

Gradselect user guide

This guide covers everything you need to know to get started with GMAC GradSelect—from setting up your workspace and building searches to purchasing leads and managing recurring searches.

For additional support, contact us at gradselect@gmac.com.

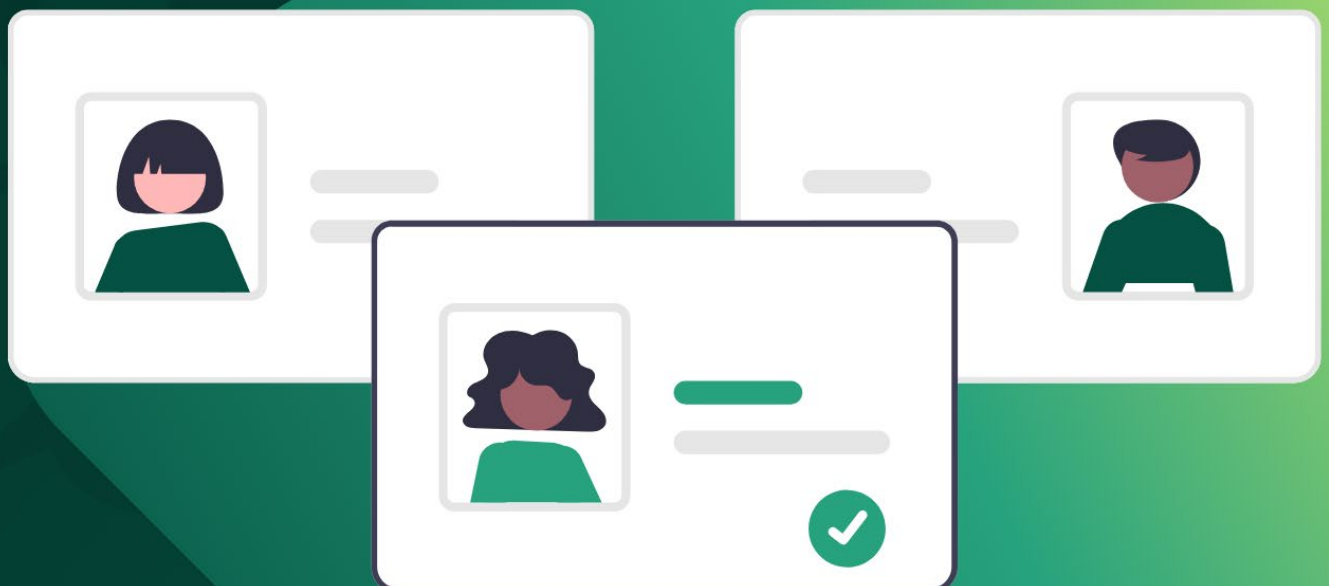


Table of contents

What is GradSelect?	3
Candidate pools	3
Pricing	3
Your subscription and workspace	3
Subscriber types	3
Managing delegates	4
Your workspace tabs	4
Creating a Search	5
Step 1: Select Candidate Pool	5
Step 2: Select Standard Criteria	5
Step 3: Select Premium Criteria	6
Step 4: Review Results	6
Step 5: Refine Results	7
Step 6: Save Your Search	7
Managing Searches	8
Saved searches	8
Groups	8
Purchasing searches	9
Purchase types	9
Payment options	9
Downloading your results	10
Purchase history	10
Managing recurring searches	11
Spending limit	11
Compliance and permitted use	12
Permitted uses	12
Communication requirements	12
Opt-outs	12
Do's and don'ts	13
Security and incidents	13
Contact and support	14

What is GradSelect?

The GMAC GradSelect database provides access to over 560,000 qualified graduate management education (GME) candidates who have opted in to hear from schools. Candidates come from a range of interactions across the GMAC ecosystem, including engagement with GMAC products, services, content, and candidate-facing experiences.

