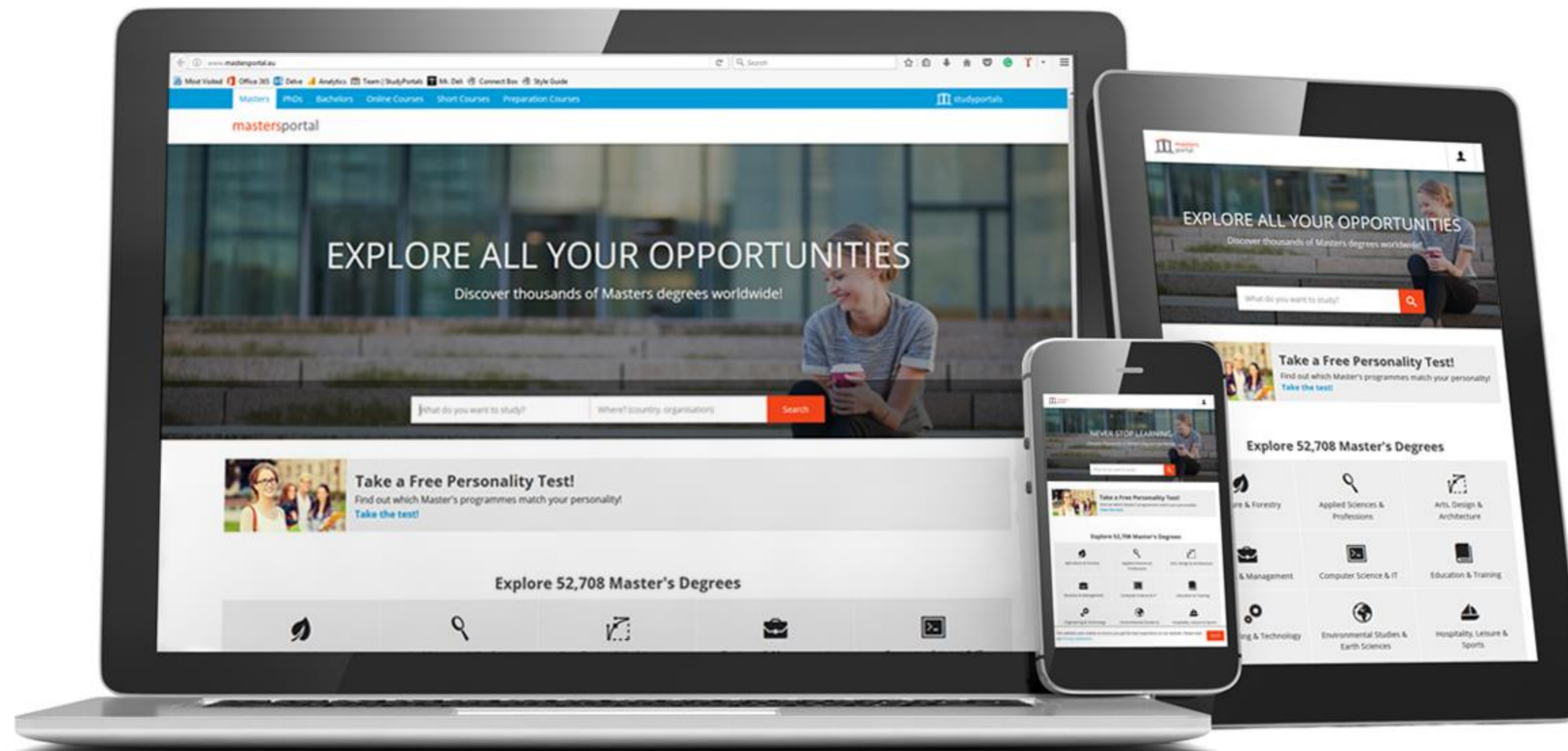




Informed Strategy Planning with Big Data

Carmen Neghina
Benedikt Wirmer

About StudyPortals



StudyPortals at a Glance

Introduction



9 Portals



**28+ million unique
users last 12
months**



**240,000 international
student enrolments (2016)**



**3,050+
participating
institutions**



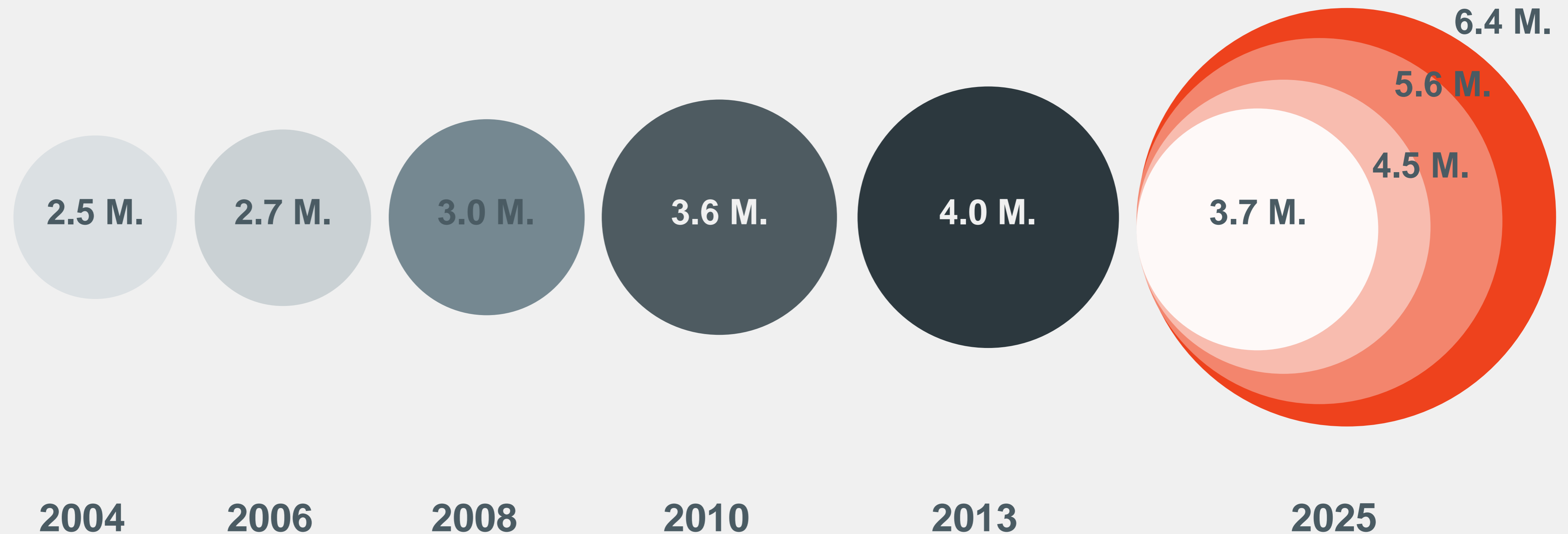
**150,000 courses
of universities in
120 countries**



