

# Peterson's Student Connect:

The Information You Need About  
the Students You Want



At Peterson's, we recognize that it can be a challenge to recruit the right students for your programs—that's why we created **Student Connect**. With three different packages to choose from, you're sure to find the best-fit candidates for your school, saving you time and money.

## Program Packages

### Expressed Interest Program

- These highly targeted students have shown an interest in your school by saving it to their list of favorites. Students find schools with our College Match tool or by performing an independent search.
- You select the lead delivery option that best meets your needs.
- Refine your list by GPA, gender, and location.

### Competitor-Expressed Interest Program

- These students have shown an interest in schools similar to yours by saving it to their list of favorites. Students find schools through our College Match tool or by performing an independent search.
- You select the lead delivery option that best meets your needs.
- Refine your list by GPA, gender, and location.

### Data Targeting Program

- Data targeting offers a robust list of demographic and school preference information from which to build your list. Choose any range and combination of the following data points:
  - Age
  - Location
  - GPA
  - Gender
  - Student Type: Undergraduate or Graduate
  - Highest Level of Education
  - Graduation Date
  - School Type (Traditional, Community, Career, Online)
  - Degree Type (Associate's, Bachelor's, Master's, Doctorate)
  - Expected Attendance Date

For more information, contact a Peterson's Account Manager  
at [interactivemarketing@petersons.com](mailto:interactivemarketing@petersons.com) or 1-800-338-3282

# Customized Options to Meet Your Needs



Pair your preferred program package with either of the following delivery options. Whether you choose to receive leads on an on-going or as-needed basis, Peterson's has an option that will fit your needs. Starting at just \$40 per lead, we also offer volume discounts to make your CPL much more competitive.

## Delivery Options

### 1. Subscription Option

We acquire leads regularly, and we will continue to provide you with new, targeted leads on a recurring basis. You can opt for the maximum amount of leads that meet your criteria, or choose a range up to the maximum. Either way, you'll get lead batches regularly until your target range is met at the end of your subscription.

### 2. Pay-Per-Lead

This option is best for schools that don't have a need for on-going delivery, but want the option to purchase leads on an as-needed basis (perhaps to support emailing or mailing efforts during key recruitment periods). We'll let you know how many leads are available to you within whichever Program Package you choose, and you decide how many of those leads you want to purchase.

## Why Choose Student Connect?

- We give you more than the right demographics—we give you the option to get the leads who said they want to know more about you (or a competing school). It doesn't get more targeted than that!
- Frequent delivery options ensure you're getting the newest leads as they're available.
- Flexible options allow you to find the service that meets your recruitment and budget requirements.