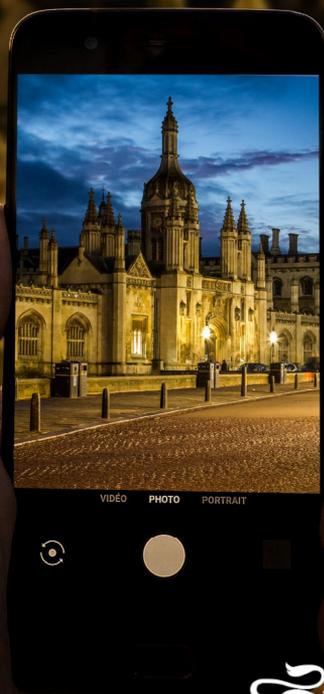


# Case Study:

# CEG Digital

Using the Studyportals Student Interest Dashboard for informed strategy planning in international student recruitment



USE REAL-TIME  
DATA INSIGHTS TO TARGET  
THE RIGHT STUDENTS

**#acting**on  
**insights**

# 1 Introduction

## Why big data is a big deal in the higher education industry, too



As competition in international student recruitment is increasing, university staff needs more insights to target prospective students more precisely. This is where big data insights come in. Over 34 million students can be found on Studyportals each year, exploring over 160,000 degree options abroad. This generated data has proven to be an accurate reflection and projection of the higher education market.

The Studyportals Student Interest Dashboard is relevant for higher education professionals who want to increase their understanding about the supply of and demand for degrees, uncover new market opportunities, and follow trends and forecasts. This case study shows how “Cambridge Education Group – Digital” uses the **Studyportals Student Interest Dashboard** for effective student recruitment.

# 2 The Case Study

## Meet our client & the institution



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

Director of Business Development  
Cambridge Education Group – Digital

Manuel is the Director of Business Development at the digital division of Cambridge Education Group. His job is to develop partnerships with prestigious universities and helping them widen the reach of their educational activities, taking full advantage of the possibilities offered by high quality online learning provision and international markets. He is also a Visiting Professor in Digital Learning at the Academic Practice Directorate of the University of the West of England in the UK.



### **About CEG Digital**

CEG Digital is the digital division of Cambridge Education Group. They have partnered with multiple universities in the UK to deliver online or blended courses to a global market, with a focus on postgraduate degrees and Continuous Professional Development (CPD) courses. Their current projection is to have over 2000 Master's students across 16 programmes with their university partners by September 2019. 40% of students are UK-based, with 60% coming from all over the world.

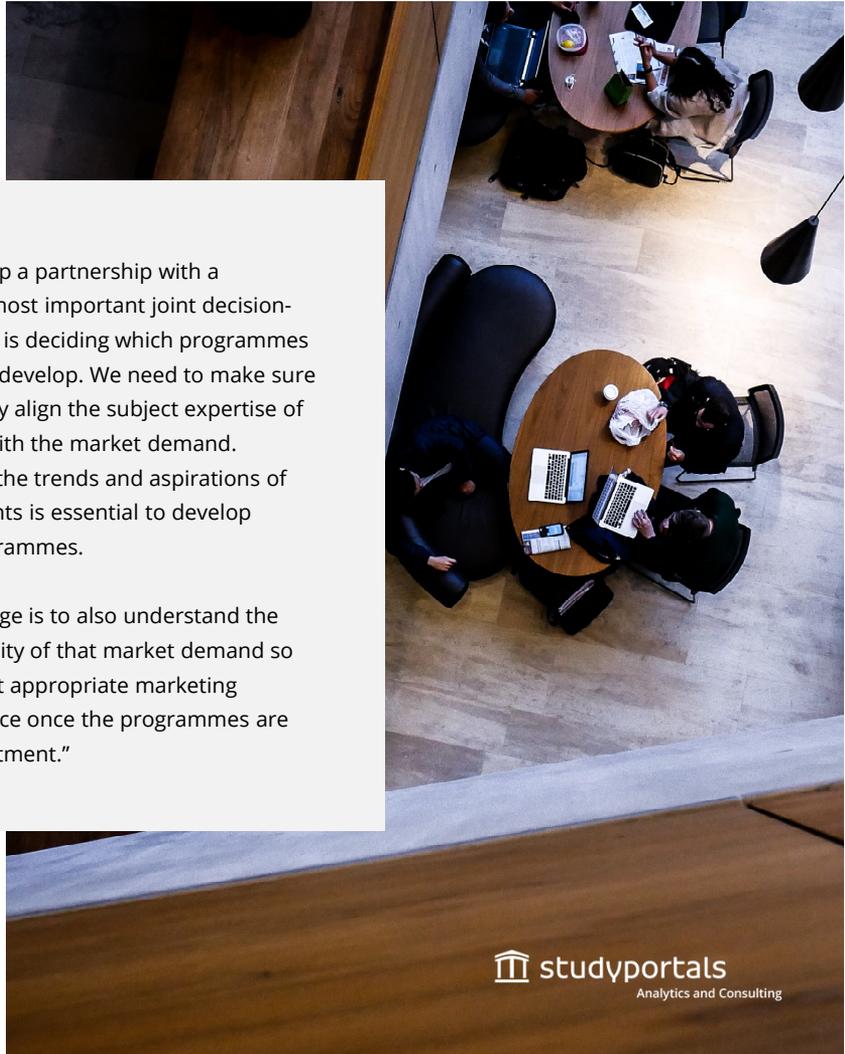
# 3 Challenges

## Informed decision-making and strategic planning



“When setting up a partnership with a university, the most important joint decision-making process is deciding which programmes to work on and develop. We need to make sure that we perfectly align the subject expertise of the university with the market demand. Understanding the trends and aspirations of potential students is essential to develop successful programmes.