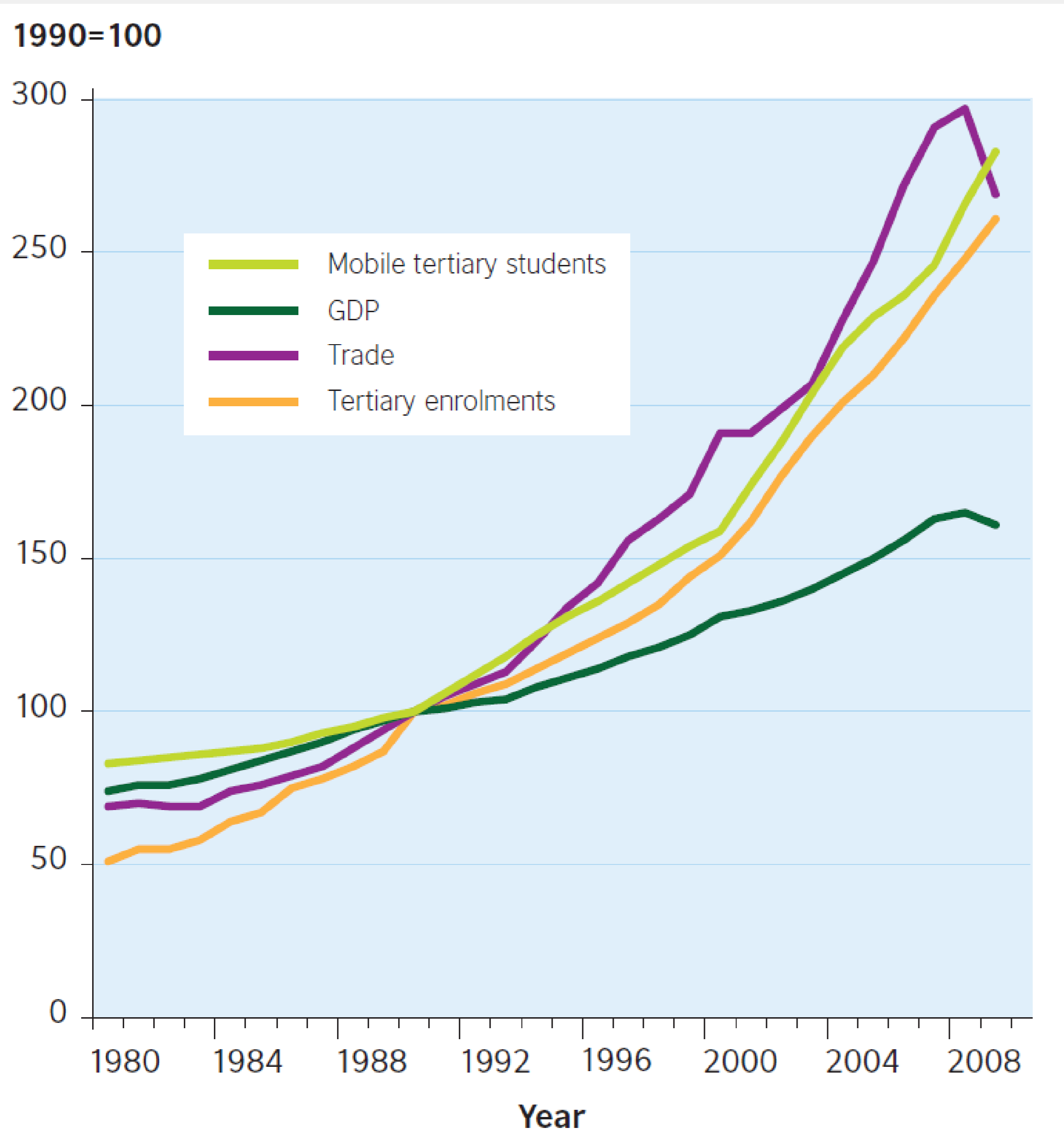
**180+ employees /
35 nationalities**

Office Locations: Boston | Bucharest | Eindhoven (HQ) | Manchester | Melbourne

Number of international students worldwide



Source: UNESCO / OECD (2025)



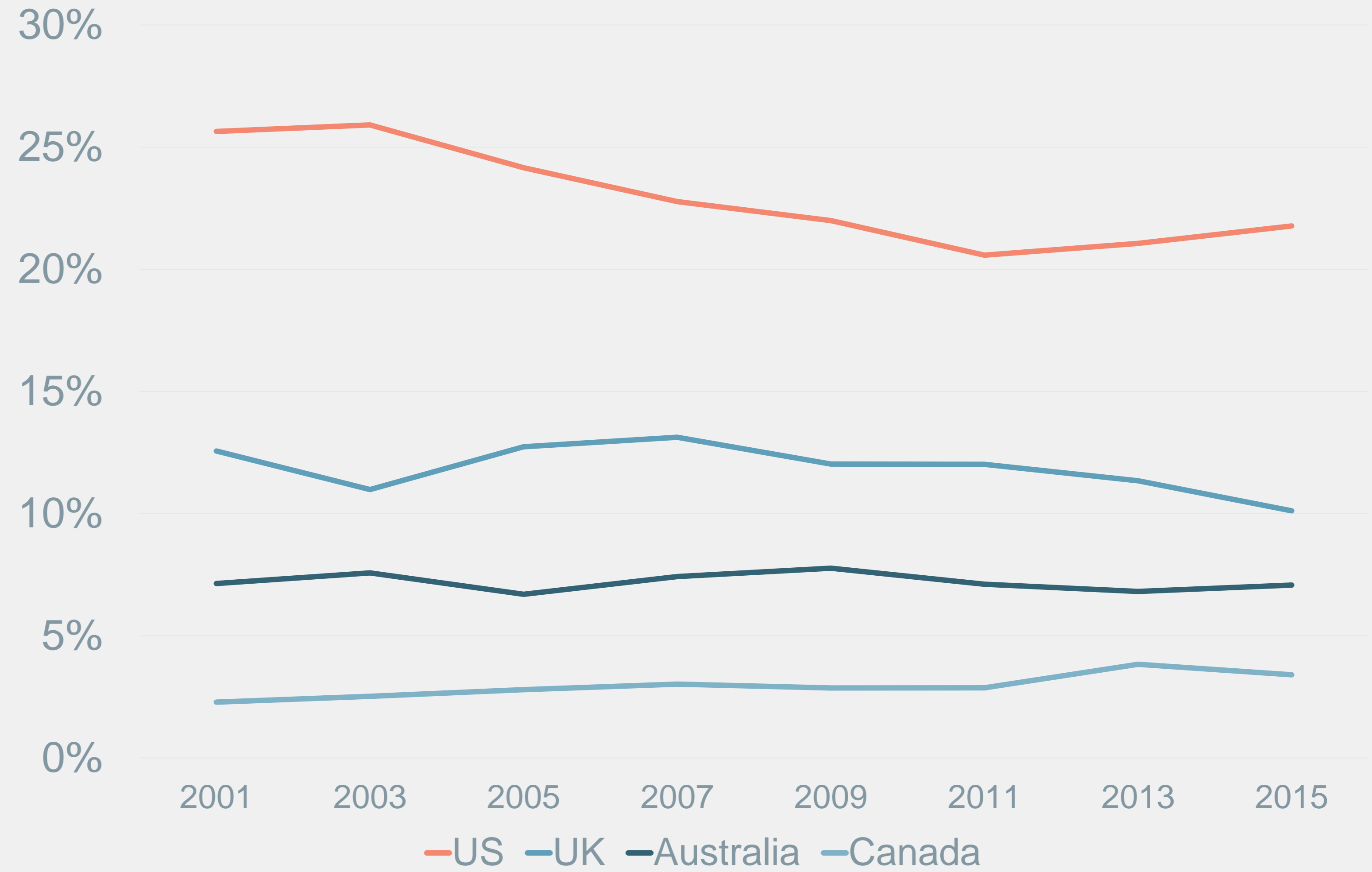
International Degree Mobility is stable at

~2% of the world student population

for 30 years!

Source: British Council

Market Share International Students



Takeaways

Future growth of # international students is uncertain

Increasing competition in English-taught education

Increasing ambition for internationalisation

Data available is often pretty old and unspecific

- **Having a great vision, a smart strategy and smart marketing is essential these days**
- **A more data-driven approach may provide useful insights and spark crucial discussions**
- **Real-time (big) data from new sources may be able help you with this**

Students start looking for study options 6-24 months in advance

EXPLORE ALL YOUR OPPORTUNITIES

Discover thousands of Master's degrees worldwide!

