



Student Search Fact Sheet

Senior 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
 - Inquiry Scoring
 - 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 Campaign
 - Email Messages (12 distinct messages)
 - HTML Templates (12 distinct designs)
 - Segmentation
 - Application (Common Application, pre-populated application created by Fire Engine RED, or your school's application)
 - Parent Campaign
 - Yield Campaign

- Print Campaign
 - Self-Mailer or letter
- Reports
 - ROI Reports
 - 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](#).