

# Case Study:

## Xi'an Jiaotong - Liverpool University

How Xi'an Jiaotong - Liverpool University (XJTLU) partnered with Studyportals to generate global interest in their English-taught programmes in China.



studyportals



Xi'an Jiaotong-Liverpool University

西交利物浦大學

# PARTNERING FOR TRULY GLOBAL STUDENT RECRUITMENT

How Xi'an Jiaotong - Liverpool University (XJTLU) partnered with Studyportals to attract a diverse pool of qualified and motivated students.

#winningstrategies

# 1

# Introduction


## Increasing global presence




Xi'an Jiaotong - Liverpool University (XJTLU) is an international joint venture founded by Xi'an Jiaotong University in China and the University of Liverpool in the United Kingdom. The campus, based in Suzhou, now offers over 140 degree programmes in English.

The partnership between Studyportals and XJTLU began in 2015, when the university was eager to increase awareness among students around the world of a quality UK degree taught in English in China, across their 62 (UG, PG, PhD) programmes at that time.

Studyportals helped XJTLU to reach and engage with a large and diverse pool of qualified and motivated students. Since then, partnering with Studyportals has enabled XJTLU to reach an international audience in over 190 countries early in their study choice process to attract high-profile students for their various programmes.



**The data we receive monthly from the Studyportals campaign highlights where we are and aren't being seen, so we can continually optimise our spend.**



# 2

## The Case Study

### Meet our client & the institution



#### Stuart Perrin

Chief Officer of (Education) Ecology

Stuart works with the Vice-President of Student Affairs to increase the university's international exposure. Before taking this position, Stuart was the Associate Principal of the Entrepreneur College (Taicang), developing and launching the college and associated programmes.



### Xi'an Jiaotong - Liverpool University (XJTLU)

XJTLU is an international joint venture university founded by Xi'an Jiaotong University in China and the University of Liverpool in the United Kingdom, established in 2006. As an independent Sino-foreign cooperative university, it captures the essence of both prestigious parent universities, and is the largest of such universities approved by the Ministry of Education in China.

In the 2024 THE World University Rankings, XJTLU was ranked in the 601-800 range. It has secured a position in the top 50 universities on the Chinese mainland.

XJTLU currently offers over 100 degree programmes in the fields of science, engineering, business, finance, architecture, urban planning, language, and culture. All are taught in English except for some year 1 general and basic courses for local students.

The university is located in Suzhou, one of the most developed cities in China. Suzhou Industrial Park, China's equivalent of Silicon Valley and a hub of global innovation, houses a large cluster of Fortune 500 companies, transnational enterprises, and R&D centres. This not only provides favourable conditions for XJTLU's ongoing development but also numerous internship and job opportunities for XJTLU students.

# 3

## Objectives

### Encouraging international students

#### to study in China

Initially, the university wanted to build awareness of the joint venture to attract more students to their campus in China. The early results were encouraging and gave the XJTLU team the confidence to keep investing.

#### The University's objectives include:

- Increasing brand awareness and reputation.
- Attract and retaining high-quality students from diverse backgrounds and regions.
- Engaging student throughout the entire student journey, from enquiry to enrolment.
- Optimising marketing campaigns to maximise impact.



Studyportals helped XJTLU achieve our ambitions by providing a global platform to showcase our programmes, a data-driven approach to optimize our marketing strategy, and a dedicated team to support recruitment goals.



# 4

## The solution


XJTLU started a Results-Based Partnership with Studyportals in August 2015 with the aim of maximising recruitment outcomes.

Studyportals enabled XJTLU to reach and attract students who were interested in their interdisciplinary and practical curriculum, as well as their close collaboration with industry partners.

The partnership has evolved from promoting 62 programmes initially, to over 100 today. The campaign data shows student interest by source country and programme, which is used by the Studyportals and XJTLU teams to identify opportunities to continually optimise the campaign.

**Xi'an Jiaotong-Liverpool University**

Home > Countries > China > Xi'an Jiaotong-Liverpool University

 **XJTLU**

★★★★★ 3.8 (17 ratings) Read 11 reviews  
Suzhou, China

Xi'an Jiaotong-Liverpool University (XJTLU) is an international joint venture university founded by Xi'an Jiaotong University in China and the University of Liverpool in the United Kingdom. As an independent Sino-foreign cooperative university, it captures the essence of both prestigious parent universities and is the first and only one of its kind approved by the Ministry of Education in China.

**#601** Ranking

**72** Masters

**23,000** Students

**Xi'an Jiaotong-Liverpool University**

[Visit Xi'an Jiaotong-Liverpool University Website](#)

Highlighted Master Programmes

M.Sc.  
**Civil Engineering**

M.Res.  
**Materials Science and Engineering**

M.A. Res.



# A partnership of strong collaboration

For each campaign renewal, Studyportals prepares a detailed media plan, outlining the use and timing by month of key tools: Super Premium listing (to boost programmes in specific Tier 1 and 2 markets), banners (specific messages to target markets), newsletters (with a call to action such as “Apply now, application close date is approaching”), and remarketing (to remind or attract specific audiences). The activities and corresponding budget are agreed upon, yet flexibility is maintained throughout the campaign to take advantage of new opportunities.



## November Newsletter

Here's your monthly updates Antonia!

### Our article is here!

#### Halloween Around the World

Halloween has been around for over 2,000 years now, surprising many with its old history dating back to the ancient Celtic festival of Samhain. It has numerous forms and hides a different meaning for each nation that celebrates it, so we've decided to go around the world and see how it looks like in the USA, Mexico, Nigeria, Romania, and China.

