

Case Study:

IU International

University of Applied Sciences

How IU became the largest university in Germany through the extension of cutting-edge personalised higher education supported by a strategic partnership with Studyportals



studyportals



INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

ACCELERATED GROWTH OF STUDENT BODY, WITH UNIQUE DIVERSITY AND RETENTION

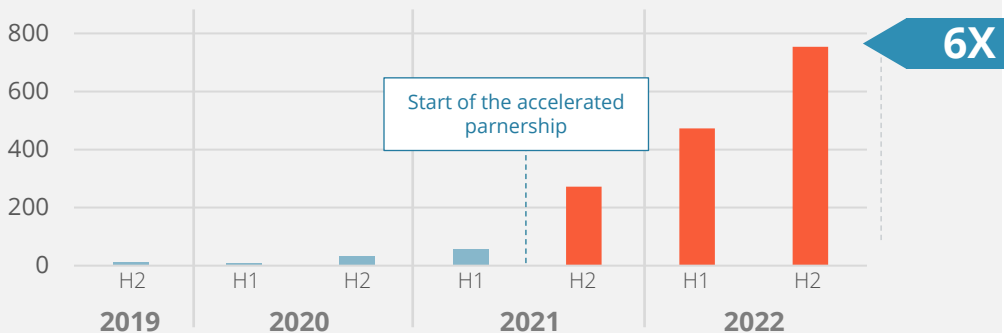
How IU became the largest university in Germany through the extension of cutting-edge personalised higher education supported by a strategic partnership with Studyportals

#winningstrategies

Executive

summary

6X GROWTH REALISED IN ENROLMENTS SINCE BEGINNING OF THE ACCELERATED PARTNERSHIP: 1,400



IU International University of Applied Sciences is committed to providing students with the best possible education experience, that adjusts to their learning preferences, regardless of their location, background, or individual circumstances.

IU has partnered with Studyportals to accelerate their growth, extending this personalised, future-focused brand of education to our 50 million prospective students and becoming the largest university in Germany. Over several years, IU International University of Applied Sciences and Studyportals have collaborated through the **Enrolment-based Partnership model** to grow and diversify the university's student population.

Since the start of the acceleration partnership, **enrolments from Studyportals have increased six-fold.**

In the first 18 months of the acceleration partnership, **high-quality applications from 196 countries** were generated **resulting in 1,400 enrolments.**

Students recruited through Studyportals have shown a **15% lower dropout rate** compared to other students.

1 Introduction



Expanding access to quality, globally recognised degrees

IU International University of Applied Sciences (IU) is at the forefront of technological advancements in personalised education. With a strong focus on empowering students and creating a flexible learning environment, IU is revolutionizing the way quality education is delivered, at scale.

Studyportals proudly supported IU in their mission to recruit more students who would benefit from their unique learning approach. Through Studyportals global reach and expertise in international student recruitment, IU connected with prospective students from around the world, supporting them on as they reached the remarkable milestone of 100,000 students, becoming Germany's largest university.

The collaboration between IU and Studyportals has not only allowed the university to reach a broader audience and contribute to their enrolment growth but also to empower students with future skills and preparing them for tomorrow's challenges.

2 The Case Study

Meet our client & the institution

Quentin Missud

Head of Marketing Partnerships

Quentin is responsible for overseeing and managing the strategic development and execution of IU's partnerships related to marketing initiatives. His role focuses on identifying, establishing, and maintaining relationships with key partners, affiliates, and influencers to drive awareness, enrolment, and overall growth for the university's programmes.



IU International University of Applied Sciences

IU International University of Applied Sciences (IU) is a leading educational institution in Germany, renowned for its innovative approach to higher education. With a focus on providing flexible, personalized learning opportunities, IU offers a diverse range of programmes, including undergraduate, postgraduate, and professional degrees. The university's commitment to empower students with the most personalized education led to substantial attractiveness and differentiation, making it the largest university in Germany, catering to a global student audience.





