



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 ...

- 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](#).