

# THE SMART MATCH DASHBOARD

How to get started with StudyUSA.com's lead optimizer technology

Log in to your dashboard on StudyUSA.com, click on "Smart Match" in the navigation, and begin filling out the following information to filter your leads.

The screenshot shows the Smart Match Dashboard with the following sections and callouts:

- 1**: Geographic area selection (Latin America, Brazil, Europe, Indian Subcontinent, North East Asia, South East Asia, Africa, Middle East, Russia).
- 2**: Test score, financial aid, vacation program, and marketing automation sections (all dropdown menus).
- 3**: Top three countries for student recruitment (Option 1, Option 2, Option 3).
- 4**: Degree level courses section (Bachelor Degree, Masters, Certificate/Short Term, Summer, English Programs, Online).
- 5**: Particular courses to promote (Course 1, Course 2, Course 3).
- 6**: Course duration section (Short term course (less than 6 weeks), Short term course (6-12 weeks), Short term course - with an option to continue further studies, Long term courses).

**1 Geographic section:**  
Establish the preferred geographic areas from which your students will originate by dragging the boxes into ranked order.

**2 Test score, financial aid, vacation program, and marketing automation sections:**  
Choose "yes" or "no" for each of these sections based on your set up and offerings.

**3 Top three countries section:**  
Want to get even more granular geographically? Use the drop downs to select your top three preferred countries.

**4 Degree level courses section:**  
Establish the preferred courses that your ideal students will be searching for. Drag the boxes in this section into ranked order.

**5 Particular courses to promote:**  
These drop downs allow you to choose your top three courses.

**6 Course duration:**  
Select your preferred enrollment length in this section.

