

Graduate  
Management  
Admission  
Council™

# GradSelect Best Practices: A Guide for Users

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

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# Benefits of using GradSelect

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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

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**68k**

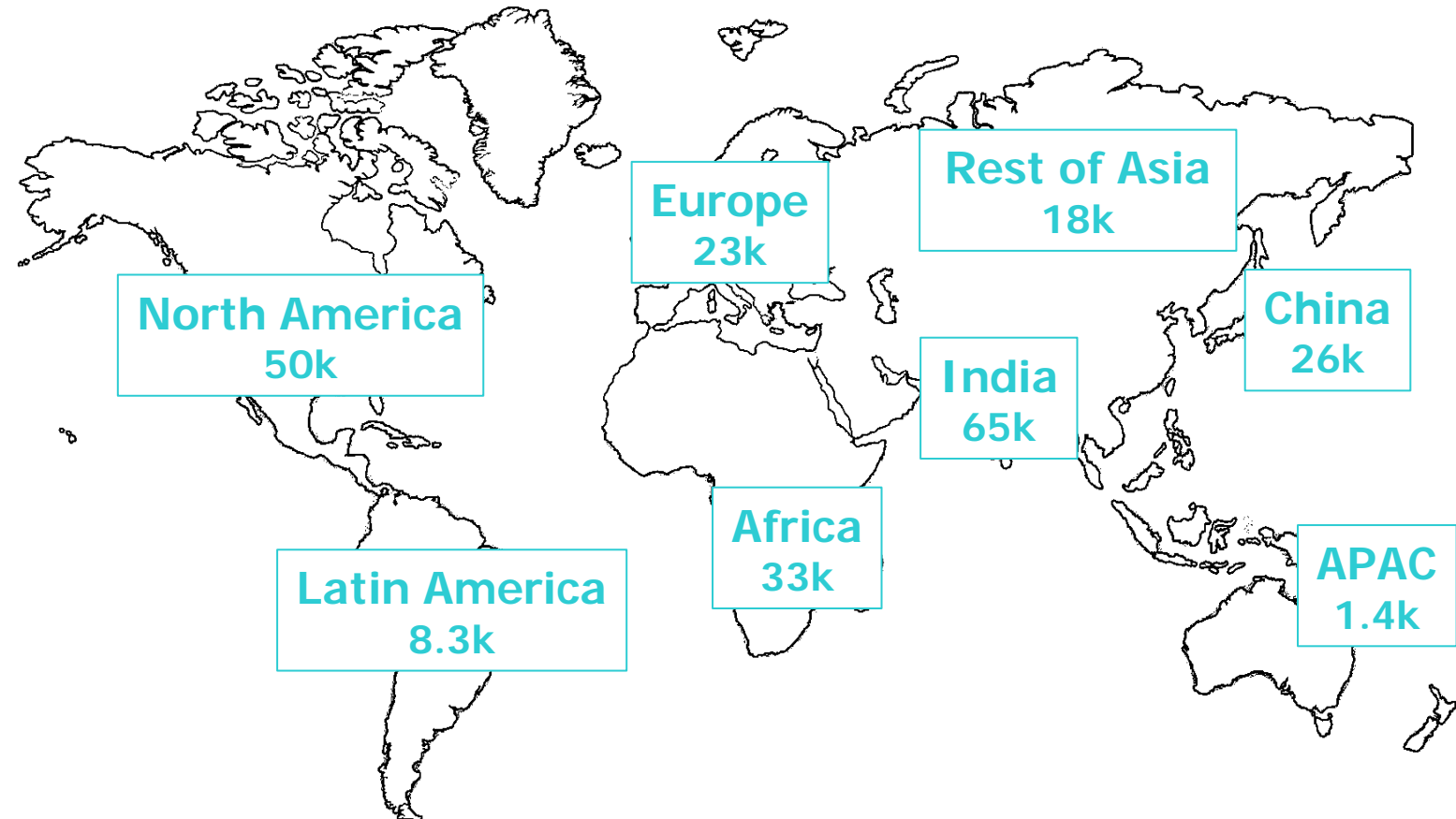
New Early Profile  
opt-ins

**99k**

New Full Profile  
opt-ins

**56k**

New Full Profile  
with Score  
opt-ins



# Three Lead Types

## Which do I choose?

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### 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!

