

# Experts in **EDU** Lead Gen

# About **Your School Match**

- ★ 8-year old advertising firm out of Encinitas & Venice, California
- ★ Focus 100% in the EDU vertical
- ★ Kai Hankinson (CEO) & Brad Miller (President) bring their AI & financial backgrounds from out of Columbia University
- ★ Utilize bid data and proprietary lead scoring machines to find and qualify prospective students
- ★ Self generate all 30,000+ leads/month with internal marketing team



**Kai Hankinson**  
*Chief Executive Officer*



**Brad Miller**  
*President*



# Why **Your School Match**

- ★ **350,000+** unique visitors per month
- ★ Leading industry **experts in Google Paid Search** advertising
- ★ Ad budget 65% **Paid Search** / 35% **Social**
- ★ 100% of leads are generated **in-house**
- ★ Qualify prospective students for **500+ schools**
- ★ **30+ affiliates** buy our leads each month
- ★ Consistently deliver **2%-5% Enroll Rates**



**Sean Hankinson**  
*Chief Finance  
Officer*



**Ivan Perić**  
*Chief Technical  
Officer*



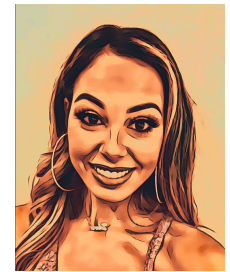
# Some of Our Partners



**Tim Anderson**  
Chief Revenue  
Officer



**Angelica Reyes**  
Director of MIH  
(Make it Happen)



**Emi Carter**  
Director of Client  
Services



# Enroll Rates By Programs



**Pina Porceddu**  
BI Analyst

PROGRAMS	ENROLL RATE
Accounting	2.2%
Business Administration	2.6%
Computer Science	1.7%
Criminal Justice	2.1%
Culinary Arts	2.3%
Dental Asst	2.0%
Education	2.4%
Fitness & Nutrition	3.4%
General Healthcare	2.1%
Health Care Administration	2.9%
Health Care Administration	2.9%

PROGRAMS	ENROLL RATE
Human Resources	2.1%
IT, Systems/Security	2.2%
Legal and Paralegal	1.8%
MBCOA	2.7%
Medical Asst	2.5%
Mgmt & Leadership	2.2%
Nursing	2.4%
Pharmacy Tech	1.8%
Physical Therapy	3.1%
Psychology	2.1%
Social Work	2.2%



