



Full
Analytical
Control



Global
Reach

ROI

Return_{on}
Investment

Maximum
Service



Minimum
Effort

IMAGINE

Education Choice
Transparent,
Globally.

Join Us to

MAKE IT HAPPEN



studyportals
taking you further

About Us

Our mission

“Empowering the world to choose (for) education”

How?

By making education choice transparent globally.

Easier, more effective

International marketing & Recruitment solution

Quick facts

- Founded in 2008
- 2,100 participating institutions from 67 countries
- 84,385 listed programmes
- 11 million unique users per year
- 160,000 international student enrollments in 2014
- Supporter of UNICEF's schools of Africa campaign

Discover Our Portals



preparationcoursesportal

A unique platform to promote your foundation pathway or pre-bachelor programmes.



mastersportal

MBAs, LLMs, MA, MSc, MPhil, postgraduate diplomas. Millions of students looking for graduate programmes around the world.



distancelearningportal

A special portal only for online and blended studies. Expose your online courses to millions.



shortcoursesportal

Summer courses, certificate courses, executive courses, this is the place to be.



scholarshipportal

A platform to list your scholarships and grants.



bachelorsportal

Associate degrees, graduate diplomas, BBA, either three, four, or five year bachelor's programmes, students today are looking for the best around the world.



PhDportal

Doctoral courses, DBAs. The demand of PhD programmes is increasing. Let students find you.



languagelearningportal

Provide visibility for your language school so you can obtain more direct bookings in a cost effective way.



stexx
Student Experience Exchange

Learn what students have to say about their study experience.

Key Benefits



Search engines recognize StudyPortals as a leading resource for study information. Our portals help you reach 11 million unique users per year, across more than 200 countries. We ensure that you are easily found by the most relevant, potential students, who are actively searching for your type of programme.



Our success is built on keeping our clients happy. There will always be a caring, expert team member at StudyPortals to assist you with your objectives and our services. Everything is designed to create minimum effort for you, the client, and maximum service from StudyPortals.



Our commitment is to make online marketing work for you. All the exposure you receive is free; there are no upfront nor fixed costs, you only pay for results. Everything is transparent, measurable and verifiable. Our service is designed and priced so you can reach and enroll more relevant students with your marketing budget. We do not only bring you quantity, but also quality and diversity.



The results of your campaign can be tracked, measured and verified. You can optimize your budget and take actions to improve your campaigns. We give you full access to all your statistics and results. We also help you to evaluate the student conversions from your website and CRM analytics.

What Makes Us Different



- We put students first
- We have more information and work with more institutes and countries than any other study choice resource
- Our information helps students make better choices and helps them to fulfil their education dreams



- Result based pricing
- Sharing of statistics, insights, and training
- Evaluation and consulting sessions
- Our data is a source of continuous research on educational trends, student interest and satisfaction

