

# Case Study:

## CEG Digital

How CEG Digital partnered with Studyportals to enhance their portfolio management with data-driven insights.



studyportals



Cambridge  
Education Group

# LEVERAGING DATA INSIGHTS FOR PORTFOLIO MANAGEMENT

How CEG Digital uses data insights from Studyportals to align programme development with global student demand.

#winningstrategies



# Introduction



## Building Global

## Online Education

CEG Digital, a pioneering institution in online education, collaborates with universities to develop and enhance their online learning offerings. Specializing in full Master's Degree programmes, Doctorates, and short courses, CEG Digital excels in delivering an online learning experience that rivals on-campus education. Their services span from market research and academic practice development to student recruitment and support, including unique tutoring and supervision services.

With a student base from over 120 countries, CEG Digital emphasizes diversity and sustainability in education.



**It is very important for us and our partners that we carry out market research as a continuous activity, so that we can inform our planning process and adjust our strategy as required.**



# 2

## The Case Study

### Meet our client & the institution



#### **Prof. Manuel Frutos-Perez**

Chief Academic Officer - Cambridge Education Group

Manuel is responsible for developing partnerships with universities to enhance their global educational reach through online learning. His role covers a wide area of activity, managing all Academic Services and providing academic strategic direction for university partnerships, programmes of study and international educational markets.



#### **Cambridge Education Group (CEG Digital)**

CEG Digital, a branch of Cambridge Education Group, partners with UK universities to deliver superior online and blended courses internationally, focusing on postgraduate education and professional development. They offer comprehensive services from market research to programme development and student support.

Distinguished by their commitment to high-quality online learning and academic support, they enhance the academic offerings of their partner universities. With a growing online student body, CEG Digital would rank as the eighth-largest provider of part-time postgraduate education in the UK.

# 3 Objectives



Portfolio management is a key part of our partnership work with universities. Our partners rely on the market intelligence we can provide to them in order to make informed decisions about the evolution of their portfolio. Our understanding of the market needs to be very robust, being capable of tracking trends over time and make accurate predictions.



## CEG Digital's objectives include:

- Accurately anticipating market trends to align programme development with global student demands.
- Understanding the differences in market demand across various regions to tailor marketing strategies effectively once the programmes are ready for recruitment.
- Providing detailed market intelligence for effective portfolio management in a competitive educational landscape.



# 4 The challenge

Finding reliable data to forecast

market trends



CEG Digital operates in a complex and ever-evolving sector of online postgraduate education.

CEG Digital's primary challenge lies in managing its online programme portfolio without access to detailed, segmented data that cross-references disciplines studied and mode of study (campus-based or distance learning). The UK's Higher Education Statistics Agency offers comprehensive data, but with limited differentiation between on-campus and online learning and reflects the situation 12-24 months in the past. This lack of detailed public data insights makes it challenging for CEG Digital to forecast and anticipate market trends.



**Developing and launching an online programme requires a significant amount of effort and investment upfront, and therefore it is very important to have reliable market information that supports the forecast of how the programme could potentially grow in student numbers once launched.**



# 5 The solution

CEG has been working consistently with Studyportals over the last seven years. Using the Studyportals Portfolio Development Dashboard, CEG Digital have been able to discern emerging trends and opportunities for introducing new programmes. This tool provides insights into high-demand subject areas with limited global offerings, enabling CEG Digital to undertake informed and targeted recruitment activities.

## What our Portfolio Development Module helps you identify

How can we **improve our current portfolio** and evaluate **new portfolio development opportunities** for online or on-campus delivery?

Which keywords in the titles of degree programmes will **attract more interest**?

Which institutions are offering **similarly named programmes** and competing for the same student audience?

What are the chances the **new programme** ideas will perform well in the market?



## Studyportals' data is a reliable indicator of future student recruitment

Studyportals tracks the anonymous, organic search behaviour of 50+ million prospective students annually on its proprietary platforms. Studyportals' data records changes in student interest as they emerge and is a reliable indicator of enrolments with a horizon of 2 years into the future. UK HESA data shows a correlation of 92% between search behaviour on Studyportals and actual enrolments, 18 months later.

# 6 Results



The size of the data set accessible by Studyportals is second to none. It is a very rich data set, which allows us to drill down into specific subject areas and programmes, and observe the different trends and regional variations.



We established that there was a gap in the market for online programmes in Construction Project Management and we launched a programme with one of our university partners that has subsequently been very successful.



The example above shows how the dashboard data can guide you to look into portfolio areas that are not obvious. The process is data-led from the beginning, which is a real asset in market research. An added benefit is that if you spot market gaps early on you will have the added value of establishing the programme as an early entrant.





# Key benefits



Studyportals offers us a rich data source that forms a key part of our market analysis work. A standout benefit of the Studyportals data is to be able to segment candidate intentions according to mode of study (campus/online). There are many other filters and categorisations in the Studyportals data that further enhance its usefulness as a market analysis data source.

## Segmenting candidates



## Spotting opportunities



It's particularly useful in the early stages of the process, when trying to identify particular subject areas where there is an opportunity, or a particular demand from potential candidates that it's not currently being met by what is on offer in the market. The data also offers very good insights in terms of the geographical origins of the demand and their destination intentions.



# 8

## The collaboration



The team at Studyportals are brilliant to work with. They are incredibly knowledgeable and have always delivered according to our expectations. They always listen to feedback and are ready to adjust the products to make them work for us. It's really easy to contact them and they are always responsive – in a very positive and professional way!



The experience working with Studyportals has been very positive so far. The data set is rich and robust, and continuously available to us online, so that we can quickly interrogate the data without any delays.



# 9 Get in touch

## Degree supply & demand

Which specialisation should our new Master's degree offer? Which fields are currently being under and over supplied?

## Market opportunities

Which countries should I focus my marketing on for our faculty? Which students are interested the most to study in my country?

## Trends & Forecasts

What are the upcoming countries of international students? How is the demand for degrees forecasted to develop over the next years?

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

Let's talk!

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



9 portals



50M unique visitors every year



1M+ international enrolments over 8 years



3,500+ participating institutions



200,000+ programmes listed



Multiple levels of education



Geographic detail at city-level



Monthly data updates



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