GradSelect is a global database of 555,000+ candidates interested in GME
Benefits of using GradSelect

- Connect with qualified GME leads at specific stages of the recruitment cycle who have chosen to be contacted by schools.

- Increase the diversity of your cohort by discovering targeted segments from the largest pool of global candidates serious about pursuing GME.

- Take advantage of the customizable access to the GradSelect database with over 35 fields to search by, updated daily, and with extensive data preparation.
GradSelect by the numbers: Past 12 Months

Global Candidate Pool

68k New Early Profile opt-ins
99k New Full Profile opt-ins
56k New Full Profile with Score opt-ins
Three Lead Types
Which do I choose?

68k
Early Profiles

Who are they
Early to GradSelect, but journey stage is unknown

What do you get
Name, location, email

Why these leads
Mid to upper funnel, many have accessed GMAT Prep, new to GradSelect and early to receive messages

99k
Full Profiles

Who are they
Mid funnel candidates

What do you get
All data available in GradSelect that has been provided

Why these leads
They have provided more information, are considering their options, and are influenceable

56k
Full Profile with Score leads

Who are they
Candidates who have taken the GMAT exam

What do you get
All data available in GradSelect that has been provided

Why these leads
Their academic aptitude is known and are likely to apply to schools soon
Getting Started

Search smart for fresh connections!

Never miss the most current leads by creating a GradSelect recurring search for all of your programs. Get fresh leads weekly, bi-weekly, monthly, or quarterly!

Find more candidates by adjusting age range or years of work experience (only pick one!).

Increase your search results by selecting “Undecided” and “Did not respond”. Your messaging can help them decide (and choose you in the process)!

When candidates update their profile, you get upgrades for free! Come back to GradSelect to get more intel on candidates you’ve already purchased.
3 Takeaways for Gen Z Marketing

It takes 7 times for a message to sink in. Use their “5 screens” to ensure you cut through the noise.

Segment and personalize, otherwise they’re unlikely to engage.

Keep them at the center of the story and keep it real.
Don’t forget!

1. **You have access to your GradSelect leads for 12 months.** Communicate with them via email, social (multiple), phone/text, etc. at least 7 times.

2. **We share all the available candidate information post-purchase so use search filters sparingly.** The download file includes a candidate’s current employer, their GMAT registration date, and more. Use as much of this information as you can to personalize your message.

3. At the very least, **segment your lists by lead type.** Early Profiles, Full Profiles, and Full Profiles with Score leads are all in different stages of their journey. The more you personalize, the more likely they are to respond to you.

4. **Recurring searches are the best way to get leads before your competitors.** Set a budget cap so you can feel confident you’ll stay within budget. Contact us for help on identifying the right population for recurring searches – we have lots of ideas and know what works.

5. **Set goals around your campaigns/list buys and check in frequently.** How many applications did you get? How tight was your message? How can you make tweaks on our campaigns to increase conversion? Not sure how to start? We got you – email us at GMACConnect@gmac.com.
New GradSelect Premium Insights

GMAC Recommendations

Scores Sent to My Competitor
Benefits of using GradSelect Premium Insights

- Connect with qualified GME leads during the decision-making stage.
- Fill those last few seats for a specific program by personalizing the candidate experience with over 35 fields in the GradSelect download file.
- Interrupt the candidates decision-making process with your school’s unique offerings.

# GradSelect Premium Insights

## Which do I choose?

<table>
<thead>
<tr>
<th><strong>GMAC Recommendations</strong></th>
<th><strong>Scores Sent to My Competitor</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Who are they</strong></td>
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</tr>
<tr>
<td>Candidates who recently took a GMAT exam and have received recommendations to your program in order to reinforce the “good fit” of your program for them.</td>
<td>Candidates who sent their GMAT score to at least one program in your competitive group</td>
</tr>
<tr>
<td><strong>What do you get</strong></td>
<td><strong>What do you get</strong></td>
</tr>
<tr>
<td>All data available in GradSelect that has been provided</td>
<td>You will be able to choose whether to search for candidates that sent scores to your competitive group and you OR candidates that sent scores to your competitive group and NOT you.</td>
</tr>
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<td><strong>Why these leads</strong></td>
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</table>
Getting Started

Best Practices for Premium Insights!

Never miss the most current leads by creating a **GradSelect recurring search** for premium data lead types. Time is critical because of their journey.

**1.** Send timely messages with “urgency” words in the subject line. Offer application fee waivers and/or scholarship information.

**2.** Create personalized experiences for these leads. Don’t just add them to your regular nurture process.

**3.** Go beyond emails with these leads. Use the GradSelect download file to utilize phone contacts and street addresses.
For more best practices to maximize your GradSelect leads, contact us!

Contact us at GMACConnect@gmac.com