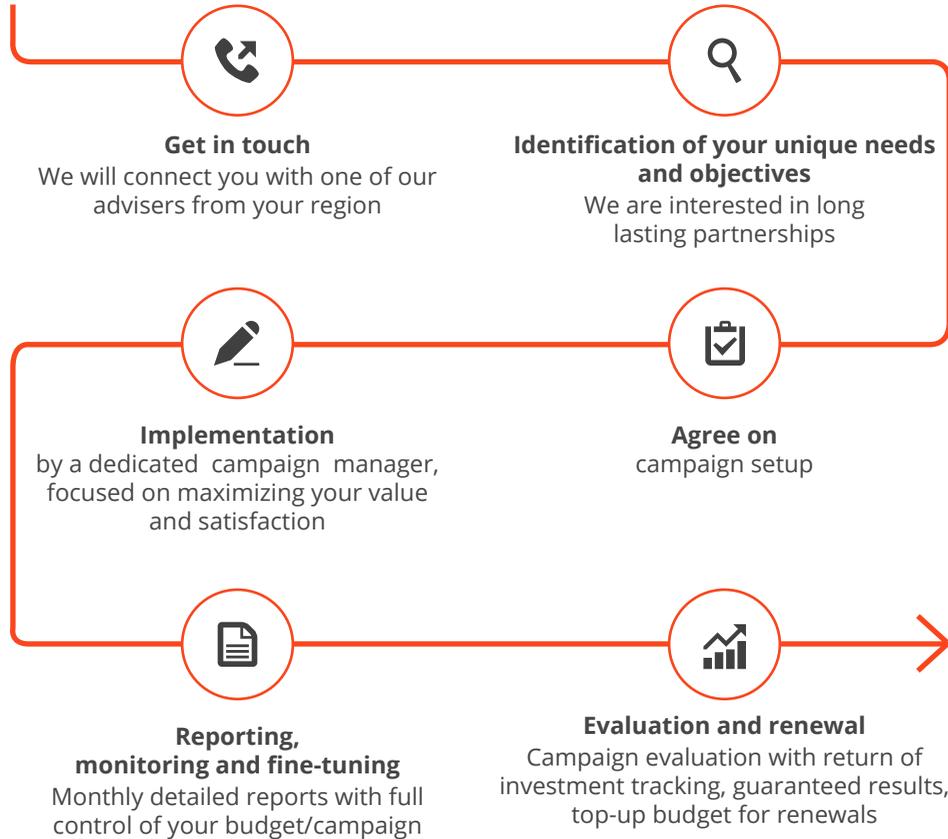


- Working with almost all international student associations, national agencies and professional bodies
- Over 100 staff members, from 29 nationalities across 7 locations in USA, Europe and Australia

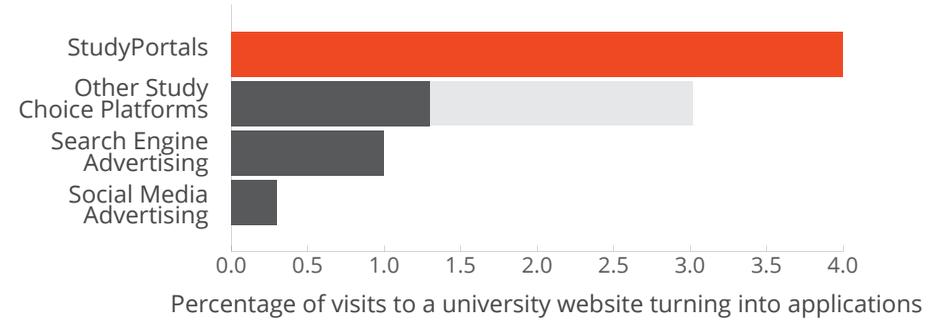


- Social Impact is at the core of our values
- We offer insights about student satisfaction and reward institutions that serve students well
- We support Unicef's Schools for Africa campaign
- Our Global Student Awards offers £10k to 9 students who want to follow their dreams to study abroad

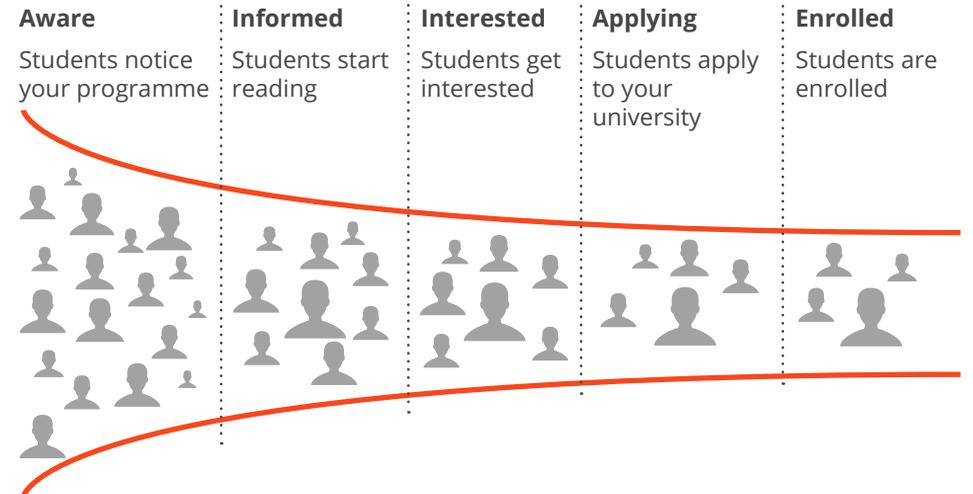
How the Service Works for You?