[Find out more](#)

Studyportals Team ❤️

## Upcoming Events

**XJTLU**

**XJTLU Virtual Open Week**  
November 16-20 (GMT +8:00 China Standard Time)

Looking for study in China opportunities? Join us at our Virtual Open Week from 16 – 20 November, where you can find out everything you need to know about Xi'an Jiaotong-Liverpool University. We will host a series of events, including webinars, online exhibitions and live chats. You'll hear from our academics about different programmes and find out about life as an XJTLU student.

[Register now](#) →



## A partnership of strong collaboration

XJTLU saw the value of continually investing in marketing with Studyportals during COVID and the lockdown in China to maintain brand awareness.

The results with Studyportals exceeded other efforts for marketing to and recruiting international students, as Studyportals has a comprehensive global reach that other marketing channels do not have.



What is interesting is the quality and diversity of the applicants from Studyportals, who have all performed exceptionally well, especially at postgraduate level. Working with Studyportals also contributed to a conversion rate from inquiry to enrolment that was higher than the industry average.



XJTLU experienced the overall collaboration with Studyportals to be positive, professional, and fruitful. XJTLU has praised Studyportals for their expertise, flexibility, and responsiveness, appreciating the smooth and transparent promotion, tracking set-up and alignment at the start of the collaboration. XJTLU has also valued the continuous and proactive support and advice they received from Studyportals throughout the partnership.



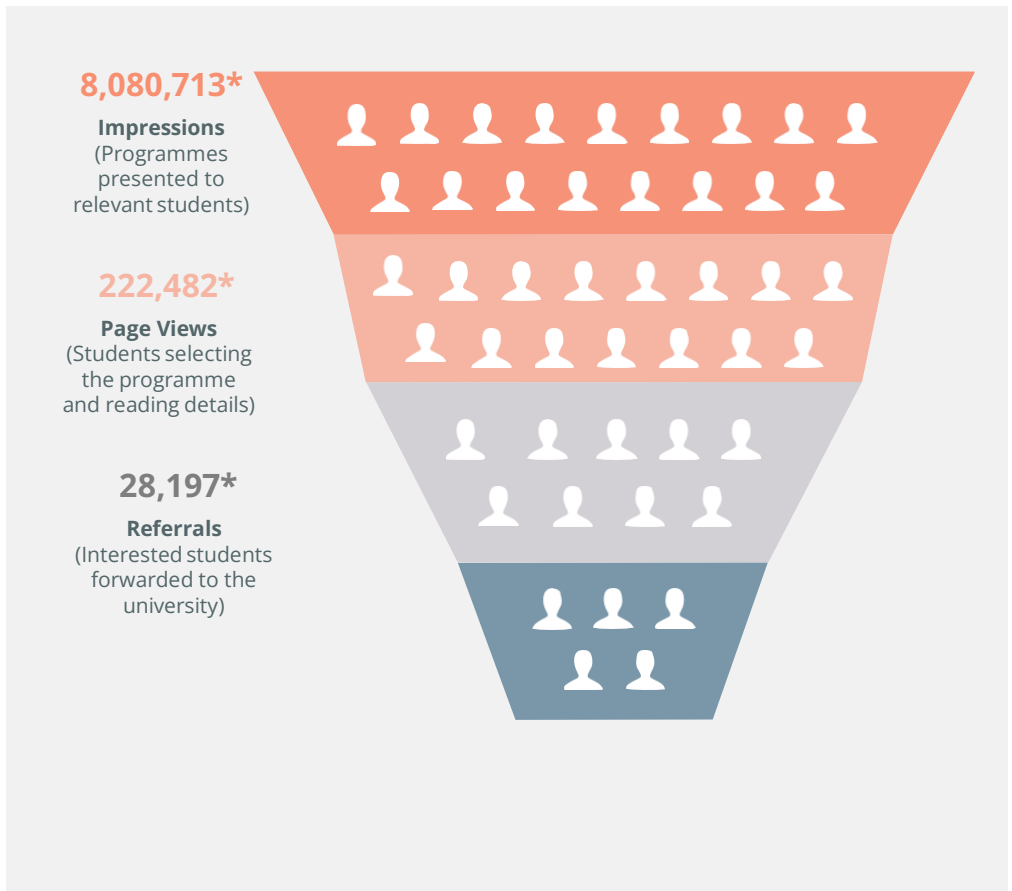


# 5

## Results

Since the partnership launched in 2015, Studyportals has delivered over 8 million brand impressions. Over 200,000 students have read a specific programme page or the university profile, with almost 30,000 students clicking through to the XJTLU website to engage directly with the university contact centre. Tracking by XJTLU highlights that they would have missed a significant portion of this traffic had they not been promoting on the Studyportals platform.

Conversion rates from Impression to Page View (2.8%) and Page View to Referral (12.9%) have been strong and above the overall Studyportals benchmarks.



## A uniquely diverse group

## of interested students

Traffic to the XJTLU website has been recorded from over 190 countries. South Asia and parts of Africa have been organically strong source markets. Boosting in regions such as Russia and central Asia drove additional interest.



Studyportals and XJTLU have undertaken several reviews together to monitor the campaign performance and enrolment outcomes to identify where additional marketing efforts should be directed.



# 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](mailto:hello@studyportals.com)



9 portals



55M+ unique visitors every year



1M+ international enrolments



3,500+ participating institutions



240,000+ 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**

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