# Mobile Flow Example



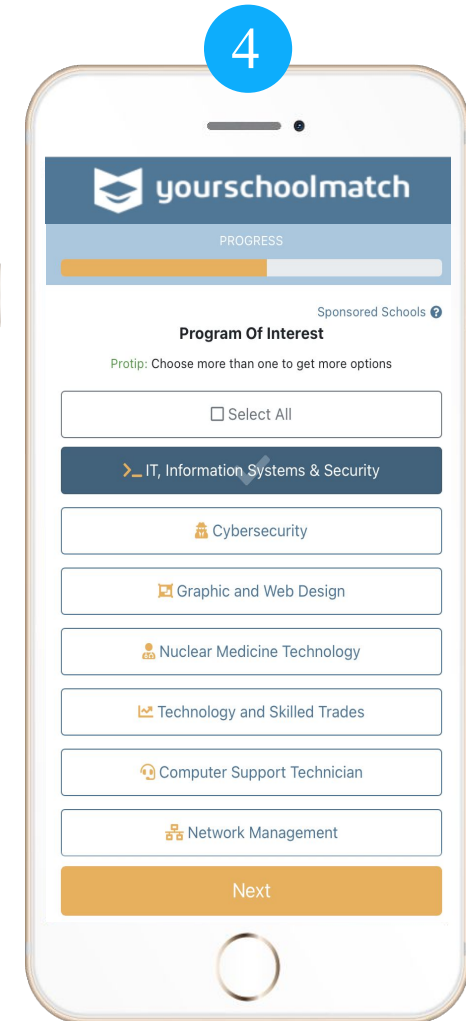
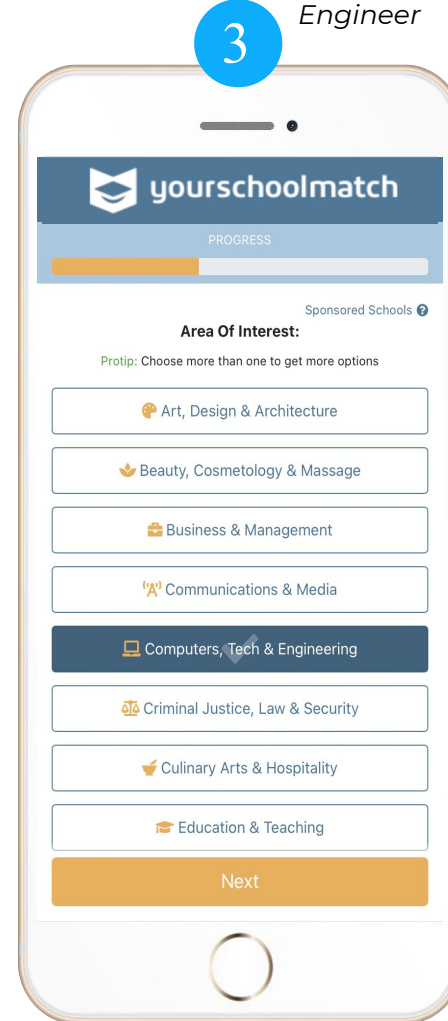
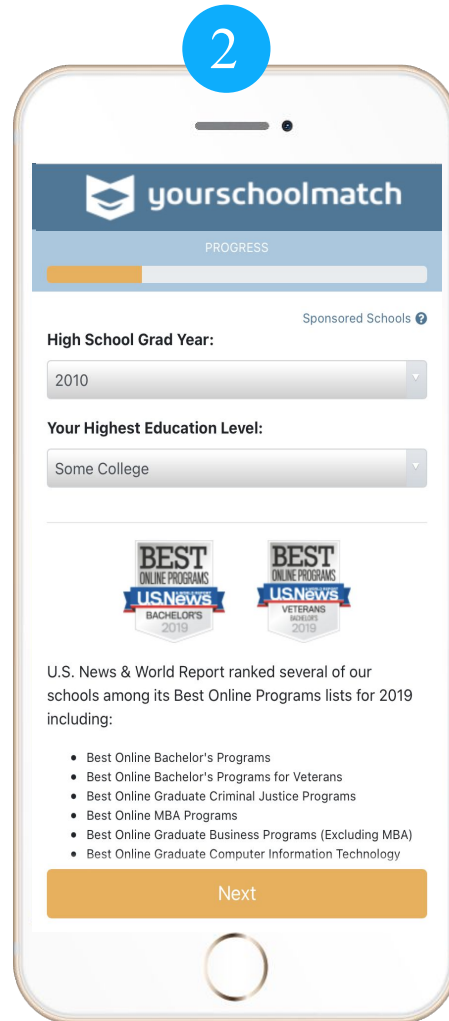
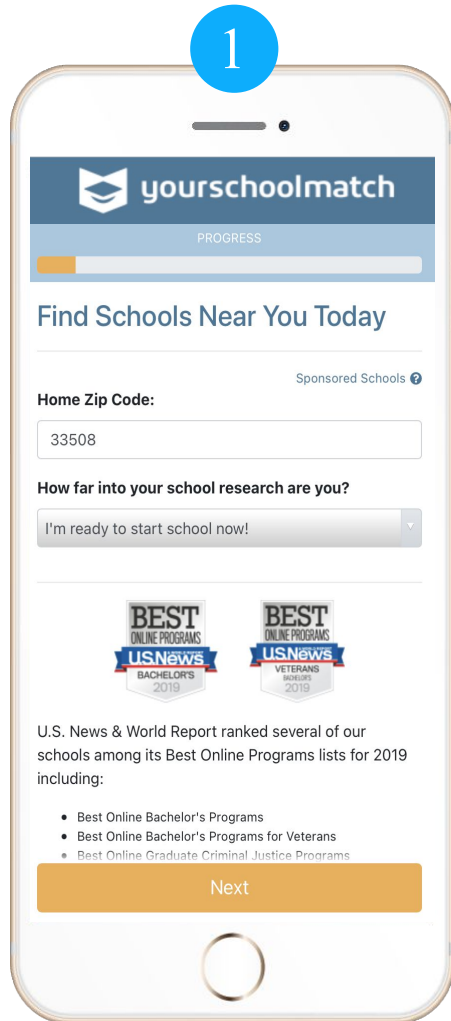
**Will Garner**  
Senior Software Engineer



**Peter Molchanov**  
Senior Engineer



**Kashif Hasan**  
Senior Engineer





# Mobile Flow Example

5

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PROGRESS

What program are you interested in?  
IT, Information Systems & Security

Are you able to attend class on a local campus once a week?  
Yes

Are you willing to submit to a criminal background check?  
Yes

Are you interested in visiting a campus for a tour within the next 1 to 3 weeks?  
Yes

What is your Citizenship status?  
US Citizen

What is your desired degree level?  
Associates

6

**yourschoolmatch**

PROGRESS

First Name:  
Jared

Last Name:  
Henderson

Email Address:  
jhenderson@gmail.com

Primary Phone:  
8586639896

Phone Type:  
Cell

Street Address:  
455 Happy Pl.  
Encinitas, CA 92024

Next

6 Cont.

Jared

Last Name:  
Henderson


Email Address:  
jhenderson@test.com

Primary Phone:  
8586636542

Phone Type:  
Cell

Street Address:  
500 S. 1600 W.  
Brandon, FL 33508

**Congratulations!**  
You have been matched to the following schools:

 **KEISER UNIVERSITY**

Click the logo for more information about the school. Click next to have them call you.