Candidate pools

- **Early Profile:** Candidates who opted in but have not completed their profile. You receive first name, email, and IP address country.
- **Full Profile:** Candidates who have completed at least part of their profile but have not taken a GMAC assessment. Includes demographic and educational data.
- **Full Profile with Score:** GMAT exam takers who have opted in. Includes reportable GMAT scores plus full profile data.

Pricing

Schools that accept the GMAT exam, received 10+ score reports in the last calendar year, and are GMAC members qualify for a preferred rate. All other schools and organizations may access GradSelect at the standard price. Contact gradselect@gmac.com for pricing details.

Your subscription and workspace

Subscriber types

There are two subscriber roles:

- **Primary Subscriber:** The school employee who sets up and manages the subscription. Must use a school email address. Responsible for agreeing to the Terms of Use on behalf of the institution.
- **Delegate Subscriber:** Colleagues or third-party providers authorized by the Primary Subscriber. There is no limit on the number of delegates. Each must have a gmac.com account and agree to the Terms of Use at registration.

Delegates can do everything the Primary Subscriber can, except: delete searches, add other delegates, or edit another subscriber's searches.



Tip: Accounting Access

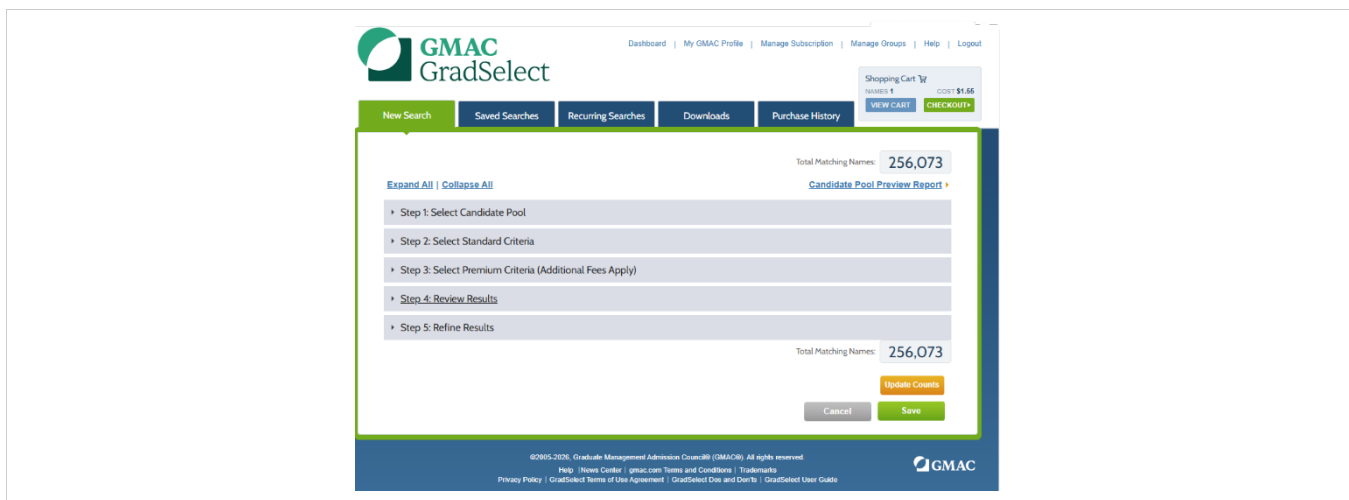
Add a finance/accounting colleague as a Delegate Subscriber so they can access invoices and receipts from the Purchase History tab. GMAC does not mail or email invoices.

Managing delegates

1. Click Manage Delegates in the top navigation.
2. Select a name from the Non-Delegate Subscribers box. Hold Ctrl to select multiple.
3. Click the blue right-arrow button to move them to Delegate Subscribers.
4. Click Save. Each delegate will receive an email confirmation.