Students conversion rate



Students application journey



More Services

Premium listing

The screenshot shows a search results page for Master's degrees. On the left, there is a 'Refine search' sidebar with various filters: Discipline (Any discipline, All disciplines), Location (United Kingdom, United States, Australia, Germany, France, Show more), Language of instruction (English, Spanish, French, German, Dutch, Show more), Type of education (On campus, Blended, Fully online), Tuition fee (Minimum, Maximum, Per, Applies to), Start semester (January, July, December), Timing (Part-time, Full-time), and Type of degree (M.Sc., M.A., M.B.A., LL.M., M.Phil., Show more). The main content area displays a list of 16 Master's degrees. Each entry includes the program name, university, location, start date, duration, and language. A 'Detailed description' button is visible for each program. The first program is 'M.Sc. Enterprise Risk Management' by Johns Hopkins University, Baltimore, United States, starting in Oct 2014, with a fee of \$24,000 per year and a 3-year duration. The second is 'Master Medical Research' by Uppsala University, Uppsala, Sweden, starting in Sep 2014, with a fee of SEK 65,000 per year and a 2.5-year duration. The third is 'M.Sc. Plant Biotechnology' by Wageningen University, Wageningen, Netherlands, starting in Feb 2014, with a fee of EUR 42,500 per year and a 1.5-year duration. The fourth is 'M.Sc. Chemical and Process Engineering, Curriculum Sustainable Technologies and Biotechnologies for Energy and Material...' by University of Bologna, Bologna, Italy, starting in Sep 2014, with a fee of EUR 12,000 per year and a 2-year duration. The fifth is 'M.Sc. Global Health Science' by University of Oxford, Oxford, United Kingdom, starting in Oct 2014, with a fee of EUR 15,000 per year and a 3-year duration. The sixth is 'M.Sc. Pathologists' Assistant' by University of Alberta, Edmonton, Canada, starting in Sep 2014, with a fee of Not specified and a 2-year duration. The seventh is 'Master Specialist Teaching' by University of Cambridge, Cambridge, United Kingdom, starting in Dec 2014, with a fee of Not specified and a 4-year duration. At the bottom, there is a table with columns for 'PREVIOUS', '1', '4037', '4038', and '4039'.

- Programme boost in search results.
- Courses appear high in search results.
- Buttons and links to your website.
- Logo will be displayed in the search results and on the programme pages.
- No advertisement of other institutions in the content of your programme listing.
- Exposure in monthly update letter to community.
- Exposure in relevant programme suggestions.
- Inquiry (lead) form on your programme listing (optional).

University / Department / Faculty profile

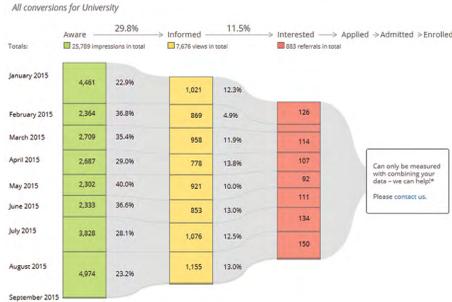
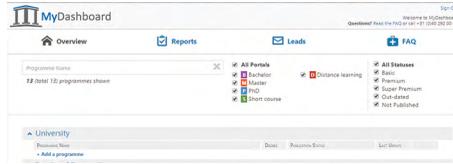
The screenshot shows the profile page for KTH Royal Institute of Technology. The header includes the university name and logo. Below the header, there is a brief introduction: 'KTH Royal Institute of Technology has served as one of Europe's key centres of innovation and intellectual talent for almost two hundred years. Recognised as Sweden's most prestigious technical university, KTH is also the country's oldest and largest, with over 18,000 students and an international reputation for excellence, the university continues to prepare the world's brightest minds, helping to shape the future.' There is a 'Visit University Website' button. A section titled 'Why should I study here at KTH Royal Institute of Technology?' lists several reasons: 'The reason for being a student at KTH', 'Ranked as the greatest technical university in Sweden, and as one of the leading seats of learning in Europe', 'Research university, housing world-class research within a number of areas. Close links between education and research ensure that courses include the latest developments within any given field', 'Larger, older and more internationally diverse technical university in Sweden with 18,000 students', 'The international dimension is evident. KTH cooperates with top technical universities worldwide in terms of research projects, student exchanges, etc. The student population includes 3000 international students and more than 100 different nationalities', 'Long academic tradition of offering high-quality education and research, dating back to 1827', 'Located in Stockholm, Sweden's beautiful capital city. The main campus in central Stockholm is situated within walking distance to most of everything the city has to offer', 'Sweden has a strong tradition of engineering excellence and technical innovation', 'Sweden is one of the safest countries in the world and known for being innovative and open-minded with great cultural beauty. International students often take the opportunity to discover and enjoy the large number of historical, cultural and natural treasures in and around Stockholm', 'Tradition of offering an extensive introduction programme for international students, including information meetings, social activities, introduction to Stockholm, Swedish language courses, etc.', 'And, most importantly, a number of independent surveys show that a degree from KTH is a great starting point for a successful career', and 'Find more reasons to study here!'. There is a 'Visit University Website' button. Below this, there is a section titled 'Master's Programmes at KTH Royal Institute of Technology' with a 'Search these programmes' button. A list of programmes is shown: 'School of Technology and Health (STH)' with 'M.Sc. Medical Engineering' and 'M.Sc. Project Management and Operational Development'; 'School of Mechanical Engineering' with 'M.Sc. Turbomachinery Aeromechanical University Training (TMAU2)'; and 'School of Information and Communication Technology (ICT)' with 'M.Sc. Nanotechnology'. Each entry has a 'Visit University Website' button.

