

# GMASS™ Pricing as of February 1, 2021

## FAQ

### Why are you increasing the price?

- Over time we have also had to continue investing in building our pipeline and allocating resources to ensure that we can continue to provide quality names: marketing campaigns to drive traffic and interest in GME, database and platform infrastructure to ensure data quality and ease of user interface.
- Historically we have been able to subsidize the cost of GMASS names through the GMAT assessment; as usage of this exam drops, our ability to subsidize at such a deep discount vs. market value does as well and we are no longer able to pass along those savings.
- The quality and GME readiness of our names enables results that far outstrip the results seen from using other lead sources or advertising.

### What is the history of price changes for GMASS?

- Product launched originally at \$0.65 per lead. In 2015 this changed to \$0.75/lead, in January 2017 moved to \$0.90/lead, and in July 2019 updated to \$1.00/lead.

### Why are you making pre-test and tested leads different prices?

- We see that schools make connections at different rates with pre-test and tested leads, and want to align the cost of the lead with the value schools receive from it.
- Pre-test leads are sold roughly 14x over their lifetime, while post-test leads are sold 25x; there is higher market demand for tested leads.
- The combination of high demand for these leads and the decreasing number of test-takers means that there is more competition among schools to reach the same people; we believe, following the rules of supply and demand, that properly valuing these leads will lead to more selective purchase and targeting of candidates, who will in turn receive more relevant messaging and will lead to a better experience.

### What happens to my recurring searches?

- When the price change goes live on February 1, your recurring searches will be invoiced at the updated price if they include tested leads.
- If your recurring searches are exclusively for pre-test leads, you will not see a change.
- We encourage you to take a look at your recurring searches, speak with your MDM, and make adjustments as necessary.

### What if I buy a pre-test name and they later receive a score? Do I have to pay the difference to receive their score?

- No; you will still be able to receive updated profile information (including GMAT score) for no additional cost for leads you have already purchased.

### How do I search for GMAT Online test takers?

- When you search for tested leads using the “GMAT” option on the GMASS platform, you will receive scored candidates who have taken the exam both in test centers and online.
- Your download file will indicate whether each candidate took the exam in the test center or online.
- As we currently do, only the highest score will show for each candidate.

### What do I need for my system to handle the new scores?

- We will be emailing you a new sample download file for your reference, and you'll be able to find it updated on the [GMASS Resources page](#) once scores go live along with an updated code list.