



Student Search Fact Sheet

Junior & Sophomore Search.

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We use data-driven strategies and proven design practices 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
 - Alumni Matching
 - Sibling Matching
 - Print Modeling
 - Digital Modeling
 - Enhanced Segmentation Modeling
 - Travel Modeling
 - Phone Number Identification
- List Strategy and List Purchases
- 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
- Engagement Reports
- Custom Export

Also available ...

- Enrollment and Financial Aid Consulting Services
 - ❑ Operational Best Practices
 - ❑ Strategic Enrollment Planning
 - ❑ Data Collection and Management
 - ❑ Staff Retreat Facilitation
 - ❑ Travel Optimization and Planning
 - ❑ Vendor Optimization
 - ❑ Enrollment Office Mergers
 - ❑ Financial Aid Advising
 - ❑ Coaching and Mentoring
 - ❑ Board Meeting Preparation and Reports
 - ❑ Funnel Assessment
 - ❑ Communications Flow
 - ❑ New Market Identification
 - ❑ List Purchase Strategy and Optimization
 - ❑ Transfer Recruiting
 - ❑ Athletic Recruiting

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