



Graduate
Management
Admission
Council™

GMAC™ Connect GMASS Search Service

GMASS Search Service

The Graduate Management Admission Search Service™ (GMASS™) 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 GMASS database provides a unique opportunity to connect directly with over 540,000 candidates that have expressed interest in hearing from business school programs like yours.



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.

+540K
unique candidate profiles

+360K
early prospects and pre-test candidates

+195K
female candidates

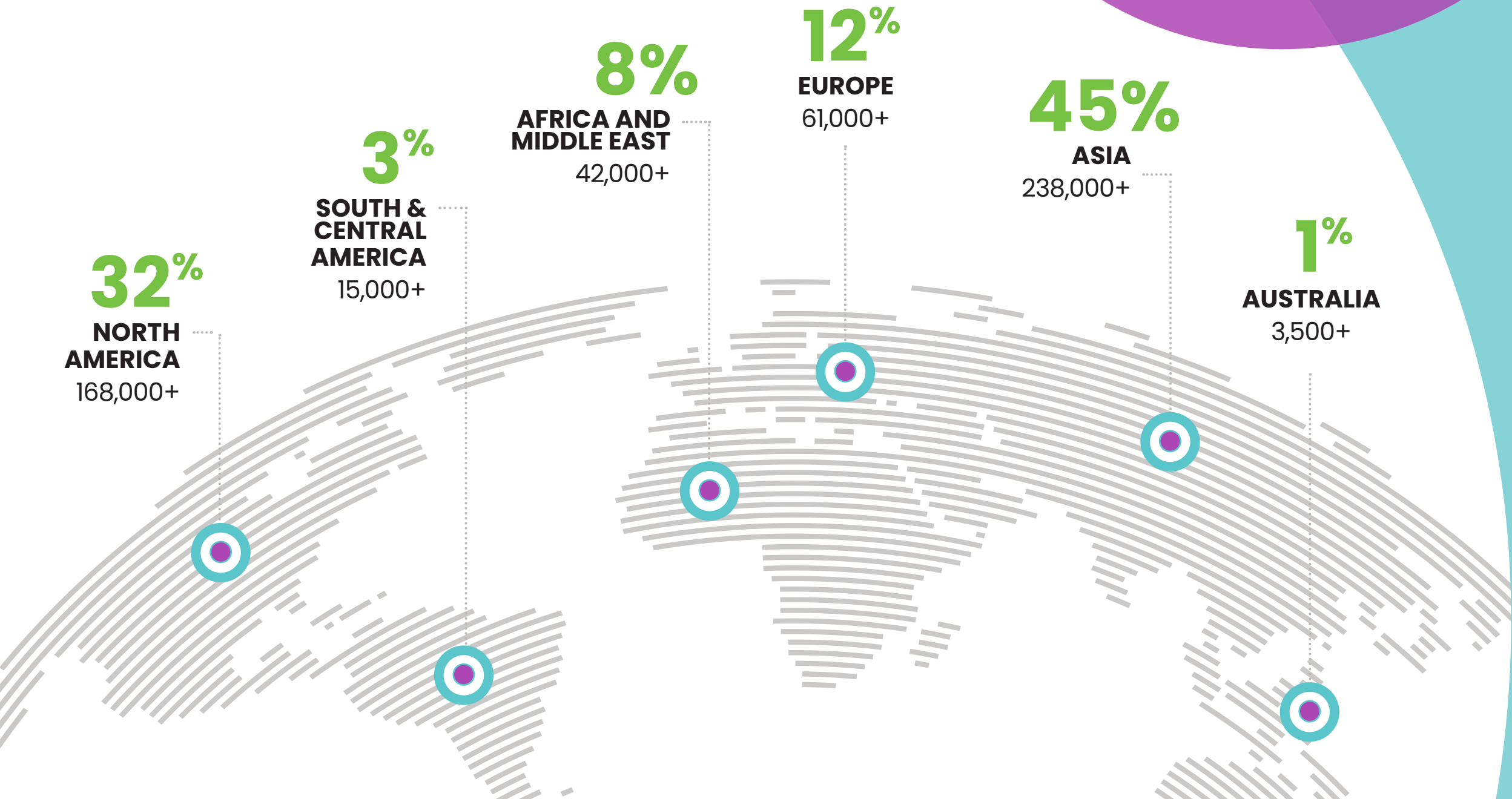
+23K
candidates from underrepresented populations

+180K
candidates interested in a variety of non-MBA business master's programs

+80K
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 GMASS global database is updated daily to ensure you always receive the most recent leads.



TEAM-FRIENDLY

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



CUSTOM SEARCHES

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



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, GMASS nurtures candidates to share more details throughout their journey and these updated profiles are provided to you at no additional cost.



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.

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.



DEMOGRAPHICS

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



SCHOOL/DEGREE CHARACTERISTICS

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



INTENDED SCHOOL PLANS

Work Intentions, Date of Enrollment.



GMAT EXAM SCORE RANGE

AWA, Quant, Verbal, IR, and 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, and Province.



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 **gmass@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.



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

The information you receive gives you the advantage to tailor your messaging to match a candidate’s profile and journey stage to help you stand out and recruit with confidence.

AWARENESS

112K
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 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

246K
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 materials
- 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

175K
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.
- 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.



Why You Should Recruit with **GMASS**

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 business schools' needs.



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.



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 that are a match. With our new insights, rest assured that your criteria match their needs and preferences for a perfect pair.



DEVELOP EARLY CONNECTIONS

Connect with committed candidates as soon as they are ready to hear from business programs, including early prospects and pre-test 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 Prospect 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 GMASS 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

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“**Twelve percent of our enrolled students are directly generated from GMASS. These are people that we have met through GMASS 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/gmass.

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