What do you want to study?	Where? (country, organisation)	Search
----------------------------	--------------------------------	--------

Browse by Discipline



Agriculture & Forestry



Applied Sciences & Professions



Arts, Design & Architecture



Business & Management



Computer Science & IT

StudyPortals Big Data

Listings

- 7 portals
- 150,000 courses
- 3,050 universities
- 120 countries

Visitors

- 28+M visitors/year
- 37+M sessions/year
- 134+M page views/year

Registrants

- 2.5M registered students
- 1.6M since 2016 alone

Demo-graphics

- Gender
- Age category
- Countries and cities of origin

Search patterns

- Countries of destination
- Discipline interest
- Favorited courses
- Tuition fees & duration
- Delivery mode

Other insights

- Competitor analysis
- Technology used
- Year orientation pattern
- Surveys to registrants

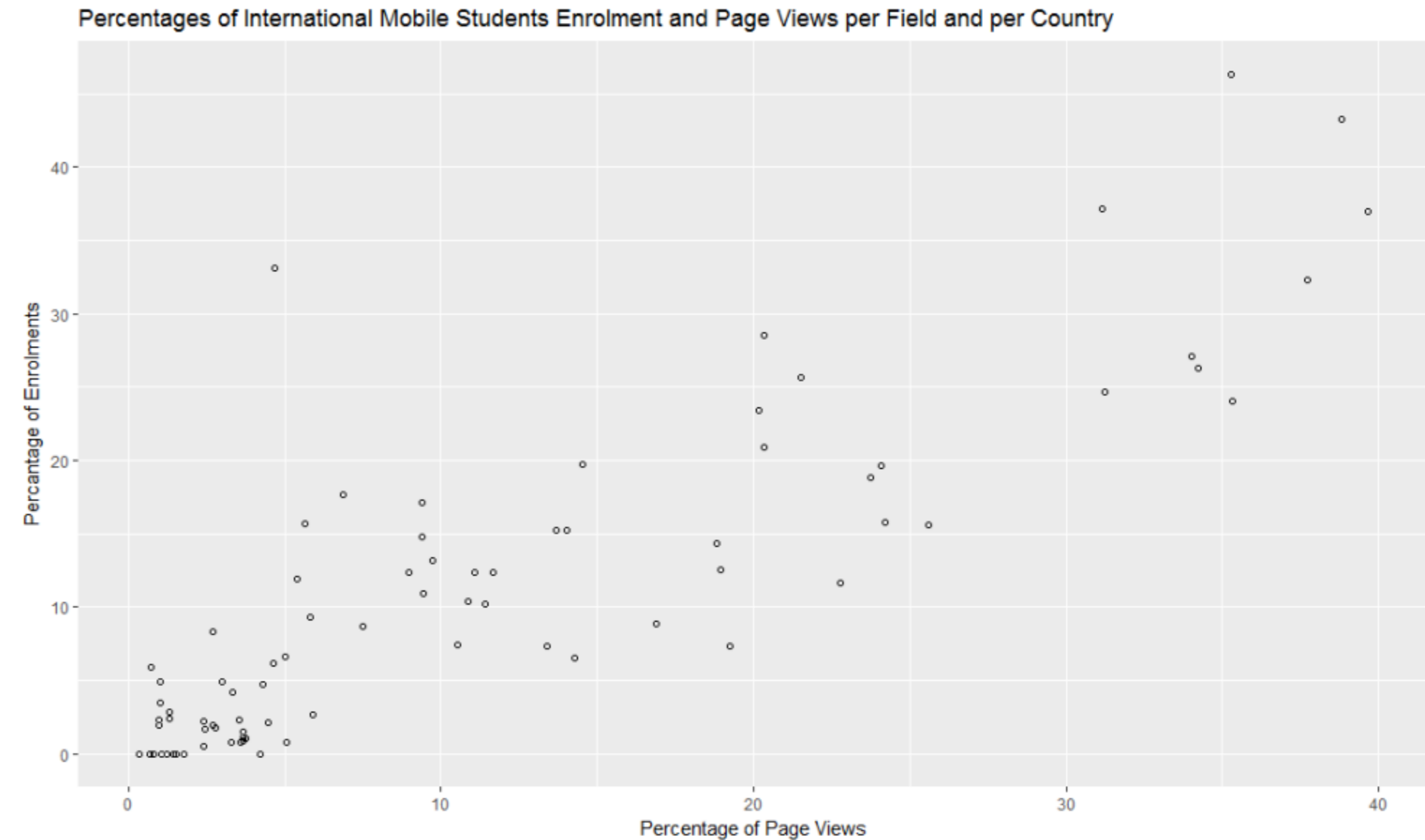
Browsing data verification with enrolments

- So far: EP-NUFFIC, OECD, Eurostat & UNESCO
- Difficult to compare
- Public enrolment data is a mess
 - by comparison, we're an amazing data source*
- Some outliers due to external factors
 - E.g. Medicine in Belgium due to maximum class intake in Germany and Netherlands*

For several countries patterns seem to match pretty well!

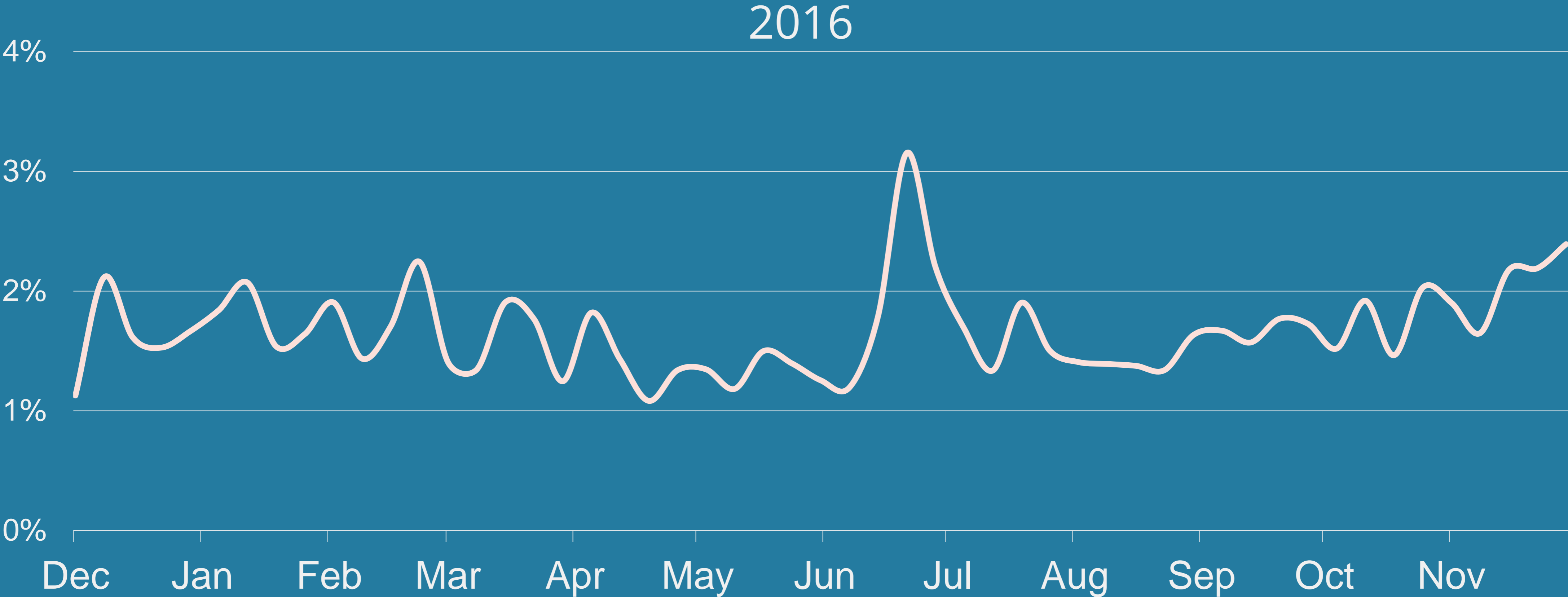
- NW Europe is best represented
- Further research ongoing

