



Frequently Asked Questions

What information do we collect from users?

Basic sign up information such as, first and last name, email address, date of birth, full home postal address, and grade.

Additional information provided by members after account creation such as, major or major of interest, school name or school of interest, intended graduation date, GPA, military interest, ethnicity, ACT/SAT score.

Who can you reach?

You can target the audience you wish to reach by any of the available information they provide, i.e., by age, location, gender, school, etc.

How much traffic do we have through ScholarshipPoints monthly? Across all sites?

ScholarshipPoints has 50,000 - 100,000 new signups per month and we see around 350,000 to 500,000 new users visiting our websites monthly.

How does our audience report their information?

Our audience creates an account on our website/s in order to enter into scholarship giveaway opportunities, and utilize our free tools and information on how to plan and pay for college. In this sign-up process, they opt-in to hearing from us and our 3rd party partners.

What kind of companies do you work with?

We work with a wide range of companies from a variety of verticals. Most of our partners have one thing in common, their desire to reach our 18 million+ U.S. based high school, college and graduate audience to promote their products, company or services.

Who comprises your primary audience?

Seventy-five percent of our audience falls between the ages of 16 - 24 years old across the majority of our higher education websites. Our retail/rewards oriented website, RewardFish, which rewards users with points redeemable for gift cards to hundreds of retailers, restaurants, and entertainment establishments, is comprised of a slightly older audience, primarily 25+ years of age.

What kind of partnerships do you have?

No two partnerships ever look alike. We truly customize our relationship to the partner. We can help you with real-time lead generation, data partnerships, emails deployed by Edvisors on your behalf, or even sponsored scholarships to feature your offer/product to our audience, amongst several other options.