Another challenge is to also understand the regional variability of that market demand so that you can put appropriate marketing strategies in place once the programmes are ready for recruitment.”

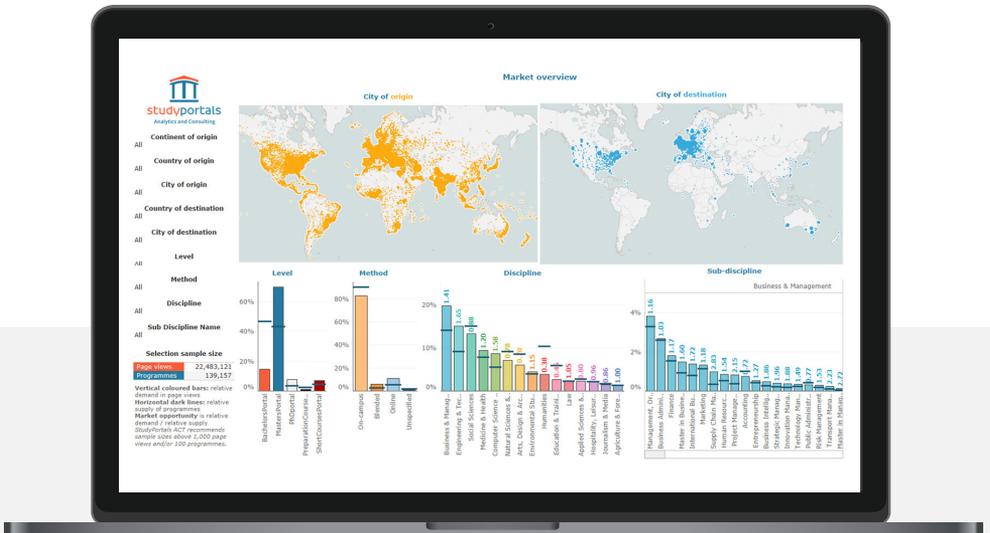


# 4 Solution

## Studyportals Student Interest Dashboard



“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.”



# 5 Key benefits

**How has the dashboard helped you with overcoming the challenges that you were facing?**

“The information that we get from Studyportals is very valuable as it enables us to test our market assumptions. Additionally, it speeds up the market research process significantly. Access to this data makes the decision-making process much more robust.”

**What was the most obvious advantage of the dashboard?**

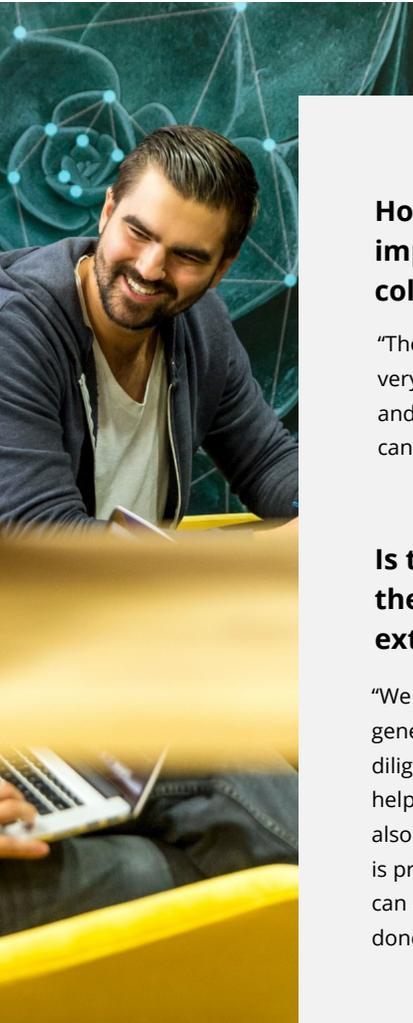
“CEG Digital has unparalleled expertise in online learning provision, and our university partners are subject matter experts. When we discuss potential programme development, both parties already have significant intuition about the market, but the Studyportals data helps us assess those assumptions and refine our thinking.”

**Anything interesting you have noticed after starting to use the dashboard?**

“We have recently been auditing the recruitment progress we are making with some programmes that we developed before we had full access to the Studyportals data. Very interestingly, the data correlates with the variable enrolment pattern that we are observing across those programmes.”

# 6

## Service & Implementation



### **How did you experience the implementation process and collaboration with Studyportals?**

“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.”

### **Is there anything that shows that the team at Studyportals goes the extra mile for you?**

“We regularly request the team at Studyportals to generate specific reports for us, which they do very diligently, saving us considerable amount of time and helping us speed up the market research process. We also ask them on occasions to modify the way the data is presented on our dashboard and the filters that we can apply to query the data, which they have also done very competently every time we have asked.”

# 7 Key Numbers

## How big is our data?



**160,000+**  
study programmes



**34+ million**  
unique visitors  
per year



**3+ million**  
registered users

## Geolocation of users





# Get in touch

**Do you know how your institution's strategy could benefit from our real-time student data?**

## 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?

Schedule a meeting with our colleagues for an introduction or demo



### **Thijs van Vugt**

Director Analytics & Consulting  
Schedule a call: [calendly.com/vanvugt](https://calendly.com/vanvugt)



### **Laurens Vehmeijer**

Analytics Consultant  
Schedule a call: [calendly.com/laurens-vehmeijer](https://calendly.com/laurens-vehmeijer)

**DISCOVER HOW OUR DATA  
AND CUSTOMISED DASHBOARDS  
CAN ENABLE YOU TO TARGET  
STUDENTS MORE PRECISELY**

[www.studyportals.com/dashboard](http://www.studyportals.com/dashboard)



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