

GMAC Test Prep Summit

GMAT Product Update

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Purpose Today

Inform

Provide an update on the GMAT Product

Listen

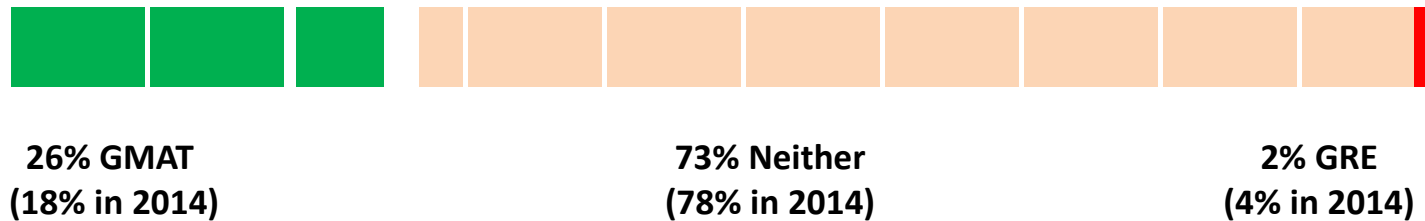
Understand your unique needs, challenges and perspectives

Engage

Engage in discussions on the evolution of the GMAT

GMAT or The Other Test

Admissions Officers Preference of GMAT vs. GRE



FT MBA Enrollment Decisions*



* For Top-100 US FT MBA Programs only

Source: Kaplan Test Prep (2016) Business School Admissions Officers Survey; US News 2016 Report

Recent Candidate Friendly Changes

Convenience

- Improved **Access** by adding **40 new test centers** in last 3 years
- **16-day Re-take** window

Comfort

- **Cancelled Scores** do not appear on school score reports
- **Reinstate** cancelled scores **Online anytime** during the validity of score

Control

- **Preview** unofficial score before choosing to accept or cancel
- **Cancel** score **Online** up to 72 hours after exam
- Choose **Section Order** that best fits needs & style
[Pilot]

Confidence

- ESR provides **Detailed Analysis** of GMAT exam performance

Pop Quiz

What percentage of candidates cancel their score?

27%

Changes in Candidate Behavior

- Slight shift towards 16-30 day testing
- Increased flexibility and lower downside risk has led to higher incidence of score cancellations
 - <2% in TY 2014 to 23% in TY 2015 and 27% in TY 2016
- A more refined candidate pool
 - Average “reportable” score up 10-15 points
 - Overall score performance hasn’t changed
 - But remember...there’s the changing demographics
- Bringing people back in the funnel through score reinstates

Pop Quiz

What percentage of candidates are repeat test takers?

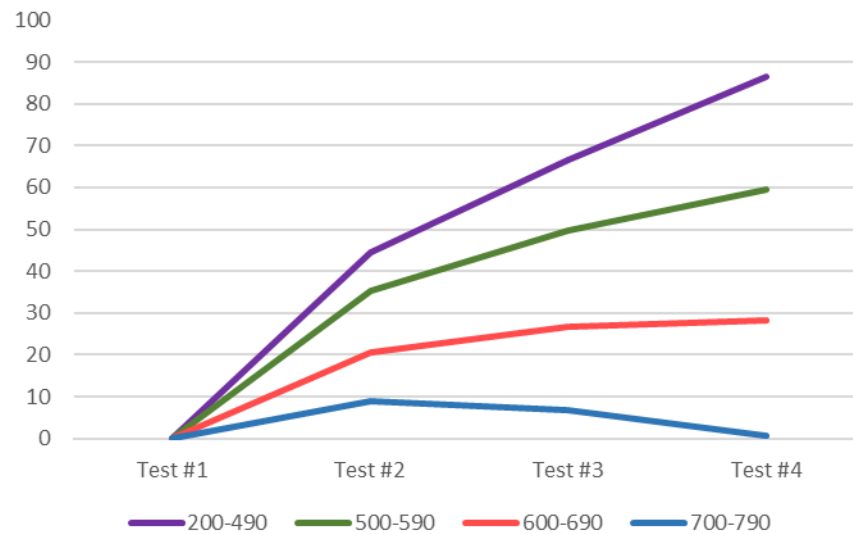
What is the average score gain for a repeat tester?

38% (marginally up from 36%)

30.3 points (and hasn't changed)

Score Gains

Average Score Gains for Repeat Testers



Source: GMAC July 2016

- Pattern unchanged since 2011
- Range of -100 to +150, diminishing returns
- Depends on variety of factors, including approach to first exam and extent of investment and prep

Stay Connected

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