

February, 2020 Lead Name Purchase: Final Proposal

Office of Marketing and Brand Management

2/28/2020

Outlined below is the proposal for the February 2020 lead name purchase. Segmentation is based on [the guidelines linked here](#). Approved budget of 22,000 USD to purchase Junior and Sophomore for Fall 2021 and Fall 2022 recruiting, respectively.

Budget parameters:

- College Board: \$22k budget, which allows us to buy 2,1,276 names. Start with the Juniors in the Tertiary markets where we left off in January 2020 and follow the segmentation protocol for Sophomores.

Tertiary Junior Availability

HA: 22,022

GA: 12,021

AA: 1,904

Quaternary Junior Availability

HA: 6,642

GA: 5,940

AA: 534

Primary Sophomore Availability

HA: 1,894

GA: 985

AA: 68

Secondary Sophomore Availability

HA: 2,694

GA: 1,308

AA: 93

Tertiary Sophomore Availability

HA: 13,195

GA: 8,012

AA: 635

Questions:

Because the number of names available far surpasses our budget, where should we cut?

- Junior Quaternary All GPAs
- Junior Tertiary HA limit to 3,991