OECD, Eurostat & UNESCO data



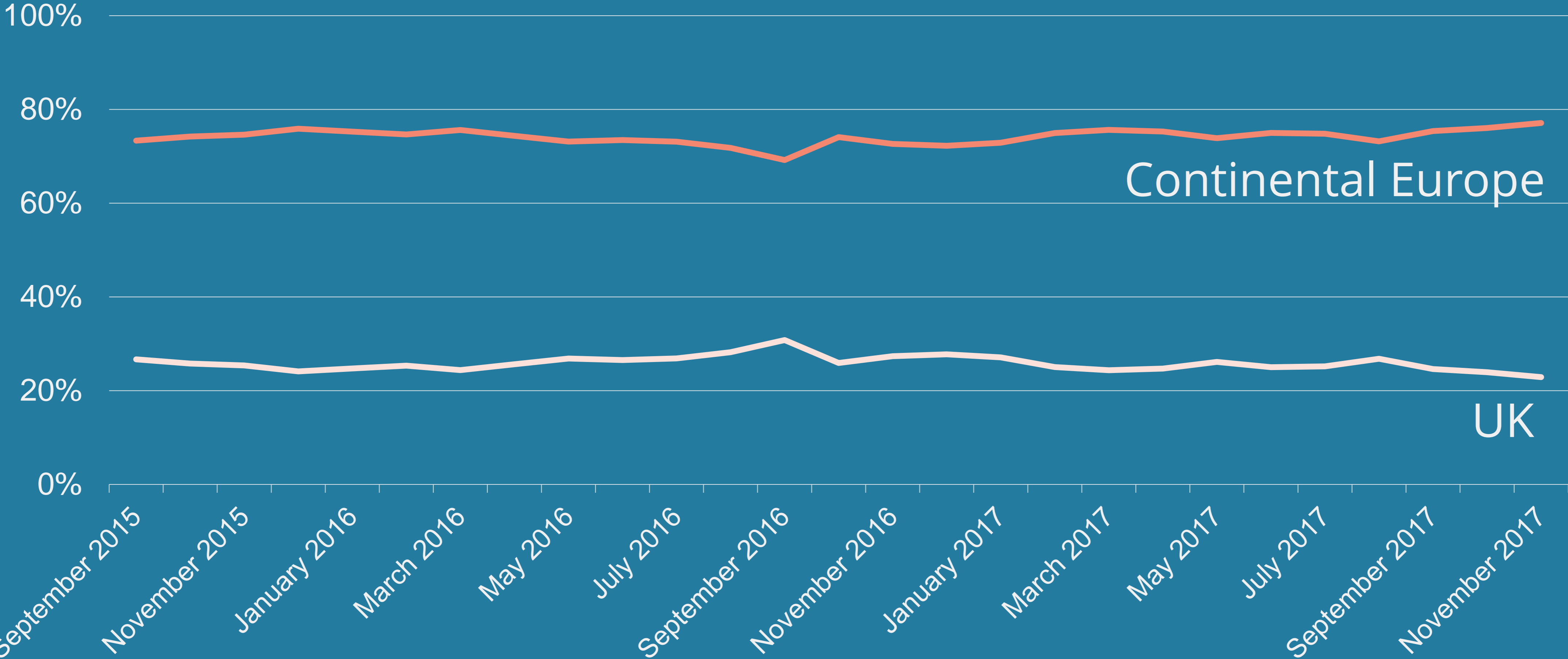
StudyPortals data

% of Turkish visitors around the coup attempt in 2016



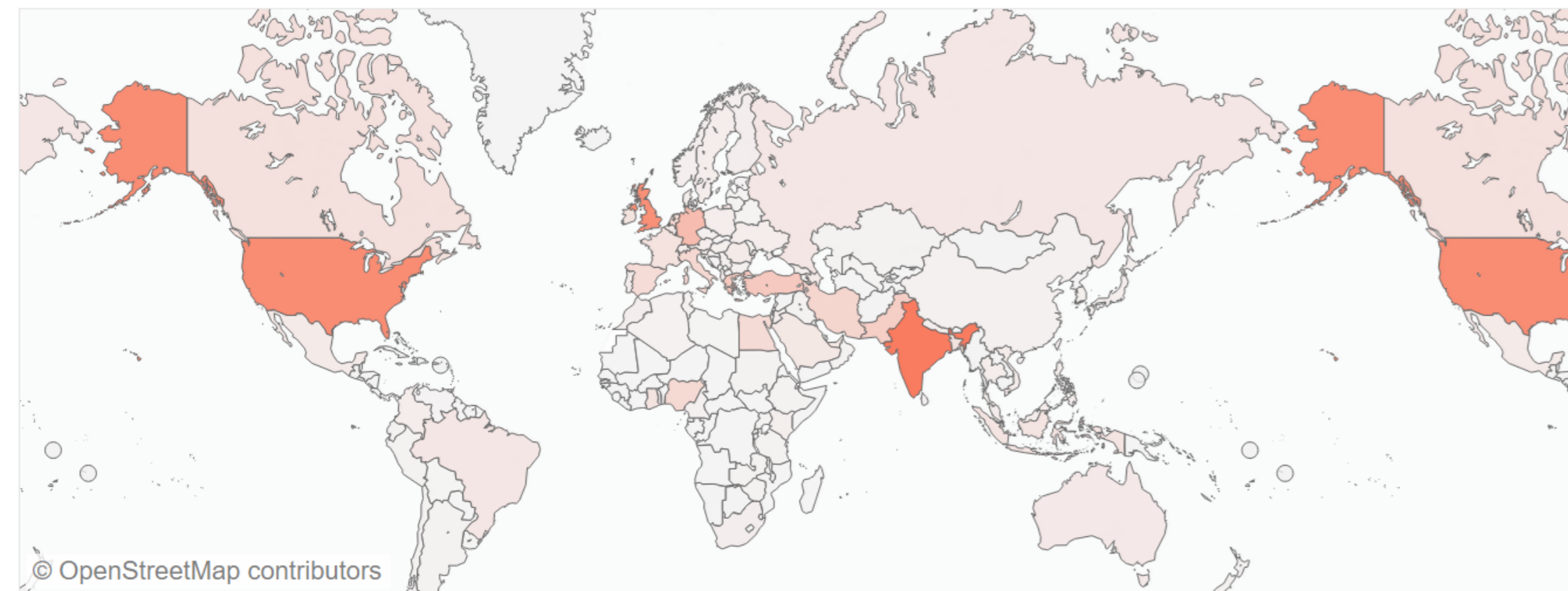
An easy example of real-time insights

Student interest in Europe around the Brexit Referendum

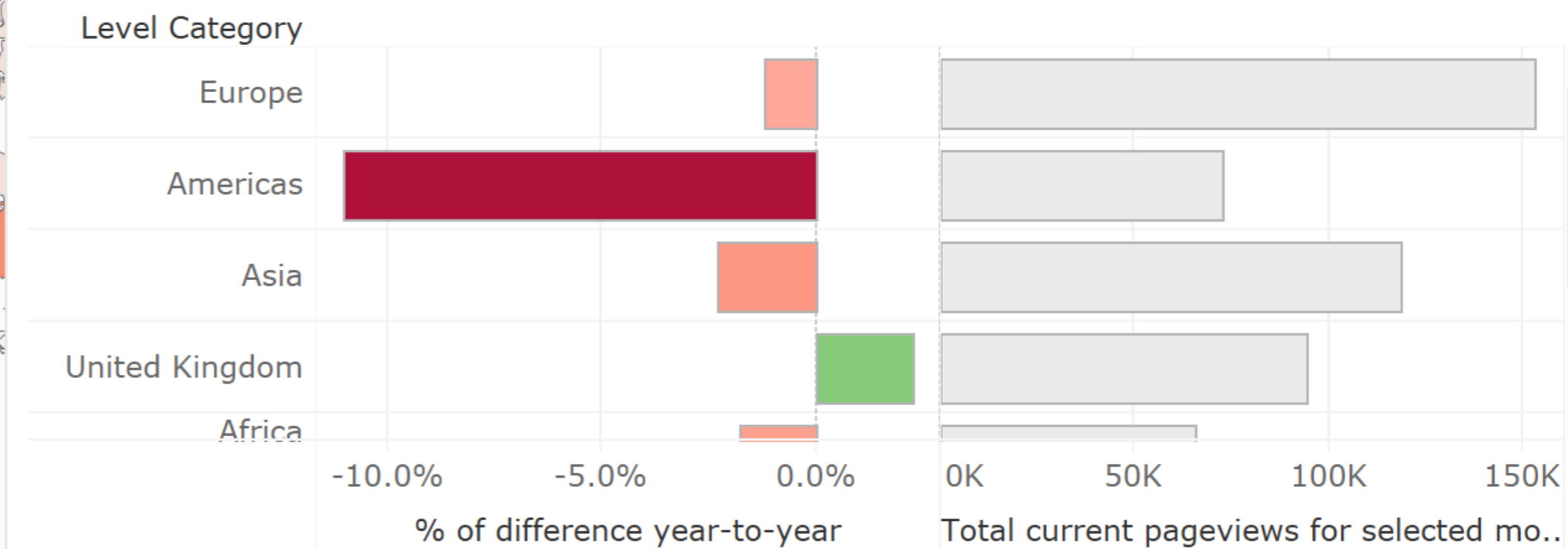


Effect of Brexit on International Higher Education in the United Kingdom

Total pageviews by country of student origin



Destination UK: Year-to-year difference and total pageviews for Latest Month (Region breakdown)