Your workspace tabs

- **New Search:** Create a new candidate search.
- **Saved Searches:** View, edit, copy, delete, or purchase searches not yet bought.
- **Recurring Searches:** Manage automated searches that run on a set schedule.
- **Downloads:** Access purchased searches available for download (expire 30 days after purchase).
- **Purchase History:** View all past purchases; download invoices and receipts.



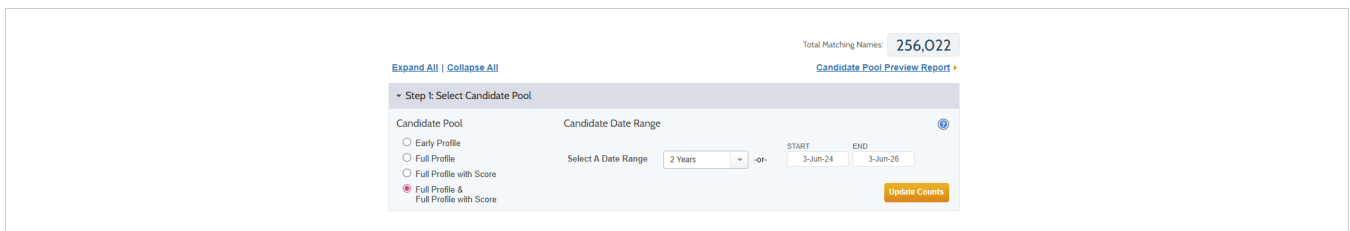
The GradSelect workspace showing the five main navigation tabs.

Creating a Search

Click the New Search tab in the upper-left corner of your workspace. The search wizard has five steps.

Step 1: Select Candidate Pool

Choose one or more candidate pools (Early Profile, Full Profile, Full Profile with Score, or Full Profile & Full Profile with Score combined). Then set a Candidate Date Range—up to 5 years back—to filter by the most recent date a candidate opted in.



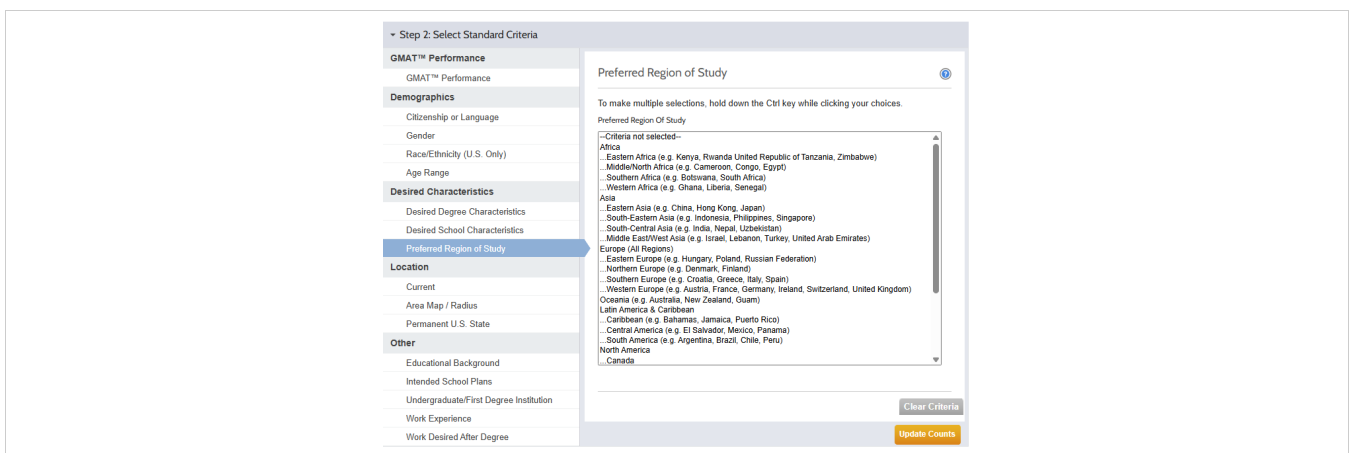
Step 1: Select your candidate pool and date range. Note: You may set the date range to begin 5 years before the day you create your search. Your search results will contain only candidates who opted in to the GradSelect service during that time period.



