



Graduate
Management
Admission
Council™

GMAC™ Connect
GradSelect Search Service

GradSelect Search Service

The GMAC™ GradSelect search service is the leading source of qualified candidates serious about pursuing a graduate management education.

With over 2,000 unique combinations of search parameters using more than 35 categories, the GradSelect database provides a unique opportunity to connect directly with over 560,000 candidates that have expressed interest in hearing from business school programs like yours.

DELIVER

authentic connections
with ideal candidates and
recruit with confidence

DEVELOP

a diverse pipeline of highly
qualified candidates that fit your
unique recruitment needs

DISCOVER

candidates at every
stage of the journey
from across the world



DISCOVER your ideal pool of highly qualified candidates

Access the largest pool of committed candidates exploring a graduate management education and increase the diversity of your classroom.





We add, on average, **40K+**
new leads per quarter.

Combine that with our
daily updates and you can
assure you are receiving the
latest, most reliable source
of diverse and qualified
candidates.

48%

ASIA

260,000+

1%

AUSTRALIA

3,500+

+560K

unique candidate profiles

+400K

early profile and
full profile candidates

+203K

female candidates

+24K

candidates from
underrepresented populations

+265K

candidates interested in a
variety of non-MBA business
master's programs

+74K

candidates who scored 630 and
higher on their GMAT exam

+244K

candidates interested in
a full-time program

+352K

<30 years old

DEVELOP a diverse pipeline of highly qualified candidates that fit your unique recruitment needs

Recruit with precision. Our powerful data segmentation tools combined with new industry features enable schools to develop the most reliable pipeline of highly engaged candidates, ready to hear from programs like yours.



POWERFUL SEGMENTATION

Create 2,000+ unique combinations of search parameters within 35 search categories.



DAILY UPDATES

The GradSelect global database is updated daily to ensure you always receive the most recent leads.



RECURRING SEARCHES

This automated capability is easy to set up and makes sure you never miss a potential candidate. Plus, there's a feature to set your budget limit so your budget is always on track.



COST-EFFECTIVE

Pay only for the names you need. You'll receive access to them for 12 months with unlimited communication. Even more, GMAC nurtures candidates to share more details throughout their journey and these updated profiles are provided to you at no additional cost.



TEAM-FRIENDLY

Your GradSelect subscription allows you to add as many members as you'd like to maximize your team's results.



CUSTOM SEARCHES

We offer free support to help you customize your searches and get the most out of our platform.



MARKETING SUPPORT

Access to a variety of resources, webinars, and one-on-one consultations with our expert marketing team to help you develop targeted multichannel marketing campaigns that deliver results.



INTUITIVE INTERFACE

User-friendly, web-based application with easy daily, weekly, or monthly automation capabilities that enable you to receive results at your convenience.

RECRUIT with precision

Combine over 2,000 unique search parameters using more than 35 categories to tailor your search and recruit the right mix of candidates.



DEMOGRAPHICS

Gender, Ethnic Identification, First or Native Language, Citizenship, Age.



SCHOOL/DEGREE CHARACTERISTICS

Part-Time, Full-Time, Online, Degree Objectives, Concentrations.



INTENDED SCHOOL PLANS

Work Intentions, Date of Enrollment.



GMAT EXAM SCORE RANGE

Quant, Verbal, Data Insights/IR, Total Score.



EDUCATIONAL/PROFESSIONAL BACKGROUND

Years of Work Experience, Year of Undergrad Education, Undergrad First Institution, Major & GPA.



LOCATION

Preferred Region of Study, World Region, Country, Zip, State, Metro Area, Province.



INTELLIGENCE

Recommended Programs, Competitive Engagement



**Ask us for a free audit to
maximize your results!**

Together, we can create a plan that meets your goals, such as developing custom searches and recommending features that fit your needs. Contact us at [**gradselect@gmac.com**](mailto:gradselect@gmac.com) for more information.

DELIVER authentic connections across the entire candidate journey and recruit with confidence

Stand out to candidates at all stages of their business education. With the overwhelming amount of programs offered to candidates, it is essential to start building meaningful connections early and continue the conversation until they reach a decision.



GradSelect makes it easy to **build targeted campaigns with comprehensive candidate profiles.**

The information you receive gives you the advantage of tailoring your messaging to match a candidate's profile and journey stage to help you stand out.

AWARENESS

130K

prospects

Recruit early. Target diverse candidates early in their decision-making process.

Candidates serious and motivated about pursuing a business education.

- Looking for information about business schools and have opted-in to hear from you.
- Not ready to commit, but searching for options that fit their goals and aspirations on mba.com and businessbecause.com.
- Assessing career options and looking to solidify their commitment to business school.

Build brand awareness and ensure a place in a candidate's business education options. This is your opportunity to develop authentic relationships that help candidates commit to your program sooner.

CONSIDERATION

268K

prospects

Get matched with the right and most qualified pool of candidates looking to find the right program.

Candidate Profile

Candidates searching for business programs.

- Committed to finding the right business program.
- Preparing for the GMAT exam or accessing other prep material.
- Assessing the programs in their shortlist.
- Requested to hear from business programs.

Outcomes

Secure your position in your ideal candidate's shortlist and win their commitment with compelling content.

COMMITMENT

165K

prospects

Find your ideal pool of qualified applicants, ready to decide on a business program, filtered to match your precise recruitment criteria.

Candidates committed to a business degree.

- Have taken or are ready to take the GMAT exam and are evaluating programs to make a final decision.
- Requested to hear from business programs that match their criteria.

Convert high-quality leads into applicants with ease. You already found your match; it is now time to help them complete their application.



BUILD BRAND AWARENESS

Engage with candidates at all stages of their business school journey and develop personal connections.



RECRUIT WITH PRECISION

Find the right mix of candidates anytime, anywhere with a variety of categories to target your search.

Why You Should Recruit with GradSelect

As the leading graduate management recruitment provider, our partner schools have trusted us to deliver results with a combined selection of services created to match the unique and fluctuating needs of business schools.



ACCESS THE LATEST CONTACTS

Set up recurring searches to reach the newest candidates in our global database and receive automatic results daily, weekly, or monthly.



TARGET TEST-TAKERS WITH CONFIDENCE

Reach out to ideal candidates who are a match. With our new premium insights, rest assured that your criteria match their needs and preferences.



DEVELOP EARLY CONNECTIONS

Connect with committed candidates as soon as they are ready to hear from business programs, including Early Profile and Full Profile candidates.

A small investment with unlimited returns

Our results speak for themselves. By working directly with our team to build the right plan for you, you are unlocking the most reliable recruitment tool in the industry.

“We have never seen success like this. Early Profile leads were like golden flakes that emerged from the straining process... producing higher quality leads than we anticipated.”

— Levi Eastwood, Director of Marketing and Communications, University of California, Irvine (UCI), Paul Merage School of Business

“We use GradSelect for targeted email campaigns. There is no easier way to find students who are looking for a graduate business school experience.”

— Michael Cuneo, Assistant Director of Admissions, Johns Hopkins University, Carey Business School



“Twelve percent of our enrolled students are directly generated from GradSelect. These are people who we have met through GradSelect because we have communicated to them specifically, in a personalized way.”

–Sophie Simard, Head of International Admissions and Development, EDHEC Business School



Contact Us

Connect with us at gmac.com/gradselect.

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