

# Case Study:

## CEU Cardenal Herrera University

How CEU UCH partnered with Studyportals to grow and diversify international student recruitment and support their Global Classroom concept



studyportals



CEU

*Universidad  
Cardenal Herrera*

# STRATEGIC COLLABORATION WITH GUARANTEED ROI

How Studyportals partnered with CEU UCH  
to support their holistic internationalization  
strategy

#winningstrategies



# Introduction



## Supporting holistic internationalization

CEU UCH is underpinned by a dynamic Global Classroom concept, with all aspects of the university supporting internationalization. The Global classroom is a virtuous circle with internationalization and student experience embedded in every layer of the institution.

CEU UCH is also focused on creating an international experience for domestic students through their internationalization at Home (IaH) strategy which provides all the students an international experience without the necessity of going abroad.

CEU partnered with Studyportals to grow and diversify their international student population.

# 2 The Case Study

## Meet our client & the institution



### **Alfonso Díaz Segura**

Corporate Director for Business Operations, Marketing & Internationalization at CEU Educational Group.

Alfonso is responsible for international policies at CEU and has implemented the Global Classroom, a framework of initiatives that allow students to acquire soft skills in internationalization, regardless of where they come from and which degree they are studying. Therefore, the international experience permeates all the layers at the institution, from teachers to staff, focusing on the students.



**CEU**

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### **CEU Cardenal Herrera University**

CEU is the largest nonprofit, private education group in Spain, with three universities in Madrid, Valencia, and Barcelona. A fourth university will soon be launched in Seville. CEU UCH offers students a personalized teaching experience and access to 20 Bachelor's degree programmes and more than 60 postgraduate programmes,

# 3 The challenge

## Growing and diversifying international student recruitment



An innovative development strategy has turned CEU UCH into the most international university in the region. More than a third of students at the university are from abroad and the university has a clear focus on preparing students for today's globalized world.

Along with growing the number of international students on campus, the university is also focused on diversifying their recruitment markets.

Through you we have got a really huge increase in our recruitment numbers and that's changing the environment of the university. You are helping us not just with the growth, but with diversity. Our distribution of international students has been very concentrated in two or three countries. You are helping us to diversify.

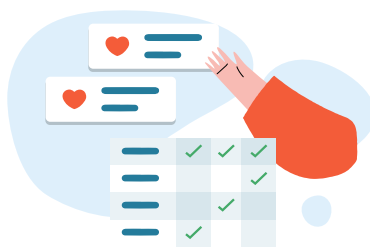
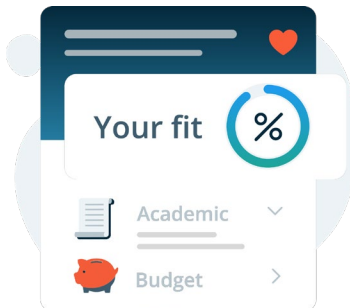
# 4 The solution

The **Enrolment-based Partnership** ensures a guaranteed ROI for the university by offering a compensation model focused on tangible results: enrolled students studying at CEU UCH. This partnership promotes long-term cooperation with close communication between the university and the Studyportals team, with the same goal of attracting talented students from all over the world.

Studyportals takes on the risk by providing unlimited exposure and dedicating more resources to worldwide digital marketing promotion to attract more relevant candidates. As a result, Studyportals helps the university by navigating a changing environment and attracting best-fit prospective international students, providing a guaranteed ROI through the commission-based enrolment model.