By clicking the "Request info" button, I consent to calls, emails and texts from Keiser University at the phone number that I have provided and some of these calls may occur from automated technology.

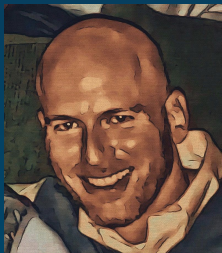
Next

PII

School Match & TCPA



# Sample Google Paid Search Ads



**Stuart Nowell**  
VP of Marketing

Ad · yourschoolmatch.com/

## Bachelor Of Arts In Psychology | Compare Schools Apply Online

Classes Start Soon. Browse Degree Options and Accelerate Your Education. Connect With Us And Start The Pursuit of Your Educational Goal. Associate's Degree. Bachelor's Degree. Master's Degree. Certificate Programs. Degree programs: BA/BS Degree, Bachelors Degree, Online BA/BS Degree, Online Bachelors Degree

Ad · yourschoolmatch.com/Business/Finance

## Online MBA Programs | Compare Schools Apply Online

Individualized Support Takes 2 Minutes to Join Network. No Fee To Apply. Classes Start Soon. Browse Degree Options and Accelerate Your Education. Certificate Program. Master's Degree. Associate's Degree. Bachelor's Degree. Degree programs: BA/BS Degree, Bachelors...

Ad · yourschoolmatch.com/

## Social Work Degree Near You | Compare Schools Apply Online

Classes Start Soon. Browse Degree Options and Accelerate Your Education. Connect With Us And Start The Pursuit of Your Educational Goal. Certificate Program. Master's Degree. Associate's Degree. Bachelor's Degree. Degree programs: BA/BS Degree, Bachelors Degree, Onlin...

Ad · yourschoolmatch.com/mpa/education

## Physician Assistant, MPA | Find Programs In Your Area | Classes Are Starting Soon

Browse Degree Options and Accelerate Your Education. Connect With Us And Start The Pursuit of Your Educational Goal.







# Sample Facebook Ads



**Kennedy Anderson**  
Social Media  
Manager

 **Your School Match**  
Sponsored · 🌐

Go Back To School! Earn your Master's in Healthcare Administration! In person & Online Classes. Classes Are Starting Soon!



**APPLY NOW**  
for a  
**Master's Degree  
in Healthcare  
Administration**

YOURSCHOOLMATCH.COM  
**Enroll in a Master's Program**  
Find Healthcare Admin Programs

**APPLY NOW**

 **Your School Match**  
Sponsored · 🌐

100% online and nationwide MBA programs ready for enrollment




**INTERESTED IN DEEPENING YOUR KNOWLEDGE OF BUSINESS?**

EXPLORE AN MBA PROGRAM AND WORK TOWARDS A Master's in Business Administration

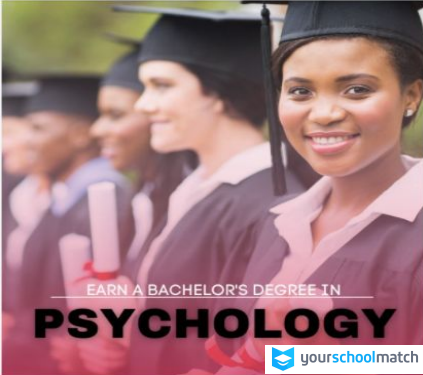
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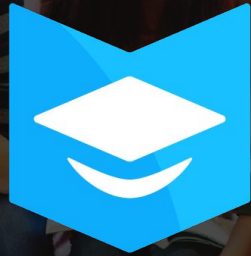
# Test Campaigns

- ★ Typical tests consist of anywhere from 50-500 leads in first month
- ★ Assigned your own account rep for day-to-day transactions
- ★ Ability to install daily/weekly/monthly caps
- ★ Ability to limit test to specific days/hours
- ★ Dedicated landing page
- ★ Custom questions welcomed
- ★ TCPA compliant with LeadID tracking

**CPL set-up, depending on geo and programs it ranges anywhere from \$20-\$60 per lead**







# Contact Us



**Phone**

1-760-652-3389



**EMAIL**

[sales@yourschoolmatch.com](mailto:sales@yourschoolmatch.com)



**WEBSITE**

[YourSchoolMatch.com](http://YourSchoolMatch.com)