



Engage students looking for

the best
university match
all around the world

 studyportals

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'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.

Why we do it

Help us bridge
the gap and
create a better
educated, more
equal and more
tolerant world



6% OF ALL STUDENTS
STUDIED ABROAD



60% OF WORLD LEADERS
STUDIED ABROAD

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.



Studyportals at a glance



8 portals



52+ million
unique visitors
every year



640,000
international
enrolments



3,700+
participating
institutions



190,000+
programmes
listed



Team from
36 nationalities
in 6 offices

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.



Discover

Programme info

Discipline pages

Country test



Apply

Wishlist

BestFit Tool

Fees & funding



Decide

Reviews

Articles

Student ambassadors



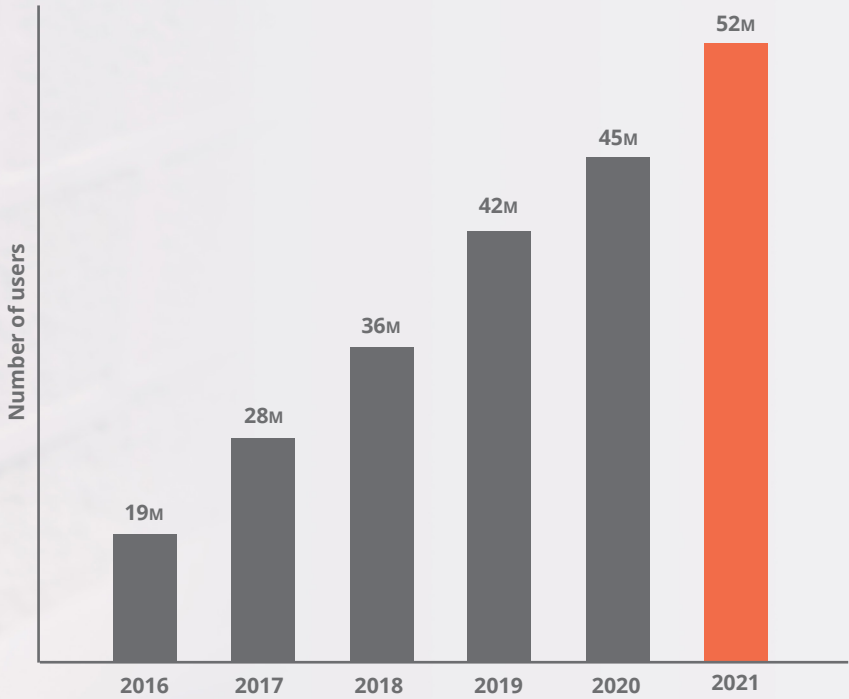
Enrol





Global reach

STUDYPORTALS USER GROWTH



Who are the typical Studyportals users?

AGE

18-24	34%
25-34	30%
35-44	15%

TIME

13:56 minutes

Average time each user spends on Studyportals before visiting a university website

DEVICES

2%	37%	61%
tablet	desktop	mobile

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

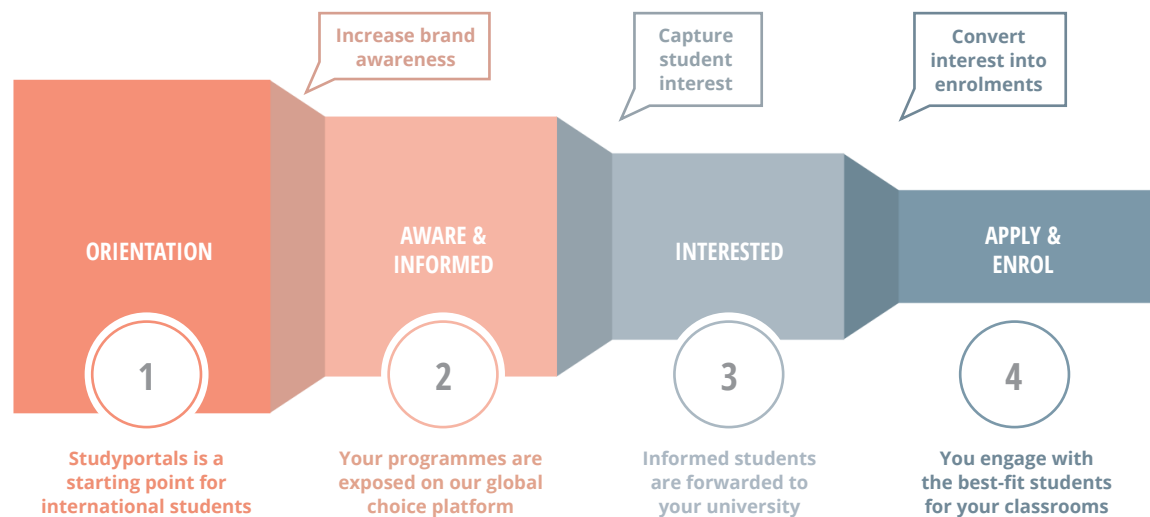
Americas	Pageviews	Europe	Pageviews	Asia	Pageviews	Africa	Pageviews
U.S.	11,213,439	UK	7,085,283	India	39,406,278	Nigeria	12,060,736
Canada	5,032,502	Germany	4,627,487	Pakistan	8,275,654	Ghana	3,191,544
Brazil	1,779,174	Netherlands	3,096,723	Iran	7,413,449	South Africa	3,123,302
Mexico	1,380,561	Greece	2,811,025	Turkey	6,710,700	Egypt	2,470,356
Colombia	1,036,120	Italy	2,494,565	Bangladesh	6,060,374	Kenya	1,635,706

640,000

estimated number of students enrolled via Studyportals

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.

Capture student interest

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.

Convert interest into enrolments

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

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



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.



Our promise to you

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.

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



'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



Meet our key partners



Get in touch

Want to get in touch with us? You can always write us at hello@studyportals.com

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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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