

## Hristo Gopin

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# GMAC GradSelect Early Prospects Deliver an Outstanding ROI

With campuses in Boston, San Francisco, London, Dubai, Shanghai, and New York, Hult International Business School draws on a large and diverse global audience for leads. Focusing their lead generation efforts is critical for both supporting the school's success and keeping the marketing budget in check.

Hristo Gopin, Head of Business Intelligence, helps the school do both. "Part of my job is analyzing top-of-the-funnel marketing acquisitions," he said. "What lead sources is the school using to generate applications as part of our enrollment process?"

In 2018, Hult began a four-year journey with GMAC GradSelect Early Prospects. They had already enjoyed success with Pre-Test and Test Takers and were hoping to see similar results with a new category of candidates.

That year, they purchased 45,000 Early Prospects. Though it generated 304 marketing qualified leads, Gopin's team knew they could improve on this. "We thought we could get more leads by looking at our acquisition funnel, and through testing and analytics, develop best practices for email."

*Marketing-qualified leads are an excellent key performance indicator for Hult. Success with marketing-qualified leads at the top of the funnel is a strong predictor for success at the bottom of the funnel – and for overall ROI.*

Over the next three years, Hult gradually increased the number of Early Prospects they bought, while simultaneously creating best practices. In 2021, they had increased Early Prospect volume by 33%, and even more significantly, they had **quadrupled** the volume of marketing-qualified leads from this group.

### From testing to connecting

Thanks to extensive testing and analysis, Gopin's team learned that Early Prospects require different messaging from Pre-Test and Test Takers:

### Softer messaging

Early prospects are often not yet certain about the program or location/campus they're interested in, so softer messaging is important early in the customer acquisition journey.

### School-specific CTAs

Calls-to-action that highlight the school, not specific programs, also work better for Early Prospects.

### Program messaging comes later

Stronger program-specific messaging is better received later in the journey (around the third or fourth message).

### A/B test everything

Gopin's team ran more than 2,000 tests across the whole journey to support best practices with statistically significant findings.

"We revised big parts of our messaging, from the subject line to the email messaging to the landing pages," he explained. "Each of these components is a variable, and we tested each one. We are currently using messaging that has been tested over the past four years."

Early Prospects now represent around 40% of total GradSelect list purchases. "They are comparable in their overall ROI to Pre-Test and Test Takers," Gopin pointed out. "We took our time establishing that Early Prospects are an important source of leads, and they are going to stay part of our lead source mix for the foreseeable future."

Interested in new ideas for candidate nurture campaigns?  
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