

January, 2020 Lead Name Purchase: Final Proposal

Office of Marketing and Brand Management

2/18/2020

Outlined below is the final proposal for the January 2020 lead name purchase. Segmentation is based on [the guidelines linked here](#). In an effort to catch a few more Senior applications, this purchase is 80% Juniors and 20% Seniors.

Budget parameters:

- College Board: \$10k budget, which allows us to buy 21,276 names. Start with the primary and secondary markets, and if we have budget/volume remaining, move into the tertiary and Quaternary. This leaves us with 5,000 (USD) budget for the April campaign.
- NRCCUA: 22,368 pre-paid names. This will leave ~ 10,000 available names for the April campaign.

Primary Market - All Maine Counties

NRCCUA

Junior Names Available

HA: 282

GA: 146

AA: 8

Senior Names Available

HA: 1909

GA: 303

AA: 15

College Board

Junior Names Available

HA: 1,100

GA: 823

AA: 69

Senior Names Available

HA: 1404

GA: 262

AA: 32

Secondary Market - MA: Middlesex County, NH: Rockingham, Hillsborough, Strafford Counties

NRCCUA

Junior Names Available

HA: 1378

GA: 958

AA: 58

Senior Names Available NH: Rockingham, Hillsborough, Strafford Counties

HA: 1215

GA: 367

AA: 37

College Board

Junior Names Available

HA: 3377

GA: 3270

AA: 257

Senior Names Available

HA: 1740

GA: 1142

AA: 302

Tertiary Markets- MA, NH, CT Remaining Counties

NRCCUA

Junior Names Available

GA: 9168

HA: 9505

AA: ~

College Board

Junior Names Available

GA: 7497

HA: ~

AA: ~