Tip: Click Candidate Pool Preview Report to see a breakdown of available candidates by age, degree objective, gender, GPA, work experience, and world region before you build your search.

Step 2: Select Standard Criteria

Refine your search using 35+ categories. The most commonly used are GMAT Performance, Age Range, Degree Objectives, and Preferred Study Region. For each category, click it in the left panel, make your selections, and click Update Counts.



Step 2: The Standard Criteria panel showing category navigation and a region-of-study selection.

Key standard criteria categories:

- Demographics: Gender, Age, Race/Ethnicity (US only), Citizenship, Native Language
- Desired Characteristics: Degree objectives, school characteristics, preferred study region
- Location: World region, country, ZIP/state, metro area
- Educational Background: Undergraduate GPA, major, institution, years of experience
- GMAT Performance: Total, Quant, Verbal, Data Insights/IR percentile ranges
- Intended School Plans: Planned enrollment date, work while in school

Step 3: Select Premium Criteria (Optional – Additional Fee)

Premium Insights add \$1.00 per candidate name and provide deeper targeting. There are two types:

- **GMAC Recommendations:** Identifies candidates GMAC has recommended your program to, based on their GMAT performance, GME preferences, and MBA.com profile.
- **Scores Sent to My Competitors:** Identifies candidates who have sent GMAT scores to programs in your competitive group (up to 10 similar programs).

Note: Run each Premium Insight type as a separate search—your messaging to each group should be different. Premium Insights are optional; you can skip Step 3 and proceed directly to checkout.

Step 4: Review Results

As you add criteria, the running count of matching candidates appears at the top right. Click Update Counts at any time to refresh. A total cost preview is visible by hovering over the Total Matching Names box.

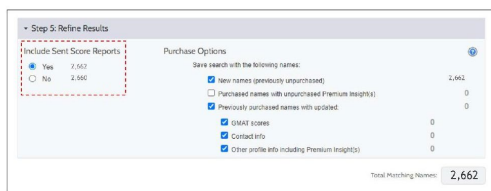
Step 4: Review Results	
Candidate Pool: Full Profile with Score	102,048
Candidate Date Range: 01-Jan-01 - 01-Dec-22	102,084
GMAT™ Percentile GMAT™ Score Range: 510 - 1000	102,038
Demographics: Age Range Age Range: 20 - 35	36,614
Desired Characteristics: Desired Degree Characteristics Degree: Masters, Executive MBA, MBA, Joint Degree - MBA/Engineering, Joint Degree - MBA/Law, Master of Business Administration (MBA)	4,175
Desired Characteristics: Desired School Characteristics Post-Year in: Full-Time, Full-Time/Executive, Part-Time/Executive/Unemployed	2,691
Desired Characteristics: Desired School Characteristics Testing Format: Computer-Based, Paper-Based, Other (select one of the above, if selected)	2,662
Premium Insight: Scores Sent to My Competitors MBA, Full-Time (31 candidates out of 2662 candidates who ran this premium insight)	2,662
Base Cost Preview Premium Names Cost: \$1,712.00 Premium Insight Cost: \$0.00 Total Cost: \$1,712.00	
Update Counts	

Step 4: The Review Results grid shows each criterion, matching count, and total cost preview.

Step 5: Refine Results

Optionally exclude candidates who have already sent a GMAT Score Report to your school. Then choose your Purchase Options:

- New names (previously unpurchased): Only new leads, charged at the standard per-name rate.
- Purchased names with unpurchased Premium Insight(s): Previously purchased names for whom you did not buy premium insights. You pay only for the insight, not the name again.
- Previously purchased names with updated GMAT scores, contact info, or other profile info: Receive updated data at no additional charge.



