

Case Study:

University of Luxembourg

How the University of Luxembourg partnered with Studyportals to build a long-term strategy for boosting international student recruitment



studyportals



UNIVERSITÉ DU
LUXEMBOURG

GROWING AND DIVERSIFYING INTERNATIONAL STUDENT RECRUITMENT

How the University of Luxembourg partnered with Studyportals to build a long-term strategy for boosting international student recruitment

#winningstrategies



Introduction



Retaining local talent

In 2003, the University of Luxembourg emerged as the nation's first and only higher education institution, marking a significant shift in the country's academic landscape. The University was created to attract talent, both from the region and from abroad, by offering premier higher education courses.

Today, nearly 60% of students come from abroad, representing 130 nationalities. And 50% of graduates stay in Luxembourg to work

The University of Luxembourg distinguishes itself through its multilingual approach: most study programmes are bilingual (combining French, English or German) and free language courses are available for students.

This linguistic versatility particularly appeals to students from the greater region and beyond, who aim for bilingual or trilingual proficiency for their future career path.

Studyportals is an interesting tool that helps us find talented students from all over the world and gives more visibility to the University of Luxembourg.



2 The Case Study

Meet our client & the institution



Anastasia Mouzard-Teickner

Marketing Advisor - University of Luxembourg

Passionate about new technologies and communication, I specialized in Marketing, with a particular focus on digital marketing. I've had the privilege of working for various agencies in Luxembourg, France, and Germany within the marketing and communication fields. In 2019, I joined the University of Luxembourg, as a Marketing Advisor. Since then, my primary goals have centered around talent acquisition and elevating the visibility of the University of Luxembourg.



University of Luxembourg

The University's faculties and research centres carry out fundamental and applied research with the objective of fostering innovation and societal progress. While the University covers diverse research areas, it has established three strategic pillars: digital transformation, medicine and health, and sustainable and societal development. Its research combines detailed disciplinary knowledge with interdisciplinary approaches. In addition, there is a constant dialogue between education and research, as research is integrated into the educational offer and feeds directly into teaching. The University of Luxembourg offers 18 Bachelor and 46 Master degrees, as well as 16 programmes of continued education and four doctoral schools.

3 The challenge

From 'academic start-up' to world-class research university



The University of Luxembourg was Studyportal's first client.

The University was looking to build visibility in a country that was not widely known among international students. Over the years, the partnership has evolved as both Studyportal and the University have grown.



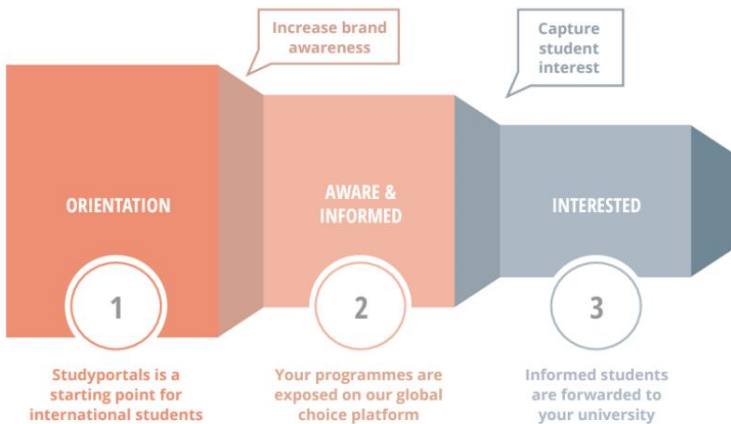
In the beginning of the creation of the University of Luxembourg, nobody really believed in the University because of how small Luxembourg is compared to European countries. This only persevered the people behind the idea so they can prove to the world that they are of world-class professionalism in teaching and in research.



4 The solution

Studyportals helped the University of Luxemburg engage with students from around the world who are actively seeking study options. This partnership bolstered the University's international presence and attracted best-fit students from around the world.

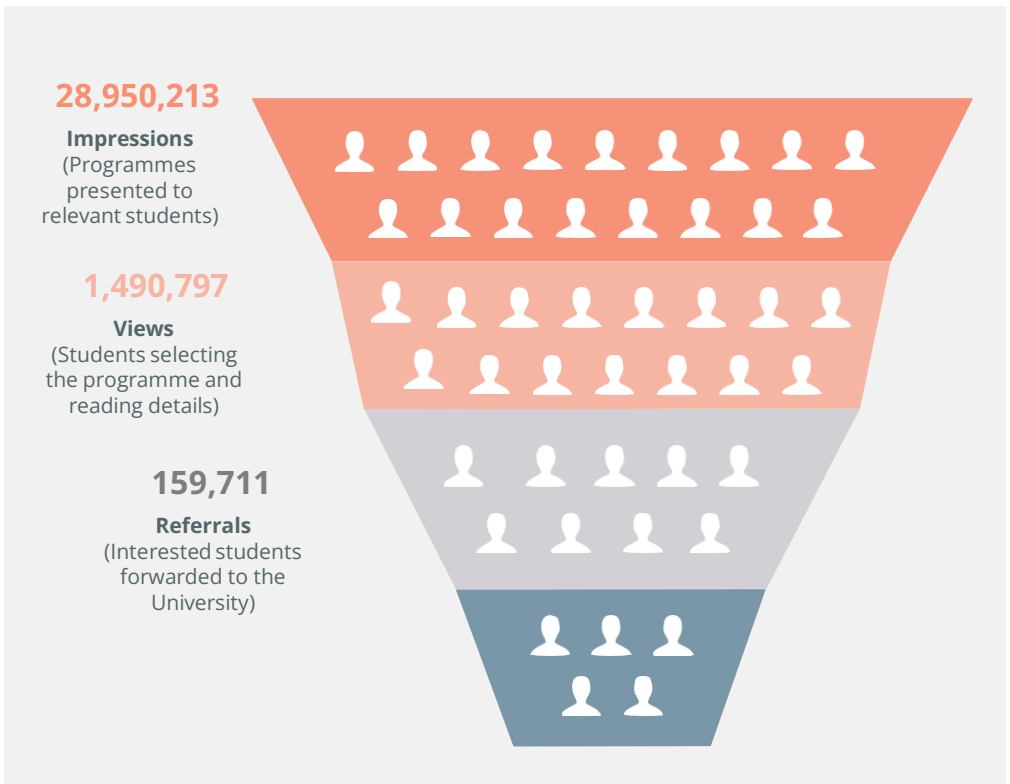
The **Result Based Partnership (RBP)** enables these connections by providing a vast suite of services to enhance the University brand through initiatives such as premium listings, targeted on portal banners, off portals remarketing, microsites and email marketing. As a result, Studyportals helped the University of Luxemburg by engaging students in disciplines and countries aligned with its offering and directed them to the institution's website.



We've gained visibility on the portal, with a notable increase in clicks. This difference is of importance to us, especially considering that our master programmes are designed for international students and local students.

5 Results

From January 2012 to December 2023, promoting via Studyportals generated a strong digital presence for the University of Luxembourg with over a million page views and almost 160 thousand referrals to the University's website.



Diverse and truly global

student recruitment

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We are really proud of our international student body, representing over 130 countries. The richness of this diversity serves as a cornerstone for us, fostering a global environment where both our staff and students hail from various corners of the world. With over 50% of our students being international, they actively engage in university life, forming vibrant associations.



6 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.

Maximise target market results

Enhance student engagement on focused regions, evaluate success through dedicated reporting and expand international reach while managing risk

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

Let's talk!

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



studyportals

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

hello@studyportals.com