



Student Search Fact Sheet

Junior & Sophomore Search.

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At Fire Engine RED, our Student Search offering is **where data meets design**. We use data-driven strategies, proven design practices, and digital marketing services to **achieve exceptional performance** – and in some cases, **record-breaking results** – for our Student Search clients.

Ready to take a **more strategic approach** to Search?

Our services include:

- Project Management
- Data Services
 - Standard Services
 - List Purchasing Using Persona IDs
 - List Management
 - Premium Data Service
 - Predictive Modeling
- Reporting & Analytics
 - Real-time Data
 - Custom Export
 - Engagement Reports
- Creative Services
 - Copywriting
 - Responsive Design
 - Print Design
 - Accessibility Compliance
- Electronic Campaign
 - Email Messages
 - HTML Templates
 - Segmentation of Messages
 - Pre-populated web Form
- Print Campaign
 - Self-Mailer or letter (with pre-populated Business Reply Form)

- Value-Added Campaigns
 - Year-round Search
 - Parent Campaign
 - Responder Campaign
- Fulfillment
 - Processing of Business Reply Forms
 - Fulfillment piece (e.g. Mini-brochure, mini poster, postcard, postcard series, self mailer, tri-fold brochure, and more.)
 - Mailing
- Digital Services
 - IP Targeting
 - Social Media Targeting
 - Retargeting
 - Geofencing
 - Display Outreach

Comparing Search vendors just got easier: see our [Student Search Checklist](#).