Step 5: Refine and filter results using the Purchase Options panel.

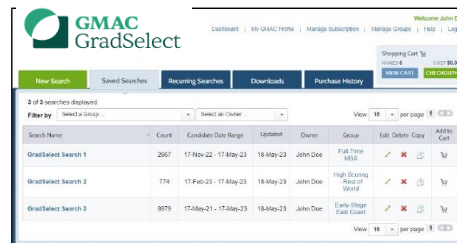
Step 6: Save Your Search

5. Click Save. The Save Search dialog will open.
6. Enter a Search Name.
7. Optionally assign the search to a Group.
8. Select a Purchase Reason from the dropdown.
9. Click Save to save to Saved Searches, or Save and Add to Cart to proceed to purchase.

Managing Searches

Saved searches

All searches not yet purchased appear in the Saved Searches tab. From here you can edit, copy, delete, assign to a group, or add to cart. Note: only the search owner or Primary Subscriber can edit a search; others can copy it and edit the copy.



Search Name	Count	Consider Date Range	Updated	Owner	Group	Action
GradSelect Search 1	2967	17-Nov-22 - 17-May-23	19-May-23	John Doe	Full Time MBA	[Edit] [Delete] [Copy] [Add to Cart]
GradSelect Search 2	774	17-Feb-23 - 17-May-23	18-May-23	John Doe	High Schooling Head of School	[Edit] [Delete] [Copy] [Add to Cart]
GradSelect Search 3	8079	17-May-21 - 17-May-23	19-May-23	John Doe	Early Stage East Coast	[Edit] [Delete] [Copy] [Add to Cart]

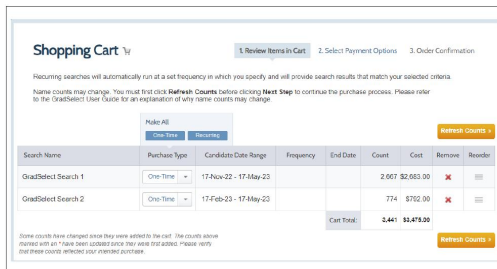
The Saved Searches grid shows search name, count, date range, owner, group, and action icons.

Groups

Groups help organize searches. You can create, rename, or delete groups at any time from the Manage Groups link in the top navigation. Recommended naming formats: event type, demographic area, or student profile. Deleting a group does not delete the searches inside it.

Purchasing searches

Add searches to your cart (keep the cart to 10 or fewer searches at a time), then click Checkout.



Search Name	Purchase Type	Candidate Date Range	Frequency	End Date	Count	Cost	Remove	Reorder
GradSelect Search 1	One-Time	17-Nov-22 - 17-May-23			2,067	\$2,883.00	X	
GradSelect Search 2	One-Time	17-Feb-23 - 17-May-23			774	\$702.00	X	
Cart Total:					2,841	\$3,585.00		

The Shopping Cart review screen showing search names, purchase type, count, and cost.

Purchase types

- **One-time:** A single purchase. Best for specific events like webinars, coffee chats, or program launches.
- **Recurring:** Automatically runs at a set frequency. Best for ongoing recruitment. Set to weekly, biweekly, monthly, bimonthly, or quarterly. Schedules begin on the day of purchase.



Tip: Always click Refresh Counts before completing your purchase to ensure the name count is current. Counts may change due to candidate opt-outs, information changes, or duplicate filtering across multiple searches in your cart.

Payment options

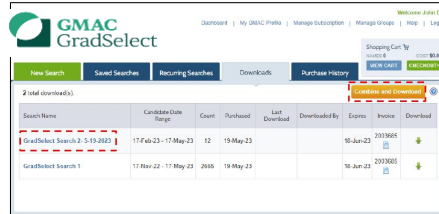
GradSelect purchases are processed by Verifone/Avangate (dba 2Checkout), GMAC's authorized payment provider. Before completing your first purchase, your institution will need to onboard Verifone/Avangate (dba 2Checkout) as an approved payment vendor. Contact your accounts payable or procurement team to initiate this process in advance to avoid delays at checkout. Additionally, for US schools, Verifone must validate and apply tax exemptions; for schools outside of the US, tax exemption IDs (VAT, GST) can be added at checkout. For US schools, please provide tax exemption details to gradselect@gmac.com.