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1

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!

2

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

3

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

4

When candidates update their profile, you get **upgrades for free!** Come back to GradSelect to get more intel on candidates you've already purchased.

# Let's compare Gen Z to Millennials and Gen X



## Gen Z

Tech-innate: 5 screens  
Judiciously share  
Active volunteer  
Mature  
Communicate with images  
Humble  
Future-focused  
Realists  
Want to work for success  
Collective conscious

## Millennials

Digital Native: 2 screens  
Radically transparent (share all)  
Slactivists  
Immature  
Communicate with text  
Low self-esteem  
Now-focused  
Optimists  
Want to be discovered  
Team-oriented

## Gen X

Digital Immigrant: 1 to 2 screens  
Close to the vest  
Newly engaged  
Seasoned  
Communicate with email  
Confident  
Balanced  
Pragmatic  
Want to get the job done  
Self-reliant

## 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!

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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](mailto:GMACConnect@gmac.com).





Premium Insights

Contact us at

[GMACConnect@gmac.com](mailto:GMACConnect@gmac.com)



# GradSelect Premium Insights

## GMAC Recommendations

▼ Step 3: Select Premium Criteria (Additional Fees Apply)

**Premium Insights**

- GMAC® Recommendations
- Scores Sent to My Competitors

### GMAC Recommendations

Based on their GMAT performance, GME preferences, and MBA.com profile, GMAC offers program recommendations tailored to prospective students.

These recommendations made on behalf of your program are available as part of your search results. To include these insights in your download file, simply select the program(s) of interest from the choices below, which include all programs in your school that have been recommended to candidates.

**There is an added fee of \$1.00 per candidate for these enriched results.**

Note that beyond your chosen program(s) of interest, your search may return multiple recommendations. In this case, all insights are made available at no additional cost.

To make multiple selections, hold down the Ctrl key (or Command key for Mac users) while clicking your choices.

--Criteria not selected--  
MBA, Full Time

Select your candidate pool.

Candidates with premium insight only

Candidates both with and without premium insight

Clear Criteria

## Scores Sent to My Competitor

▼ Step 3: Select Premium Criteria (Additional Fees Apply)

**Premium Insights**

- GMAC® Recommendations
- Scores Sent to My Competitors

### Scores Sent to My Competitors

This insight indicates whether a candidate has sent a GMAT score report to at least one of your competitive programs (a group determined annually by organic score sending behavior). To include these insights in your download file, simply select the program(s) to purchase candidates that sent a score to that program's unique competitive group. The programs listed below include all available competitive groups associated with your school.

**There is an added fee of \$1.00 per candidate for these enriched results.**

Note that beyond your chosen competitive group(s) of interest, your search may return multiple competitive groups. In this case, all insights are made available at no additional cost.

To make multiple selections, hold down the Ctrl key (or Command key for Mac users) while clicking your choices.

--Criteria not selected--  
Global Executive MBA  
MBA for Executives  
MBA, Full Time  
PhD Program

Select your candidate pool.

Candidates with premium insight only

Candidates both with and without premium insight

Clear Criteria

# Benefits of using GradSelect Premium Insights

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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?

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### GMAC Recommendations

#### Who are they

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.

#### 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.

### Scores Sent to My Competitor

#### Who are they

Candidates who sent their GMAT score to at least one program in your competitive group .

#### What do you get

All data available in GradSelect that has been provided  
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.

#### Why these leads

Their academic aptitude is known and are likely to apply to schools soon.

# Getting Started

## Best Practices for Premium Insights

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1

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

2

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

3

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

4

**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](mailto:GMACConnect@gmac.com)

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