



## Chris Adams

Director of Marketing,  
The Ohio State  
University's Fisher  
School of Business



## Levi Eastwood

Former Director of Marketing &  
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Irvine's Paul Merage School of Business



GradSelect

## Discover How Two Schools Boost Their GradSelect ROI with Recurring Searches and Lead Scoring

The marketing teams at the Paul Merage School of Business at the University of California, Irvine, and the Fisher School of Business at The Ohio State University utilize lead scoring to enhance the ROI from GradSelect leads. By evaluating leads based on engagement levels, these schools can personalize their email and phone outreach, maintain candidate interest, and ultimately convert them into applicants.

**“GradSelect has a higher conversion rate for a lower cost. We see more return on GradSelect leads than we do with other sources that we track,”** Levi Eastwood, Former Director of Marketing & Communications at the Merage School, shared. **“At least 2-3% of GradSelect leads convert into an application submitted, which is perfect for us.”**

Chris Adams, Director of Marketing at the Fisher School, said, **“One full-time admission covers the expense of GradSelect leads easily. I like to see around five admissions – that is a success. It means something is working.”**

**In one year, the Fisher School had 31 admissions from GradSelect leads.**

### **Recurring search strategies are a game changer for keeping lead lists fresh and relevant.**

The Merage School utilizes a bi-weekly search strategy for its specialty master's and MBA programs, generating about 40,000 GradSelect leads annually across various profiles. Meanwhile, Chris's team at the Fisher School conducts 16 weekly searches for their MBA programs, acquiring around 6,000 leads each year, focusing on Full Profiles and Full Profiles with Scores.

Recurring search strategies keep candidate lists current and connect schools with individuals actively considering a graduate business degree, creating exciting opportunities for engagement with future students.

### **Lead scoring strategies allow for targeted outreach.**

The Merage School initially scores lead based on location; as they take actions, such as opening an email, the scoring continues.

**“For the MBA program, Admissions engages with anyone who has started an application,”** Levi explains.

**“My team provides a weekly list of the top 100 prospects to Admissions, who then contacts them. They also reach out to promising prospects based on demographic or behavioral data, even if they haven't started an application,”** he adds.

The Fisher School uses a different approach. Once a candidate completes a certain number of lead scoring actions (e.g., filling out a form, starting an application), they cross the threshold to qualified lead.

Marketing contacts candidates through automated email drip campaigns, event promotions, and digital engagement. When candidates are prepared for a more direct and personalized conversation, the Recruitment team takes over.

These schools demonstrate that a consistent search strategy combined with lead scoring is a winning approach.

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**Log into [GradSelect](#) to set up your recurring searches and boost your leads today!**

**Questions? Reach out to [GradSelect@gmac.com](mailto:GradSelect@gmac.com)**