The Vision

Expanding IU's reach

to Studyportals global audience

IU International University of Applied Sciences ensures students receive an exceptional educational experience tailored to their learning preferences, irrespective of their geographical location, background, or personal circumstances. Driven by this vision, IU integrates cutting-edge technological advancements and AI-powered tools to support students throughout their studies.

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A collaborative approach

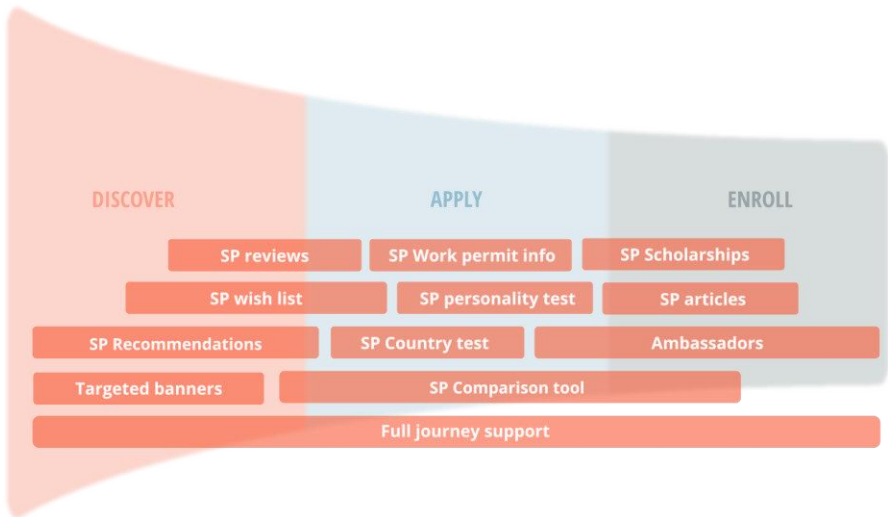
Our partnership with Studyportals has been highly positive and impactful. Their cutting-edge and collaborative approach has greatly aided us in connecting with new students and achieving our recruitment goals.



4 The Solution

Unlocking global engagement

Continuous engagement with thousands of prospective students throughout their journey to enrolment.



Studyportals serves as a reliable guide for IU International University of Applied Sciences prospective students at **multiple stages of their student journey**. These students explore their options and remain engaged with customised content, visa and admissions requirements, student reviews and other helpful tools. The platform empowers students with in-depth knowledge of IU International University of Applied Sciences' study options, programme curricula, differentiated tuition fees, admission criteria, and scholarship opportunities tailored to each program.

Engagement across

multiple channels

Studyportals accelerated partnership aligned with IU International University of Applied Sciences' mission. In order to scale personalised education, this closer collaboration unlocked new areas of innovation through a comprehensive suite of services to captivate students' attention and engagement across multiple channels. This collaboration empowers IU to expand its reach and effectively connect with prospective students from diverse backgrounds and locations around the globe.

Some of the innovations brought together to Studyportals global audience are:



Tailored scholarship flows for emerging markets

Enabling the awareness of IU University's special discounts to students from countries where improved access to education is crucial, fostering greater educational opportunities and inclusion for these communities.



Enhanced off-portal (re)targeting for a diversified student pipeline

Boosting IU University's recruitment pipeline by strategically retargeting students originating from countries harder to reach who have expressed interest in the institution through targeted banners displayed across the web



Personalized nurturing based in user behavior

Leveraging on user activity and background information, Studyportals effectively highlights IU's personalised and diverse programme offerings while addressing the needs of prospective students through a finely-tuned tracking approach

