



# Student Search Fact Sheet

Senior Search.

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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.

## Our services include:

- Strategy (provided by our senior strategists)
- Project Management
- Predictive Modeling
  - Predictive Modeling (pre-purchase)
  - Inquiry Scoring
  - Travel Modeling
  - Financial Aid Optimization (in partnership with Maguire Associates)
- List Purchasing Using Persona IDs
  - Year-round purchase of names
- Creative Services
  - Copywriting
  - Responsive Design
  - Print Design
- Electronic Campaign
  - Email Messages (12 distinct messages)
  - HTML Templates (12 distinct designs)
  - Segmentation
  - Application (Pre-populated application, Common Application, or your school's application)
  - Incomplete Application Messages
  - Parent Campaign
- Print Campaign
  - Self-Mailer or letter

- Reports
  - Engagement Reports
  - ROI Reports
- Export
  - Custom Export
- Value-Added
  - Yield Campaigns
  - Phone Numbers (can append to purchase records)
  - Digital Services (in partnership with Carnegie Dartlet)
    - IP Targeting
    - Retargeting
    - Social Media Marketing
    - Geofencing

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