Level

- Bachelors/Undergradu...
- Masters/Graduate

Region

(All)

Sub-region

(All)

Country

(All)

Show year-to-year breakdo..

Region

Year-to-year date selector

Latest Month

Discipline

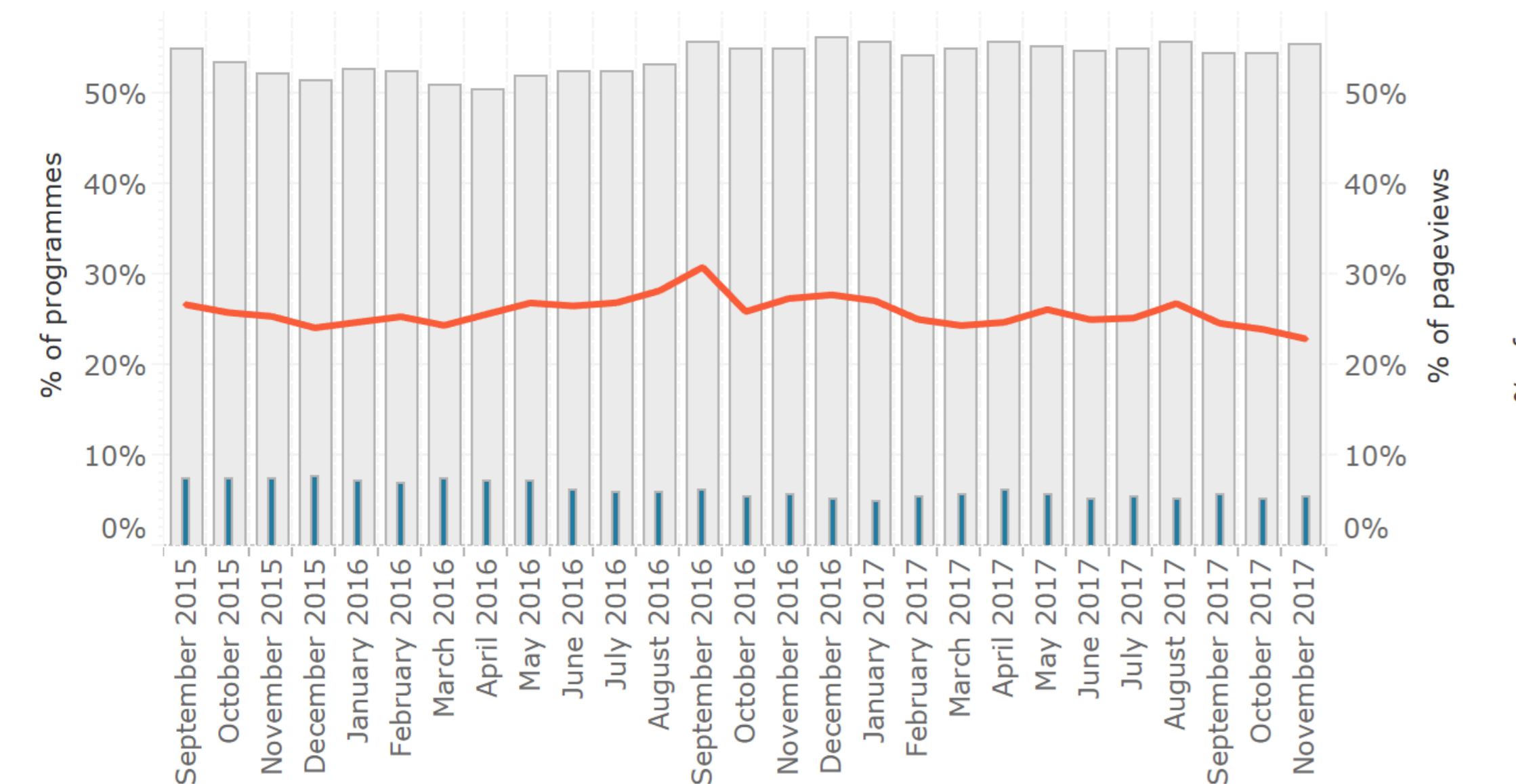
- (All)
- Agriculture & Forestry
- Applied Sciences & Pro...
- Arts, Design & Archite...
- Business & Management
- Computer Science & IT
- Education & Training
- Engineering & Technol...
- Environmental Studies...
- Hospitality, Leisure & ...
- Humanities

Sub-disci.. (All)