- **Credit card:** American Express, Visa, or Mastercard. Payment is due at time of purchase and is processed through Verifone/Avangate (dba 2Checkout).
- **Check or wire transfer:** Remittance details for check and wire transfer payments are provided by Verifone/Avangate (dba 2Checkout) on your invoice. Payment is due within 30 days of the invoice date.

Important: GMAC does not mail or email invoices. Download your invoice and receipt from the Purchase History tab. The Primary Subscriber is responsible for ensuring invoices are paid within 30 days.

Downloading your results

Purchased searches appear in the Downloads tab. Files are accessible following payment. Files expire 30 days after purchase (those expiring within 5 days are highlighted in yellow).



Search Name	Candidate Date Range	Count	Purchase Date	Last Download	Downloaded By	Expiry	Invoice	Download
GradSelect Search 2 - 5-19-2023	17-Feb-23 - 17-May-23	12	19-May-23			10-Jun-23	2003685	Download
GradSelect Search 1	17-Feb-22 - 17-May-23	2685	19-May-23			10-Jun-23	2003685	Download

The Downloads tab showing purchased searches, expiry dates, invoice links, and download buttons.

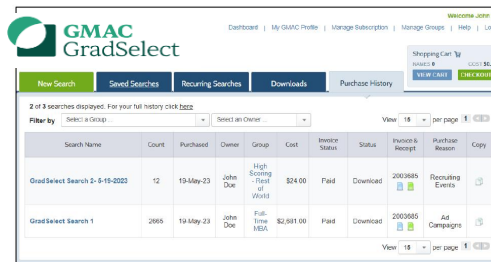
Download in one of three formats:

- Comma Delimited (Codes): Best for database applications.
- Comma Delimited (No Codes): Best for readable spreadsheet use in Excel.
- XML: Best for web or custom-built applications.

To combine multiple searches into one file, click Combine and Download, select the searches, name the file, choose a format, and click Download.

Purchase history

All past purchases are listed in the Purchase History tab. From here you can view invoices and receipts, copy a search to re-run it, and view download history.



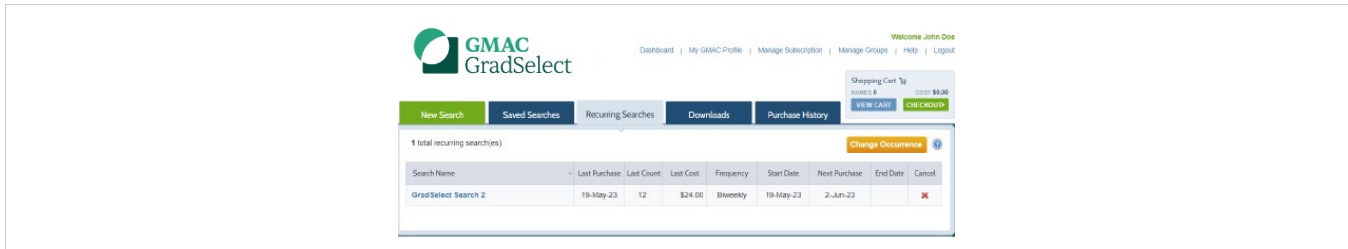
Search Name	Count	Purchased	Owner	Group	Cost	Invoice Status	Status	Purchase Receipt	Purchase Reason	Copy
GradSelect Search 2 - 5-19-2023	12	19-May-23	John Doe	High School - First of World	\$24.00	Paid	Download	2003685	Recruiting Events	Copy
GradSelect Search 1	2685	19-May-23	John Doe	Full-Time MBA	\$2,981.00	Paid	Download	2003685	Ad Campaigns	Copy

The Purchase History tab showing past purchases with invoice status and copy options.