- Institutional brand awareness.
- All courses displayed within profile.
- University logo and rich text content.
- Include videos, pictures and links to your social media sites.
- Highlighted section to give more visibility.

Analytics Insight And Budget Control

My dashboard

- Follow your programmes by the numbers.
- See how many and where the students come from.
- Assess your ROI and analyze your market.
- Easy login through our website.



Monthly report from us

- Including all impressions, views, clicks and enquiry forms of your programmes.
- Geographic breakdown of your page view per clicks.
- Tailor made reports, upon request.

Client support

- We insert all your programmes and update them.
- Monthly follow-up calls, report calls and evaluation calls.
- Flexible campaign - you control your budget and expenses of your programmes.



Eefje van Breemen
Director Client Success

"We want to ensure client satisfaction, keeping in close contact with our clients to understand their marketing needs and advise them accordingly."



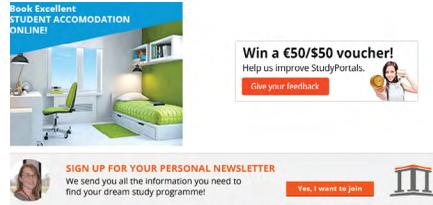
Return on investment and tracking

- We help you track conversion of all your online marketing activities.
- Best return on investment.
- Free Google Analytics session and campaign evaluation.

Additional Services

Banners

Expose your banner, attract more students and build your awareness. Make your banner fit your chosen target: discipline of interest, nationality or maybe country of interest. Choose your preferred type of banner, size and duration.



Newsletter

Newsletter sent to up to 130,000 registered students depending on your target group.



Hi Antonia,

Still haven't decided what course or where to study yet? Here are 10 good reasons to study Electrical Engineering abroad.

1. It's easy to get your first job
2. You can work in another country...

[Read more...](#)

Study Tips: Engineering and Technology Master's in Germany



Germany is one of the most favourite study destinations in Europe. Every day, thousands of students search for a master's programme in Germany, mostly in engineering and technology. [Read more...](#)

Targeted e-mail

Get your text, image and logo sent directly to registered students' inbox. Target to discipline of interest, nationality and/or country of interest.



Webinar

Get in direct contact with students by running a live online presentation that includes video and audio streaming. Students can interact via live chat and polls and you can show slides and videos.



University Testimonials



StudyPortals has been very valuable in promoting our four new study programmes to international students. The statistics show that we are receiving large amounts of interested students from the website, every month. Moreover, eight of our enrolled students have specifically indicated themselves that they found us through MastersPortal.com, even including one Italian student.

Verdiana Ciampricotti
Marketing Manager



SNHU is one of the fastest-growing universities in the country. To recruit internationally, we use a wide mix of online channels: Google Adwords, Social Media, Display Networks, Online Portals and others. We have a team of 12 Web Data Analysts that help us track results through to applications / enrolments. StudyPortals has proven to be one of the best performing channel for us. Next to an excellent return of investment the StudyPortals team is very supportive, and dedicated to helping us reach our goals.

MacKenzie Hizon
Director of International Recruitment

Students Testimonials

"Before starting the application procedure, StudyPortals helped me to have a good selection of universities, but also to have a sound overview of what each of them had to offer. This gave me a firm foundation to build my decision on. StudyPortals did not only let me find the university that best-fitted my profile, but it helped me find the university that was most adequate for what I wanted to do later in life.

StudyPortals helped me not forget any important information, which I could have overlooked by using multiple websites at the same time."



Vlad Horatiu Savin
Romania



Angela Buchi Gbandi
Nigeria

"I started by searching on Google for courses that suited my interest and I was redirected to different websites, one of which is StudyPortals.com, which turned out to be the most useful. StudyPortals helped by giving me a wide range of detailed options of schools and courses to choose from.

If I were to do things again, I would only spend less time searching for schools and countries and go directly to StudyPortals.com."

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