



What Is Choice Degree?

Choice Degree is an online education resource providing prospective and current students with information on colleges, degrees, scholarships, and loans. Students starting or finishing their education, changing careers or advancing in their field utilize the website to research and request information from leading degree programs at online and on campus universities across the country.

The site showcases valuable scholarship opportunities, provides in-depth financial aid information and spotlights featured degree programs and schools. Our advanced search function lets visitors explore study options by degree type such as associate, bachelor and master and fields of study like business, nursing and healthcare and information technology.

Our team constantly creates and updates content, tailors website features and improves overall usability to our visitors, making Choice Degree one of the premier destinations for online educational resources.

What Can Choice Degree Offer Advertisers?

QUALIFIED AND EXCLUSIVE LEADS Our relevant content and frequently updated school and scholarship information ensures high-quality leads

ADVANCED TARGETING With our lead management tool we can create advanced filters based on various demographics including age, zip code, education level and household income

ACTIVE MONITORING We monitor your campaigns in real-time ensuring lead quality through ongoing testing, optimization and client feedback

High Quality Traffic

Unique among education lead sites, Choice Degree utilizes a dedicated in-house media buying and planning team to deliver a steady flow of highly relevant visitors and leads. We promote our website and generate traffic through carefully screened and proven methods, including advanced SEO, search text ads, banners and targeted HTML emails. In addition, we partner with content driven education sites to deliver an additional source of highly qualified and interested users, and in turn, leads to advertisers.

Lead Verification Services

- 1 Proprietary lead scoring system updates and grades more than 10 data fields ensuring delivery of only high qualified leads
- 2 System automatically verifies and corrects contact information through reverse 411 lookups and by cross-referencing against USPS and NCOA (National Change of Address) databases
- 3 Advanced, customizable lead filtering and delivery options are available to fit specific school lead criteria and CRM processes



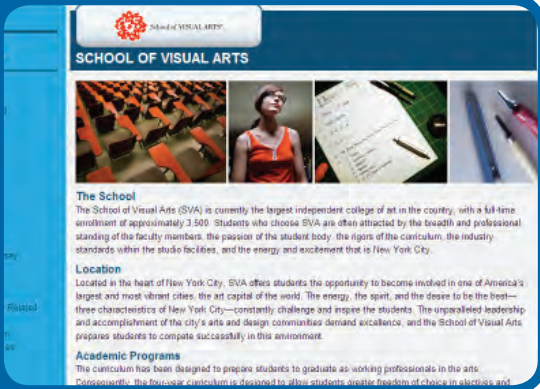
1 EXPLORE

Visitors search our vast college directory by program of study, type of degree and school name



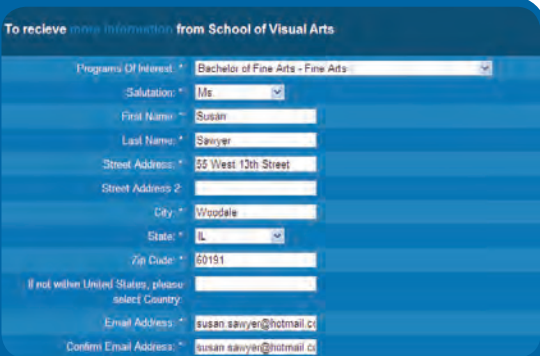
2 SELECT

Users are shown profiles of schools and programs that match the criteria they've selected



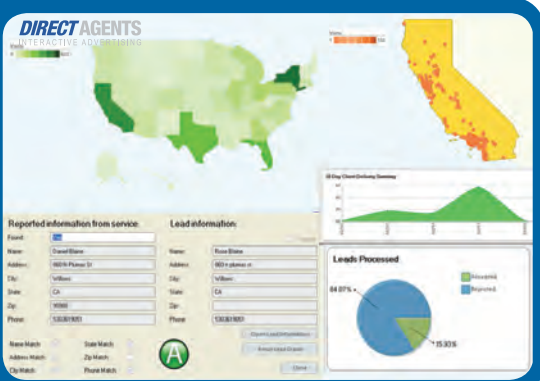
3 REQUEST

Choice Degree provides detailed school information and guides users to a custom generated landing page



4 VERIFY

Leads are scrubbed in real-time for duplicates and invalid information and then uploaded to clients via HTTP Post, XML or CVS email delivery



Direct Agents

Since 2003, Direct Agents Inc. has been working with some of the nation's largest education clients including University of Phoenix, Kaplan University and ITT Tech. We help our clients navigate through the ever changing online marketplace and provide them with dynamic solutions from proven methods. We view our clients as long term partners and deliver success through dedication, commitment and measurable results.

For additional information on advertising opportunities, please contact us at:
info@choicedegree.com or 212.925.6558 x130