



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 ...

- Consulting & Interim Leadership
 - ❑ Short-term leadership
 - ❑ CRM data audit
 - ❑ CRM data strategies
 - ❑ Data collection and best practices
 - ❑ New market identification
 - ❑ Operational best practices
 - ❑ Strategic enrollment planning
 - ❑ Vendor optimization
 - ❑ Enrollment office mergers
 - ❑ Coaching and mentoring
 - ❑ Board meeting preparation and reports
 - ❑ Financial aid advising
 - ❑ Funnel assessment
 - ❑ Communications flow
 - ❑ Transfer recruiting
 - ❑ Athletic recruiting

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