Managing recurring searches

All active recurring searches appear in the Recurring Searches tab. From here you can:

- **Change Occurrence:** Modify frequency (weekly/biweekly/monthly/bimonthly/quarterly), next purchase date, or end date.
- **Edit Criteria:** Click the search name to open its properties, then click Edit to update search criteria.
- **Cancel:** Click the Cancel icon. Note that cancellation cannot be undone.



The Recurring Searches tab showing frequency, next purchase date, and cancel options.



Tip: Re-establishing a cancelled recurring search

Copy the search from Purchase History, place it in your cart, select Recurring as the Purchase Type, and configure the schedule during checkout.

Spending limit

You can set a spending ceiling for recurring searches by entering an Amount, Start Date, and End Date under the Subscription Spending Limit section. You will receive an email notification when your spend approaches this limit.

Compliance and permitted use

By using GradSelect, your school agrees to the [Terms of Use \(April 2026\)](#). Key obligations are summarized below. Full terms are available at gradselect@gmac.com on request.

Permitted uses

GradSelect Data may only be used to:

- Contact candidates about your school's graduate management education opportunities and financial programs.
- Invite candidates to participate in school-sponsored surveys, focus groups, or GME-related research studies.

Data may be used for up to 12 months from the date of purchase and must be securely deleted at the end of that period.

Communication requirements

- **Email:** Must identify the source as GradSelect, include valid return address and postal address, contain a clear advertisement notice, and include an unsubscribe mechanism.
- **Phone calls:** Only call if Phone SMS Opt-in field says "Both" or "Phone Only." Do not use auto-dialers for US residents unless the Auto field says "Yes." No prerecorded messages.
- **SMS/Mobile:** Only text if Phone SMS Opt-in says "Both" or "SMS Only." Same auto-dialer and prerecorded restrictions apply.
- **Postal mail:** Include your institution's valid postal address and telephone number.
- **Social media:** Comply with the platform's terms of service and support do-not-track requests.

Opt-outs

Every communication must include an opt-out mechanism. Once a candidate requests to unsubscribe, all communications must stop as soon as possible and no later than the time required by law (generally 10 days or less).

Do's and don'ts

✓ DO	✗ DON'T
Use GradSelect data only for contacting candidates about your GME programs.	Do not send correspondence to data purchased more than 12 months ago.
Inform candidates they are being contacted due to their GradSelect opt-in.	Do not share data with unauthorized third parties.
Include valid contact information on all communications.	Do not suggest candidates can apply without taking a GMAC assessment.
Provide an internet-based opt-out/unsubscribe mechanism.	Do not use data to discriminate based on protected characteristics.
Remove opted-out candidates within the legally required timeframe.	Do not merge GradSelect data with other sources for non-permitted purposes.
Notify GMAC immediately of any unauthorized access or data breach.	Do not use auto-dialers unless the Auto field says Yes.
Comply with applicable privacy, anti-spam, and telecommunications laws.	Do not remove the GradSelect seed email from mailings.
Include the GradSelect seed email address in all mailings.	Do not resell, sublicense, or transfer GradSelect data.

Security and incidents

Schools must employ reasonable technical and administrative measures to protect GradSelect data. In the event of an accidental or unauthorized disclosure, breach, or loss, notify GMAC's Chief Privacy Official at privacy@gmac.com within 24 hours.

Contact and support

GradSelect Customer Care is accessible via email gradselect@gmac.com

For pricing inquiries or a free search audit, contact your assigned GMAC Market Development Manager or email gradselect@gmac.com.



Need a custom search strategy? Ask us for a free audit. Our team can help you develop tailored searches and recommend features that fit your recruitment goals.