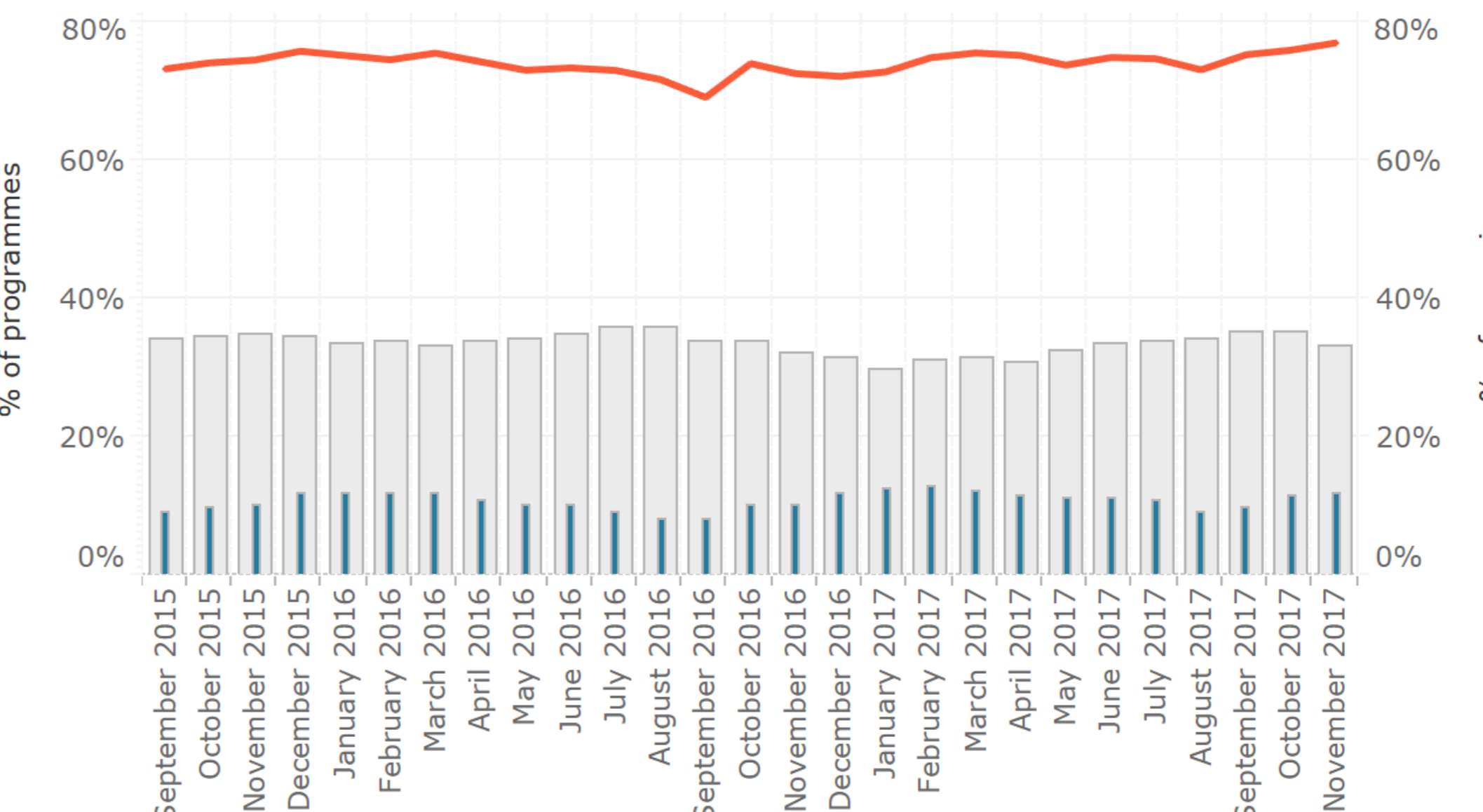
Presence

- Premium
- Regular

Destination UK: trends in programmes and pageviews

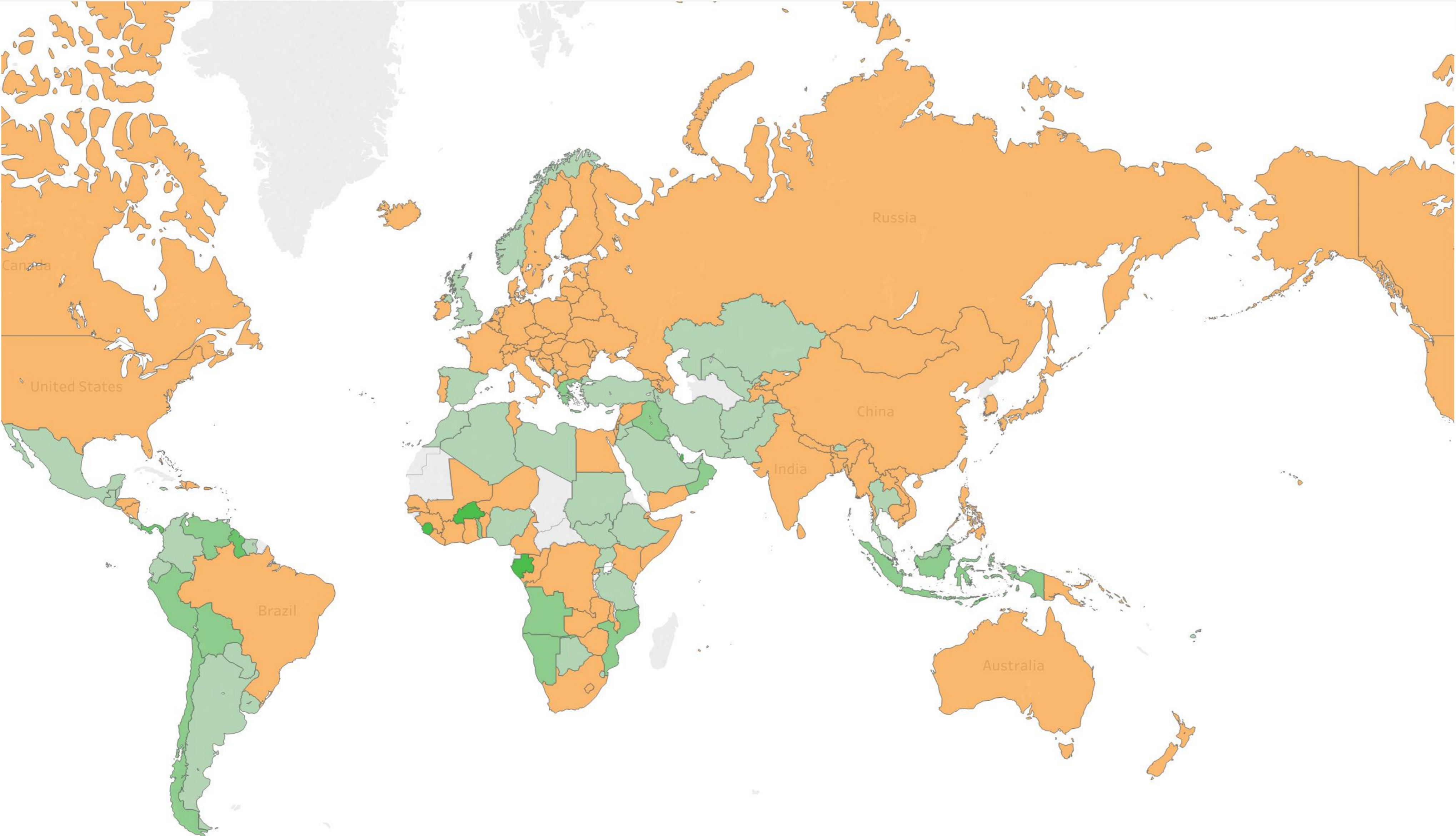


Destination EU: trends in programmes and pageviews



Demo: Discipline-specific student interest

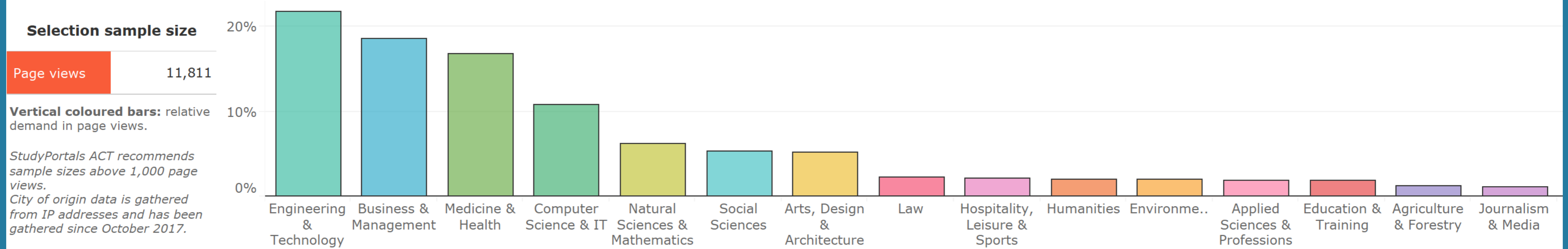
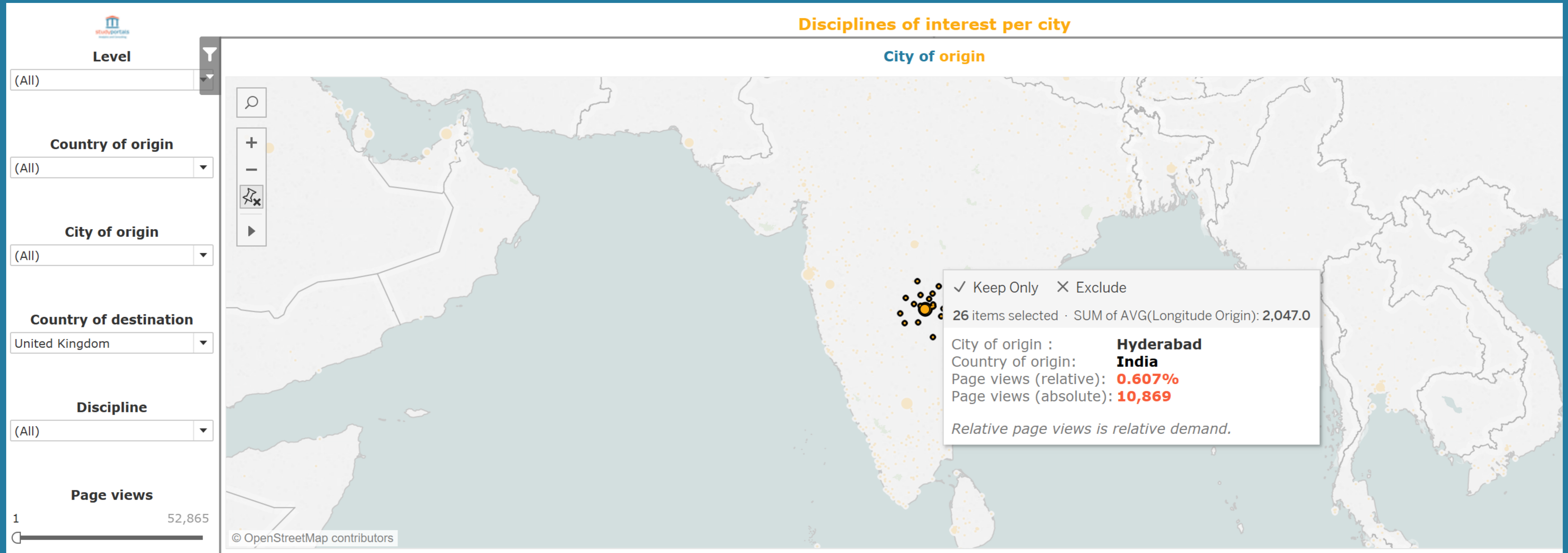
Recruitment opportunities for Energy & Power Engineering



Destination country
United Kingdom

Sub Discipline Name
Energy & Power Engineering

Market Opportunity
-0.889 4.444




Key Take Aways

- Big data may be able to help you with your (marketing) strategy and spark essential discussions
- Be critical and look for specific insights suitable to e.g. your programme offer instead of relying on very generic data
- Make use of real-time forward-looking data to be proactive instead of reactive, using past data