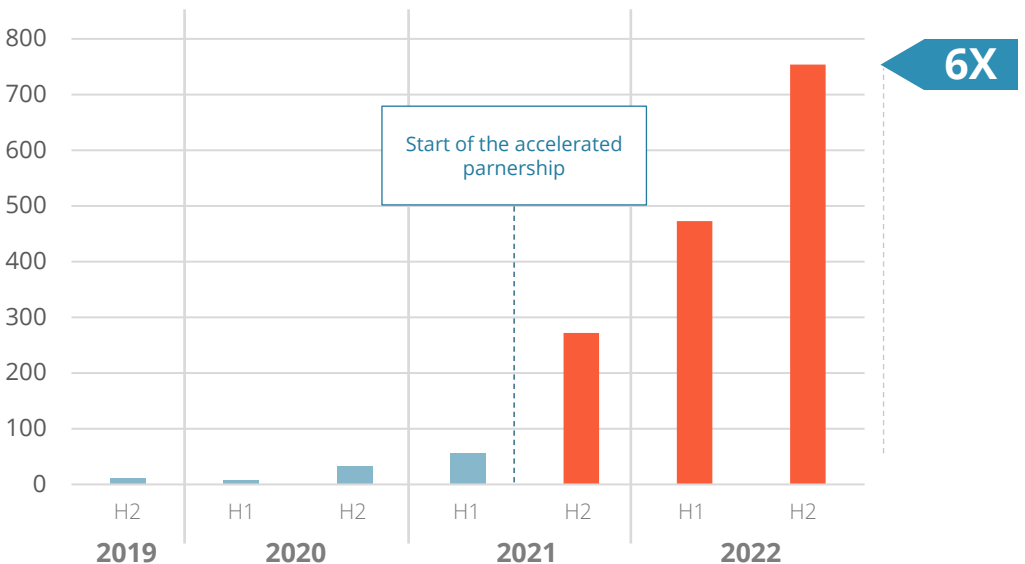
6 Results

The partnership between IU International University of Applied Sciences and Studyportal has produced significant results, with an impressive **growth in enrolments**. This leads to a cumulative total of **1,400 confirmed enrolments during the first 18 months of the acceleration partnership**.

This success is largely due to the close collaboration between both parties, who have been committed to working together to unlock the full potential of the partnership. This strong commitment has been maintained through strategic alignment and communication, which have allowed IU to prioritize its needs effectively and ensured that all activities are well-coordinated and executed between teams.



6X GROWTH REALISED IN ENROLMENTS SINCE BEGGINING OF THE ACCELERATED PARTNERSHIP: 1,400



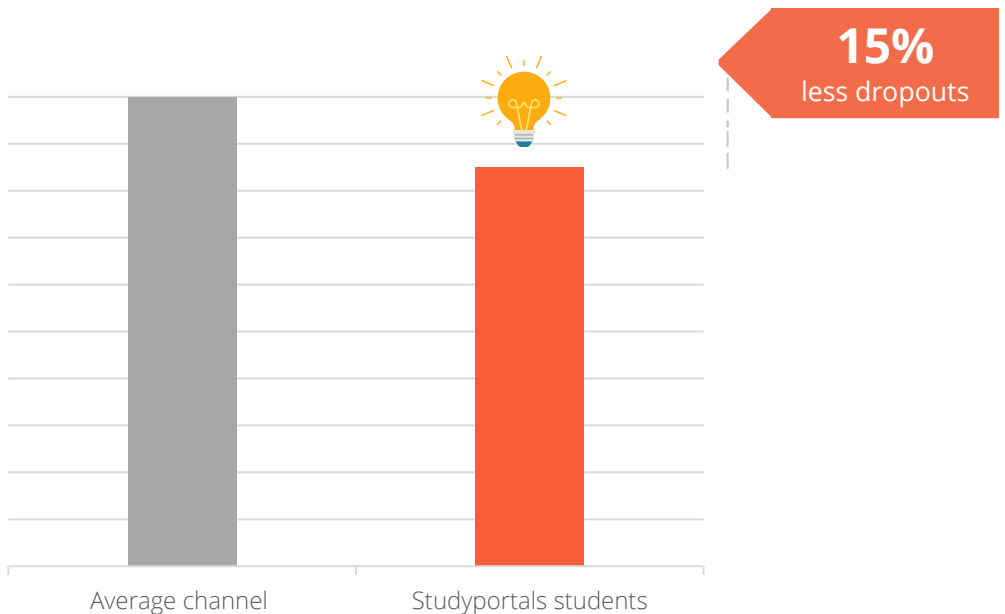
Exceptional growth and retention

through better informed students

In addition to the remarkable growth achieved through the partnership between IU International University of Applied Sciences and Studyportals, students recruited via the platform have demonstrated a **15% lower dropout rate compared to the average student.**

