

# Partnerships

## Introduction to Scholarships.com

Scholarships.com is a trusted and widely-used scholarship platform that helps students find scholarships and navigate the financial aid process. Our user-friendly scholarship search engine delivers a targeted list of personalized scholarship matches to students of all ages in just a few minutes.

For over two decades, Scholarships.com has been **dedicated to matching students** with scholarships. Our database is constantly updated by our devoted scholarship review team.





### Scholarships.com has over 16 million registered users and has helped millions of students and parents find money for college and beyond.









### Scholarships.com Reach



2,037,835 users



13,366,882 page views



4.67 avg. pages viewed per session



4 min 12 sec avg. session duration





#### **Quarterly Website Traffic**



4

## Email Marketing Campaign - CPM

Pre-Header We meet the needs of returning and poptraditional stud	•nts seekin Subject	May 1645 Decision Decision
Pre-Header We meet the needs of returning and nontraditional stud From Email Columbia University School of General Studies <columbia Mailer Order ID</columbia 		May 15th Regular Decision Deadline Scholarships.com < replies@scholarships.com >
Show Dynamic Replacement Field Names         Show Tracking Links         Show In           HTML Editor         Text Editor         HTML Preview	nage Library	
	COLUMBIA  GS School of General Studies Continue your sto gs.columbia.edu	ry.
	APPLY NOW	
	APPLICATION DEADLINE APPROACHING	
	Dear ~FIRST_NAME~, Will you embrace the opportunity to pursue a new path? Columbia University School of General Studies (GS) is the only college of its kind	a
Select Audience	Create Tracking Links	Suppression List
Save		Cancel
Select A Seed List To Send A Test To:	✓ Send A Test	
Seed Lists Added To Campaign		

- Track email campaign statistics in real-time, drive website traffic, and generate high-quality, prequalified leads.



• Leverage Scholarships.com's rich demographic data and expertise to effectively connect with your target audience and achieve your email campaign goals.

• Interested in following up with recipients who engaged in your email campaign? We can provide you with all the "Unique User Click Leads" generated.



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## **Sponsored Scholarship Listing - CPC**

		ی	
	Scholarships 🚥	Students • Parents • Educators • Scholarship Pro	viders •
• • • • •	Scholarship Matches		
	Sort By └ Due Date ↓	142 Matched scholarships	\$1.95M Matched
	A Name	Sponsored Scholarships	
	Amount	Scholarship Title	Amount Deadline
	Show	\$2,000 Sallie Mae Scholarship	\$2,000 July 31, 2023
	<ul><li>C Favorites</li><li>C Favorites</li></ul>	\$10,000 CollegeXpress Scholarship	\$10,000 May 31, 2024
	✓ Applied 1 ✓	ScholarshipPoints \$2,500 Scholarship	\$2,500 July 15, 2023
	🖉 Won 0 🗸	Niche \$2,000 No Essay Scholarship	\$2,000 July 31, 2023
	🕅 Deleted 0 🗸	Road to Self Care Scholarship	\$2,000 July 31, 2023
			\$2,000 Suly 51, 20

- Significantly increase sign ups and applications on your website.



• Prominently display your scholarship at the top of the Scholarship Matches page and connect to a prequalified audience.



## Lead Generation Campaign - CPL

Scholarship	Columbia University Postbaccalaureate Premedical Program		College Matches	
Sort By	As the oldest and largest program of its kind, the Columbia University Postbac Premed Program is highly regarded for its rigorous approach to medical school preparation.	i∠ pamount	Scholarships.com matches colleges to students like you. Let them know if you are interested	11
용 Name ③ Amount	The Postbac Premed Program provides college graduates who have taken few or none of the core sciences courses comprehensive preparation for medical school. Whether seeking a career in medicine, dentistry, veterinary medicine, or the allied health fields, you will benefit from our resource-rich New York City campus, dedicated academic advisors, network of clinical and research opportunities, internationally-recognized faculty who will help you realize your future in medicine.		Duke University Durham, NC	Duke
Show 88 All © Favorites	Year Bachelor's Degree Expected/Attained  Vhich do you anticipate taking at Columbia?  V	The University of the Southwest The University of the Southwest is a top-ranked, private, non- profit university offering fiexible online degree programs. With five decades of experience, we provide a quality career- oriented education and a supportive community. We are accredited by the Higher Learning Commission and offer 100% online master's and doctoral programs.		UNIVERSITY
✓ Applied	Phone Number	We provide a laptop, textbooks, and virtual healthcare at no additional cost. Our master's programs can be completed in 12 months, while doctoral programs take 36 months. Choose from a range of disciplines including business, education, psychology, biology and counseling.	Yes, I'm interested I'm not interested	
😴 Won	Would you like to receive more information about this opportunity?	Program of Interest 🗸		
Deleted	<ul> <li>Yes, please send me more information about The Columbia University Postbac Premed Program.</li> <li>No, thank you.</li> </ul>	Highest Level of Education Completed V	Lawrence Technological University	
		High School Graduation year 🗸	Southfield, MI	Lawrence
	Submit	d Work Experience	As one of only 13 private, technological, doctoral universities in the United States, LTU offers a unique, hands-on approach to prepare you for a successful career in any STEM field. At Lawrence Tech, you will be	Lawrence Technological University.
		Grade Point Average	prepared to become a smart, tech-savvy leader with the skills to navigate the fast-paced world of business	
		847-977-7400		
		Would you like to receive more information about this opportunity?		
		<ul> <li>Yes, please send me more information about University of the Southwe</li> <li>No, thank you.</li> </ul>	vest.	
		Submit By submitting this form, I agree that University of the Southwest may contact me about educational services by email, phon the contact information provided. Message & data rates may apply. Lunderstand that my consent to receiving email, phon	hone, and feat message at the analysis of the state of th	
		the dottact mannator provides through dottact any upper characteristic content of the dottact of the second se		