Competitor Analysis

Applying the same principle as Amazon to students looking at study programmes, we can determine a list of competing programmes

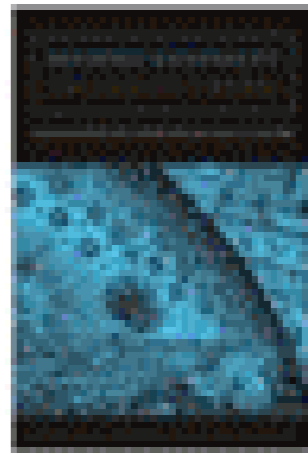
Customers Who Bought This Item Also Bought



[Reckoning with Risk: Learning to Live with Uncertainty](#)
by Gerd Gigerenzer
★★★★☆ (8) £6.49




[Gut Feelings: The Intelligence of the Unconscious](#)
by Gerd Gigerenzer
£10.27




[Bounded Rationality: The Adaptive Toolbox \(Dahlerup & Gigerenzer\)](#)
by G Gigerenzer
£20.95


What Do Customers Ultimately Buy After Viewing This Item?



68% buy
[Simple Heuristics That Make Us Smart \(Evolution & Cognition\)](#)
£18.99



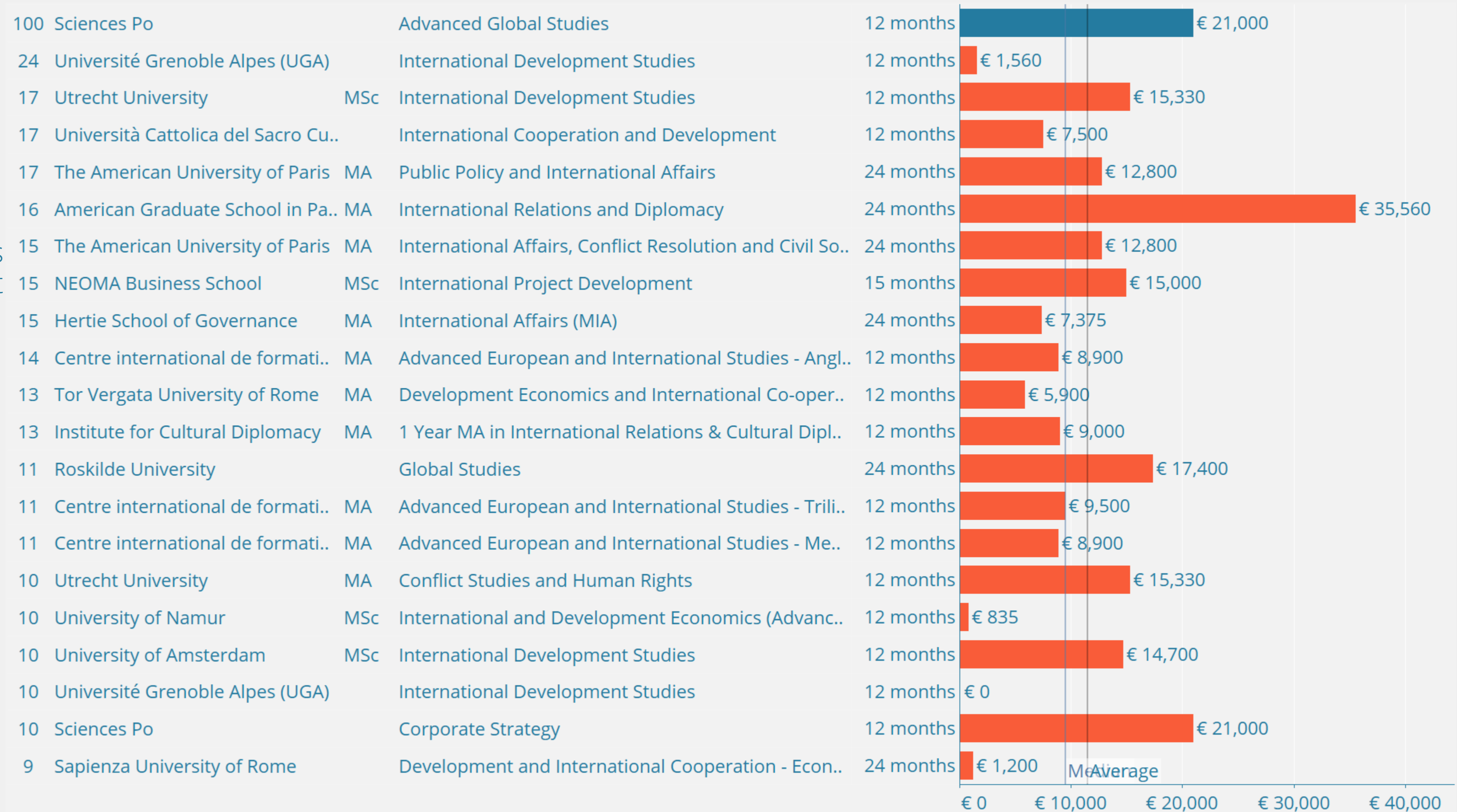
17% buy
[Gut Feelings: Short Cuts to Better Decision Making](#)
£6.74



