform

A quick-reference guide to getting the strongest lead yield and the most value out of every GradSelect search, purchase, and download.

Search broad, filter on what matters

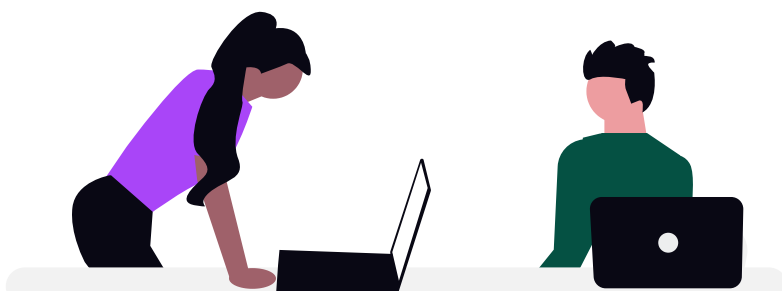
- ◆ **Cast a wide net:** Use search filters sparingly. The wider your search, the larger and more qualified your candidate pool — over-filtering is the fastest way to shrink your results.
- ◆ **The best-yield filters:** Consider filtering on fields which includes demographics, geography, degree interest, and other program eligibility criteria, which consistently deliver the best yield.
- ◆ **Pick one filter, not two:** Use either the age range or the work experience filter, not both. Age broadly mirrors work experience, so one filter is enough — applying both will only narrow your results.
- ◆ **Don't count candidates out early:** Include “Undecided” and “Did Not Respond” to maximize reach and ROI. This prevents qualified prospects from being excluded for an incomplete profile and lets you reach candidates earlier, while they're more receptive

Save your real filtering for after you download

- ◆ **Remember: you already get it all.** Once you purchase a lead, GradSelect shares every available field for that candidate — 35+ data points, including current employer, GMAT registration date, and more.
- ◆ **Filter downstream, not upstream:** Since the full profile is yours either way, do your detailed segmentation and personalization after the download rather than over-filtering during search setup.
- ◆ **Pro tip:** Search wide, download everything, then filter and segment locally using the fields you need. You get more leads for your budget and lose none of the data richness.

Know the purchase and download basics

- ◆ **Don't wait too long:** Once you purchase a list, it appears in the Download tab. You have 30 days to download it before the link expires.
- ◆ **Payment:** Credit card is the preferred payment method for GradSelect purchases.



Nurture, tag and track every lead

- ◆ **Not all leads are equal:** Early Profiles, Full Profiles, and Full Profile with Score leads are each at a different journey stage — match your message, offer, and channel to that stage.
- ◆ **You have a 12-month window:** You may nurture leads for 12 months via email, social media, telephone (where provided), and other channels.
- ◆ **Tag them in your CRM:** Tag these records in your CRM as “GradSelect.” Once a candidate engages with you, they become your lead.

Automate your search

- ◆ **Set it and forget it:** Set up a recurring GradSelect search — weekly, bi-weekly, monthly, or quarterly — across all your programs, with a budget cap, so fresh opt-ins reach you before your competitors.

Go further with premium insights

- ◆ **For an added fee:** GMAC Recommendations and Scores Sent to My Competitor put you in front of candidates actively deciding where to apply. Move fast and use phone or mail, not just email.

Want help building your
next recurring search?

Get in touch with our team today.

 gradselect@gmac.com

