Engage students looking for the best university match all around the world
‘Without Studyportals, my choices about where to study for my Master’s would have been severely restricted, as finding information about university programmes abroad is very daunting, especially when you want to explore the full range of options available to you. Studyportals enabled me to find the programmes that were relevant to me with just a few clicks, including those taught in English, in particular countries, and within my price range. As a result, I was confident that I was aware of all my options, and could make an informed choice about which programmes were worth looking into in more detail’

Aoife O’Mahony
Student, Ireland
Who we are and what we do

Studyportals is the largest study choice platform, enabling students to find and compare their study options across borders and select the right universities for them. Studyportals is a results-based channel for international student recruitment and marketing, helping universities reach a global audience and optimise their student population.
Help us bridge the gap and create a better educated, more equal and more tolerant world.

What motivates us?

Every day, we’re inspired by students worldwide who will go on to become the next generation of world leaders and innovators. We empower students to develop their personal and professional lives and also to shape the lives of those around them.
8 portals

Team from 36 nationalities in 6 offices

190,000+ programmes listed

52+ million unique visitors every year

3,700+ participating institutions

640,000 international enrolments

Team from 36 nationalities in 6 offices

Studyportals at a glance
What we offer to students

A platform that supports students - looking to broaden their horizon - in every step of their decision journey. Through our information and tools, students can discover, apply and decide the study programme that best match their interests and personalities.
Global reach

STUDYPORTALS USER GROWTH

Who are the typical Studyportals users?

- **Average time each user spends on Studyportals before visiting a university website:** 13:56 minutes
- **37% desktop**
- **2% tablet**
- **61% mobile**

**NUMBER OF PAGEVIEWS IN TOP 5 COUNTRIES (PER CONTINENT) - 2021**

**Americas**
- U.S.: 11,213,439
- Canada: 5,032,502
- Brazil: 1,779,174
- Mexico: 1,380,561
- Colombia: 1,036,128

**Europe**
- UK: 7,085,283
- Germany: 4,627,487
- Netherlands: 3,096,723
- Greece: 2,811,025
- Italy: 2,494,565

**Asia**
- India: 39,486,278
- Pakistan: 8,275,654
- Iran: 7,413,449
- Turkey: 6,710,700
- Bangladesh: 6,060,374

**Africa**
- Nigeria: 12,060,736
- Ghana: 3,191,544
- South Africa: 3,123,302
- Egypt: 2,470,356
- Kenya: 1,635,706

**Top 5 Countries by Pageviews in 2021:**
- **U.S:** 11,213,439
- **Canada:** 5,032,502
- **Brazil:** 1,779,174
- **Mexico:** 1,380,561
- **Colombia:** 1,036,128

**Estimated number of students enrolled via Studyportals:** 640,000

**Number of users**

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
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<th>2018</th>
<th>2019</th>
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<td>28M</td>
<td>36M</td>
<td>42M</td>
<td>45M</td>
<td>52M</td>
</tr>
</tbody>
</table>

**Coverage**

- **Africa:** 2%
- **Americas:** 37%
- **Europe:** 61%
What we offer to higher education institutions

We offer multiple services and solutions to optimise your recruitment funnel for international students. From raising your exposure and brand awareness, to increasing traffic and leads from a specific country, to growing your number of applications and enrolments – every promotion with Studyportals is different and tailored to your goals and needs.

Increase brand awareness

When students are finding their dream programme, make sure your university stands out through SEO, search results, targeted banners, emails, and newsletters.

We can target the exposure of your programmes to your focus audience based on discipline, country, level of education, etc.

Grow the number of accepted students who found your programme via Studyportals.

We provide students with essential and inspiring information about your programmes.

We make sure to forward targeted, well-informed, interested students to your university and programme (landing) pages through referrals.

SERVICES

• Increase applications from relevant countries.
• Track the interested students from leads to enrolments.
• Measure the ROI of your online marketing efforts.

Studyportals is a starting point for international students

Your programmes are exposed on our global choice platform

Informed students are forwarded to your university

You engage with the best-fit students for your classrooms
Act on insights

Let data-driven insights navigate your strategy and enhance your skills in international online marketing, recruitment, branding, conversion optimisation, tracking, market research, service provision and much more.

With the support from Studyportals Analytics and Consulting Team, you can:

• Improve tracking and measuring conversions skills.
• Increase your ROI of international and online marketing strategies.
• Get access to country and discipline interest reports.

In addition, the ACT team provides trainings to university or college staff. Almost all workshops are designed for either 1 or 2 days and can be offered at different levels.
Global Reach
Extend your potential reach to every corner of the world, inspiring ambitious students to apply and enrol no matter where they’re from. Strengthen the diversity and high educational value that are already part of your institution.

Best Fit
Studyportals matches you with the students you’re most eager to recruit – the highly motivated, purpose-driven cultural explorers. The best-matched students are sure to thrive and succeed at your institution.

Make it Work for Your Institution
Through an exchange of expertise, combined with a broad range of services and a strong supply of analytical data, we help you customise the promotion that fits your recruitment and marketing vision.

Pay for Outcomes
Our results-based model is built so that you pay only when you see verifiable, measurable outcomes and reach maximum recruitment capacity.

Your Success Is Our Success
Studyportals aligns its goals with the goals of university clients, through honest, transparent partnerships. We add a personal touch that lets you know that there is someone on the other end eager to help make your institution shine.

Our promise to you
Enrolment-based Partnership

Studyportals works results-based. In our innovative collaboration model, the proof is in the pudding: enrolments. Unlike traditional marketing, where you pay for online advertising, website referrals, or lead generation, we offer a model in which you pay for results - the number of students we help you enrol.

**BENEFITS**

- **Free premium exposure to over 52 million prospective students from 245 countries & territories**
- **Best and guaranteed ROI**
- **Best-fit matching**
- **Data-driven insights**

**PARTNERSHIP**

'I think the fact that Studyportals has a pulse on the market, is well versed in the student journey and the trends of source countries, and genuinely data-driven really made a difference.'

Christopher S. Connor
Assistant Dean for Graduate Education
School of Engineering and Applied Sciences
University at Buffalo, The State University of New York
What to expect when working with us

1. Get in touch
   We will connect you to one of our advisers who is familiar with your market

2. Identify and share your unique goals and needs
   We aim for long-term partnerships and are here to understand your goals, needs, and challenges

3. Agree on set-up
   We adjust your programme exposure to your needs and focus on getting you the best ROI, including digital tracking

4. Launch your promotion
   Our service team helps you set-up your promotion and is available for questions and support

5. Report, monitor & fine-tune
   Receive results reports and have full control of your promotion, your investment and recruitment results

6. Evaluate & extend
   Have a detailed evaluation with ROI tracking and results guarantee

Meet our key partners

- Pearson
- AACSB
- IELTS
- British Council
- EFMD Global Network
- ESTIEM
- UNIBUDDY
- nutic
- AEGEE
- THE
- Generation Study Abroad
- ESN
- ACA
- THE
Get in touch

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Get in touch for more information on how we can help you reach your student recruitment goals

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