9% buy
[Influence: The Psychology of Persuasion](#) ★★★★★ (12)
£7.09

Competitor Analysis

Applying the same principle as Amazon to students looking at study programmes, we can determine a list of competing programmes



StudyPortals ACT Services

- Standard and bespoke real-time market insight dashboards
- Tailored market insights reports
- Staff Development Trainings (Big Data, Analytics, Marketing)
- Competitor and Keyword Analysis
- Internationalisation strategy
- Website and tracking audits and implementations



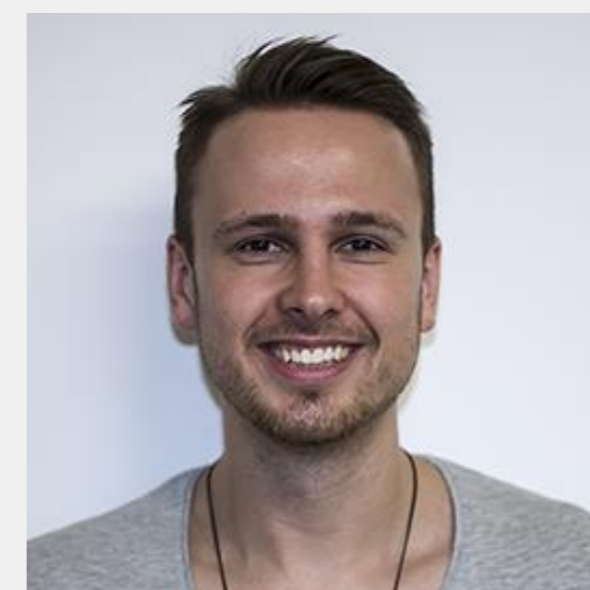
Thijs van Vugt
Director



Benedikt Wirmer
Senior Consultant



Laurens Vehmeijer
Analytics Consultant



Mykolas Knasys
Junior Consultant



Robert Lintzen
Data Analyst

CLIENT STORIES

Visualising
Brexit's Impact
in Real Time

 studyportals



<https://www.youtube.com/watch?v=FO5khVfm0J4>

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Thank you

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Analytics and Consulting

StudyPortals Analytics and Consulting Team (ACT) advises and assists universities to realise their ambitions in the field of international marketing and student recruitment. Our team of consultants cover everything from strategy, branding and marketing to customer relationship management, student recruitment, market insight, competitor analysis, google analytics, training as well as custom services.

**Analytics, Market
Insight & ROI**



Consulting



Training



#actingoninsights

For more information: Thijs van Vugt, Director Analytics and Consulting, vanvugt@studyportals.com, phone: +31 6 4148 2449

“Advising and assisting universities to offer better value to students globally”

- Professionalization of higher education marketing & recruitment
- Informed decision making
- Strategic, tactical and operational levels

Our Mission

Products & services

Analytics, ROI & Insight

Data Analytics & Visualisation
(dashboards)

Competitor Analysis

Market Analysis

Focus Country Analysis

Google Analytics, web tracking

Pixel tracking

Landing pages and leads
generation

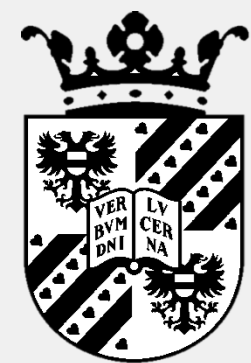
Consulting

- Branding & positioning
- Marketing Strategy
- Organisational Structure
- Alumni Strategy
- Service blue-print
- CRM Selection & Implementation

Training

- Google Analytics
- Leads and Enrolment Management
- Working with Agents
- Branding Higher Education
- Strategic Marketing
- Destination Marketing
- And many more....

Tailored staff development training



university of
 groningen



STUDY
 IN DENMARK

UNIVERSITEIT VAN AMSTERDAM

JÖNKÖPING UNIVERSITY
 International Business School



DAAD

Deutscher Akademischer Austausch Dienst
 German Academic Exchange Service



Customised dashboards



The University of
Nottingham

UNITED KINGDOM • CHINA • MALAYSIA



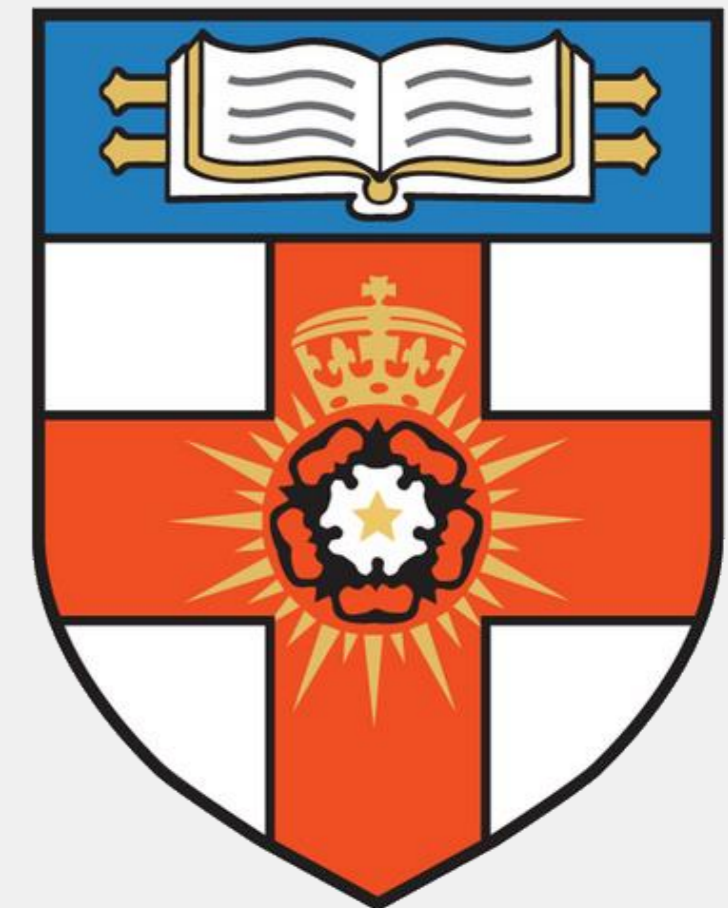
Strategy consulting



**Karolinska
Institutet**



SciencesPo



**UNIVERSITY
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Branding and Positioning



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