



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
- Data Services
 - 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](#).