

SMART MATCH

StudyUSA.com's lead optimizer technology FAQ

Q: How does Smart Match work?

A: As we collect more and more information from both students and schools and also track their behaviors (e.g. level of engagement, interests, ability to pay), the matches will refine and sharpen accordingly. It is similar to artificial intelligence (AI). As it continues, it grows and learns! So the first matches will be more basic, but over time they will become more and more granular and well-matched – as will our information on what the students do.

Q: If I fill out Smart Match, does that mean I will no longer get leads that don't match these criteria?

A: You will receive all the leads you normally would have received. Smart Match provides the opportunity to receive new leads you might not have received otherwise. Any leads that are a "Smart Match" will be highlighted so you can prioritize them.

Q: Can I set things up so I only receive leads that align with my Smart Match criteria?

A: Not initially, but that may become a possibility as the system evolves in the future.

Q: Can I update my Smart Match criteria at any time?

A: Yes

Q: How much does Smart Match cost?

A: It is free.

Q: How soon will I see results?

A: This system needs time to allow data to accumulate and does not give immediate results. It's an AI learning mechanism, so it is a gradual process that will take time. As time goes on, the AI system learns more about school and student preferences, and leads will improve accordingly, getting better and better.