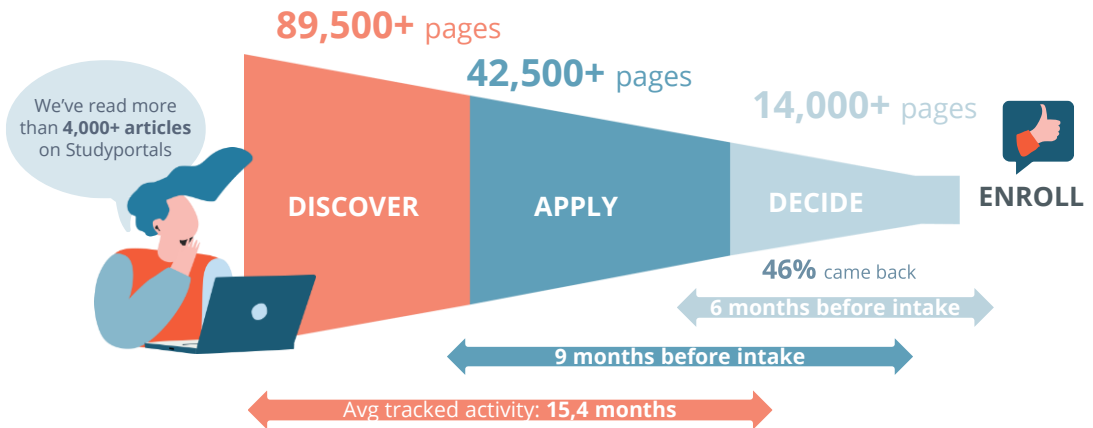
This can be attributed to their better-informed decision-making, as they have a clearer understanding of their future at IU. Consequently, these students are more likely to remain engaged and complete their studies.

IU university student dropout rate



Extensive engagement and long-term support throughout the student journey

The digital footprints of **1,400 confirmed enrolments at IU International University of Applied Sciences** can be traced back to various phases of their student journey. During these stages, Studyportals plays a vital role in educating students about their choices, offering them a transparent and realistic perspective on their potential studies, ultimately guiding them towards the most suitable path for their goals and aspirations.



Throughout this process, Studyportals has provided support by facilitating the consultation of **146,000+ pages** (averaging 106 pages per student) and maintaining an **average tracked engagement of 460+ days** (from the initial visit to the last visit). As students advance in their journey, the importance of this engagement becomes increasingly vital to their decision-making. During the crucial decision-making phase, **46% of students revisit the platform** to solidify their choice prior to enrolling at IU.

Connecting globally with a quality student pipeline

While until the end of 2022, these enrolments were tracked and shown to have used Studyportals during their journey to enrol at IU International University of Applied Sciences, many interested students are yet to be converted.

So far, **high-quality applications from 196 countries have been linked to Studyportals users**. These better-informed applicants play a crucial role in the continued success and growth of IU.



7 The collaboration



Studyportals data-driven collaboration has provided us with valuable insights that have optimised our strategies. Moreover, their market knowledge and data analysis have played a crucial role in identifying opportunities in underrepresented markets, enabling us to explore new avenues for student recruitment.



8

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.

Convert interest into enrolments

Track the full student journey, measure the ROI of your digital campaign, reduce your risk and scale your result.

Curious on how Studyportals can help your institution excel in student diversification?
Let's talk!

hello@studyportals.com



9 portals



50M unique visitors every year



840,000 international enrolments



3,610+ participating institutions



250,000+ 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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