



Student Search Fact Sheet

Junior & Sophomore 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)
 - Travel Modeling
- List Purchasing Using Persona IDs
 - Year-round purchase of names
- Creative Services
 - Copywriting
 - Responsive Design
 - Print Design
- Electronic Campaigns
 - Email Messages (9 distinct messages)
 - HTML Templates (9 distinct designs)
 - Segmentation
 - Pre-populated web form
 - Parent Campaign
 - Responder Campaign
- Print Campaign
 - Self-Mailer or letter (with pre-populated Business Reply Form)
- 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

- Reports
 - Engagement Reports
- Export
 - Custom Export
- Value-Added
 - 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](#).