- Interact with high-quality, prequalified leads that have expressed interest in your offer.

• Scholarships.com customizable co-registration form allows our users to effortlessly connect with you.



### **Direct Mail Marketing Campaign - CPM**

- Take advantage of high direct mail response rates to provide personal and tangible interactions.
- With direct mail, you have the ability to precisely target your audience based on various factors, including demographics, location, school year, academic major and more.
- All Scholarships.com data is NCOA certified, ensuring accuracy and quality. Our partners benefit from bulk mail discounts of up to 65% off firstclass postage, making direct mail one of the most cost-effective marketing chanels available.





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scholarships





#### Social Media Marketing Campaign - CPC





Scholarships.com Sponsored

Can you find fulfillment in new and exciting ways after life in the limelight? You can at Columbia University School of General Studies



\$5,000 Osher Reentry Scholarship

Learn more

...

🗋 Like

Comment





- Utilize Scholarships.com's high-quality data to effectively connect your creative and message with our users on social media platforms.
- Leverage Scholarships.com's data to harness the power of social media platforms, enabling precise audience targeting based on demographics, interests, academic information, and more.







## Display Advertising - CPM

Advertising on Scholarships.com allows you to reach a highly engaged audience of individuals who are actively pursuing higher education and embarking on a new financial journey.

	Sort By 156 Matched scholarships \$2M Matched scho
	Image: Sponsored Scholarships       Sponsored Scholarships         Image: Show       Scholarship Title         Image: Scholarship Title       Amount         Image: Scholarship Title       Scholarship Title         Image: Scholarship Title       Amount         Image: Scholarship Title       Scholarship Title         Image: Scholarship Title       Scholarship Title <t< th=""></t<>
Sizes: 160x600 px   120x600 px   728x90 px	Image: Applied in the second constraints in the second constrated constrated constraints in the second constraints in
300x600  px = 300x250  px = 200x200  px	\$2,000 Nitro Scholarship         \$2,000         May 31, 2023           \$25,000 Be Bold No-Essay Scholarship         \$25,000         May 31, 2023
250x250 px   468x60 px   336x280 px	\$1,300 CollegeXpress Book Recommendation Scholarship       \$1,300 May 31, 202         CITI CUSTOM CASH CARD Earn cash back after you spend on purchases in the first months of account opening.       CITI CUSTOM CASH CARD
	Traditional Scholarships
	Microsoft Imagine Cup Global Competition       \$100,000       May 12, 20.         Google Student Veterans of America Scholarship       \$10,000       May 15, 20.
	Generation Google Scholarship \$10,000 May 19, 202
	NAACP X SA Scholarship \$5,000 May 20, 20 Bidgaline International Community Scholarship \$5,000 May 31, 20
	Ridgeline International Community Scholarship \$5,000 May 31, 20

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how			\$2,000 Sallie Mae Scholarship	\$2,000	July 31, 2023	
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Applied	1		ScholarshipPoints \$2,500 Scholarship	\$2,500	July 15, 2023	
🦻 Won	0		Niche \$2,000 No Essay Scholarship	\$2,000	July 31, 2023	
Deleted	0		Road to Self Care Scholarship	\$2,000	July 31, 2023	
			\$2,000 No Essay CollegeVine Scholarship	\$2,000	September 30, 2023	
			\$50,000 ScholarshipOwl No Essay Scholarship	\$1,000	July 29, 2023	
			\$2,000 Sallie Mae Scholarship 🕬			
			Traditional Scholarships			
			Microsoft Imagine Cup Global Competition	\$100,000	May 12, 2023	
			Google Student Veterans of America Scholarship	\$10,000	May 15, 2023	
			Generation Google Scholarship	\$10,000	May 19, 2023 🖤 🗸	
			NAACP X SA Scholarship	\$5,000	May 20, 2023	
			Ridgeline International Community Scholarship	\$5,000	May 31, 2023	

Sheree Woodard-Mason Scholarship

Amount Varies May 31, 2023



# Please contact us with any questions or to schedule a demo.

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