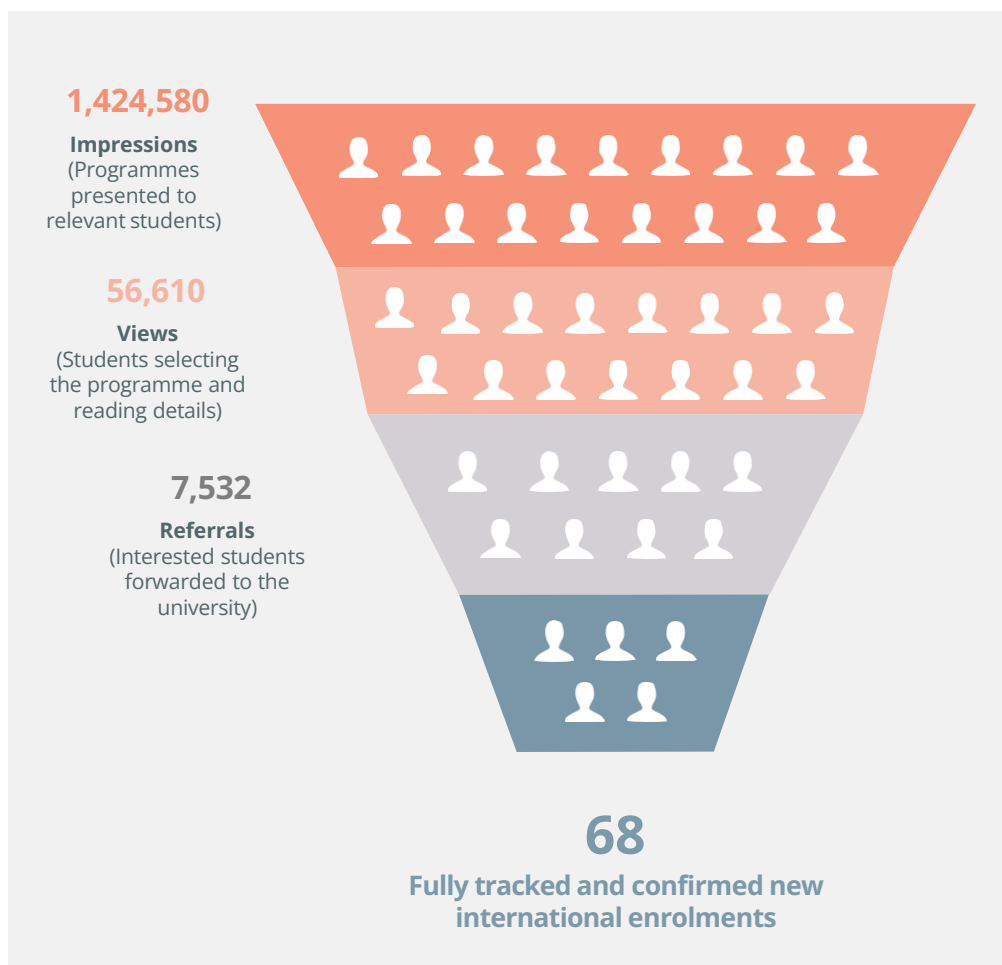


Studyportals has been a great strategic partner, contributing majorly towards creating the campus that we envisioned.



# 5 Results

**From February 2019 to February 2023**, promoting via Studyportals generated a strong digital presence for CEU UCH with over **a million brand impressions**, over **56 thousand page views** and **more than 7 thousand referrals** to the university's website. The direct result of this promotion and collaboration is **68 tracked and confirmed enrolments** with many additional strategic benefits for the institution.





# Diversified recruitment strategy

## on Studyportals

CEU UCH employs a wide range of marketing and recruitment activities with Studyportals, ranging from premium listing, targeted banners, remarketing, and email marketing. By employing a diversified marketing strategy on Studyportals environment, CEU UCH can reach a wide range of markets across various countries, without relying too heavily on a few key regions. This approach helped the university to expand its global presence and appeal to a diverse pool of prospective students.

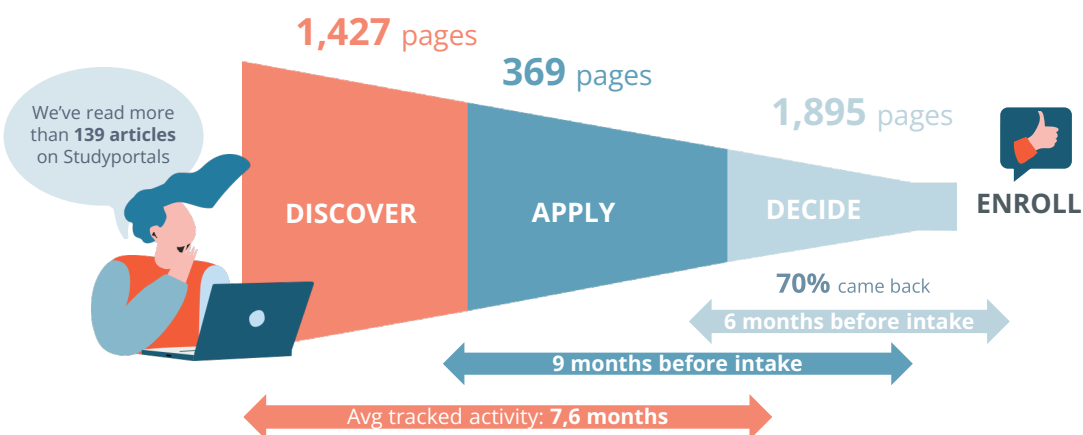




# Nurturing students

## students throughout their journey

The digital footprint of **68 tracked enrolments** can be mapped to different stages of their journey.



The digital footprint of 68 tracked enrolments can be mapped to different stages of their journey. With a **total of 3,691 pages consulted** (avg. **54 per student**) and an average **tracked duration of 228 days** (between first tracked visit and last visit), Studyporals has supported them in their path towards enrolling at the institution. The later in their journey, the more crucial this engagement is for their decision. **Students return during the decision-making period (70%) to make up their mind before enrolling.**

# Diverse and truly global student recruitment

The partnership between Studyportals and CEU UCH has resulted in tracked enrolments by 68 students originating from 39 countries – such as Ecuador, Malawi, Japan, Thailand and Cameroon.



# 6

## The collaboration



You are providing us with added value beyond just generating the traffic or helping with recruitment. You are providing us with advice about strategy. We had these niche programmes but you are helping us to have a wider vision on the market by suggesting new programmes.



# 7 Get in touch

## Increase brand awareness

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

## Capture student interest, diversify

Have informed and interested students referred to your university and programme landing pages and capture requests for additional information.

## Convert interest into enrolments

Track the full student journey, measure the ROI of your digital campaign, reduce your risk and scale your result.

Curious on how Studyportals can help your institution excel in student diversification?

Let's talk!

[hello@studyportals.com](mailto:hello@studyportals.com)



9 portals



50M unique visitors every year



840,000 international enrolments



3,610+ participating institutions



250,000+ programmes listed



Multiple levels of education



Geographic detail at city-level



Monthly data updates



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**Get in touch to discover how we can help  
you enhance your international student  
recruitment strategy**

[hello@studyportals.com](mailto:hello@studyportals.com)