



Collaboration model: Partnership based on Enrolments and Retention

Studyportals offers to work enrolment- and retention-based, giving this ultimate guarantee of successful recruitment. This is the perfect model for Laureate as all conversion tracking is well set up for ROI measurement, starting from lead capture on an optimised microsite, to enrolment and academic progression.



Laureate was initially working with Studyportals on the basis of a Cost Per Lead agreement. Making the switch to a Cost Per Enrolment and Retention partnership was revolutionary and required both administrative and budgetary alignments. Once those were achieved, Studyportals offered as part of the new agreement a full suite of promotional activities, such as Premium exposure for all programmes, targeted bannering and remarketing. This upgrade resulted in an increase of 150% in the number of leads year on year.

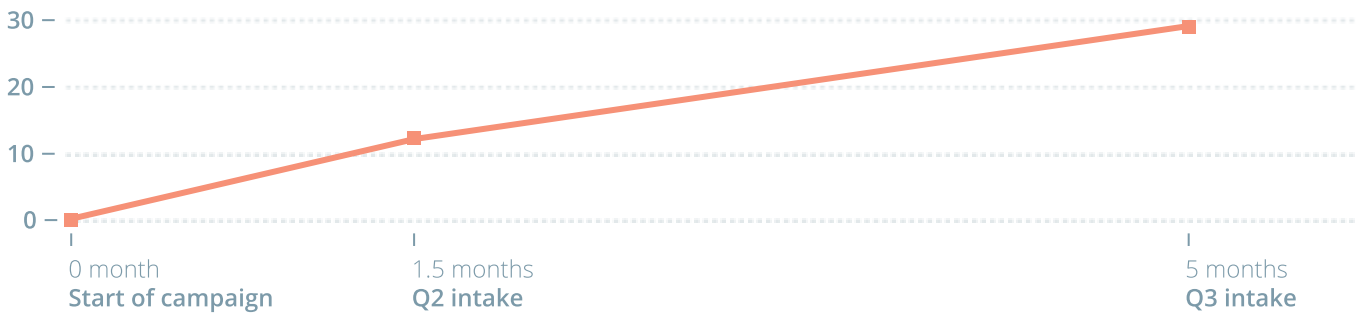
ON THE BACK: THE RESULTS

Collaboration started on May 1st
Results available until the Q3 intake of September 27th

42 enrolments in only 5 months and a striking 98% retention

Growing number of enrolments and exceptional quality

Number of enrolled students



2% CONVERSION RATE
LEAD TO ENROLMENT

12% CONVERSION RATE
REFERRAL TO LEAD

The results of this enrolments and retention based partnership are exceeding expectations. The financial security of the model was expected, but what turns out to be outstanding is:

Q2 Enrolments	13
Q3 Enrolments	29
Enrolment progress to Term2	98%
Progress with merit to Term2	71%
International enrolments	81%
Enrolments from non-traditional markets	21%

Rapidly generated enrolments

1.5 months after the start of the campaign, 13 of the generated leads had already enrolled for the closest intake.

Growth of the enrolments

The number of enrolments in the second intake for this agreement (Q3) was more than two times greater (29 vs 13) than for the first intake (Q2). This difference resulted only from 3.5 more months of lead generation.

Quality of the enrolments

Out of the 13 Q2 enrolments, 12 progressed onto Term2 and they all passed with merit. In Q3, it was actually all 29 enrolments that progressed onto Term2. Out of those 29 enrolments, 17 even passed with merit.

Student population diversity

Studyportals has also been an unequalled asset in providing diversity, expanding identified key markets. Laureate had identified a set list of countries to prioritise for recruitment. This was shared with Studyportals but considering the quality of their audience (highfliers from Gen Z) and their global reach, some flexibility was given. It resulted in 21% enrolments coming from non-traditional markets.

Approved by:

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