

QS TOPUNIVERSITIES

QSChina

- » Direct access to Chinese audiences
- » 2 million website visitors forecasted in year 1



QS LEAP

- » Free test preparation platform
- » Webinars, guidance and practice questions for students

QS World University Rankings®

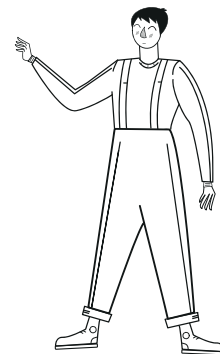
Our rankings are a key traffic driver for our sites, earning 54 million page views in 2020.

3.7 million

views in just two days in 2020

0.3%

average click-through rate



Website reach *

160 million

total page views

48 million

total users

More than

250,000

total registrations

** Across TopUniversities.com, TopMBA.com and QSChina in 2020*

Social media reach *



875,000+

followers on our student social media channels

11,000,000

impressions on our social platforms

430,000

total engagements

** In 2020, across Facebook, Instagram, Twitter, LinkedIn and YouTube*





Our audience

QS students come to our websites from all over the world with 10 top ten countries represented below.



Reach your target audience

Whether your goal is to increase your brand awareness or generate leads, no matter your budget, we have a range of digital products to support you.



Brand awareness

- » Email campaigns and newsletters
- » Display ads
- » Sponsored content
- » Social media



Lead generation

- » Advanced profiles
- » Webinars
- » Accord

“The email brought 86 registrants and thanks to the display campaign and the sponsored article we got another 145. This is a conversion rate of 16% on our website, which is great.”

Jan Frederic Buss

SI. Swedish Institute



Build brand awareness of your institution

Email campaigns and newsletter placement

Leverage our extensive student database for bespoke email campaigns, banner ads and sponsored content. Target your audience and segment by demographics, study-level, expected start date, nationality, desired study destination and more.

Reach our student database of more than

420,000
students

20%
average open rate

6%
average click-through rate (CTR)

Digital display advertising

Our high impact display advertising allows you to promote your institution and build brand awareness or boost a specific promotion and target audiences by user location, study programme, destination choice and education level. Targeted display ads on our websites are worth 48 million views.

* Compare to 0.1% industry average

** Compare to 0.37% industry average

0.25% - 0.35%
onsite display click-through rate (CTR) *

0.55%
offsite retargeting click-through rate (CTR) **

250 million
global impressions a year

Top markets



in the US, UK, Canada, India and Southeast Asia



"HKU MBA has been working with QS for numerous years in promoting our MBA programmes to aspirants. The quality of service from the team is exceptional, going above and beyond to ensure our campaigns launch on time and have been extremely responsive and alert given the global uncertainty."

"Being one of the top platforms for MBA aspirants, we have received quality leads through our multi-channel campaigns, including offsite retargeting banner display. We are delighted to continue this partnership with QS moving forward!"

– Marilyn Lau



Sponsored content

Position your institution as an education leader by publishing high-value content, across our high-traffic student sites and social media channels, a community of 860,000+ across Facebook, Instagram, Twitter, LinkedIn and YouTube.

10%

average click-through rate (CTR) in the first month

460

average page views in the first month

1,000+

average page views after six months

Social media

Leverage our engaged social media audiences, made up of 875,000+ users across Facebook, Instagram, Twitter, LinkedIn and YouTube to elevate the visibility of your offering and garner engagement with high quality content.

QS Top Universities

has the highest number of combined members on social media platforms amongst our competitors

Sponsored posts on Top Universities social media profiles achieve

520,000 impressions per month and Top MBA generates 130,000 per month





Generate quality leads for your institution

"Each year the technology keeps getting better and better. It means we can focus on what counts: getting to students."

– Adina Lav



Advanced profiles

Advanced profiles serve students with digestible information about your institution with a high search engine rank to increase traffic to your page. Customise your profile and nurture your leads, as your page receives inquiries from those interested in studying with you.

9%

average click-through rate (CTR)

50-100%

click-through rate (CTR) increase compared to a basic profile

"In my opinion, having an advanced profile with QS creates a great listening post on the web for any university."

– Mark Den Uil



Webinars

Engage with candidates and allow them to learn about your institution and benefit from your expertise. Cater your content to reach students at specific time zones, study levels, country, study destinations and start dates.

30

students on average attend live webinars

On average

160-180

leads generated after six months

Accord

Leverage Accord, our global database of students that stores details on 100,000+ prospective students from our student portals, QS World University Rankings® and our global student recruitment events. Create tailored marketing campaigns and filter the data by study destination, intended study level, subject of interest or MBA programme type and by country.

100,000+

records

6,500+

monthly new leads

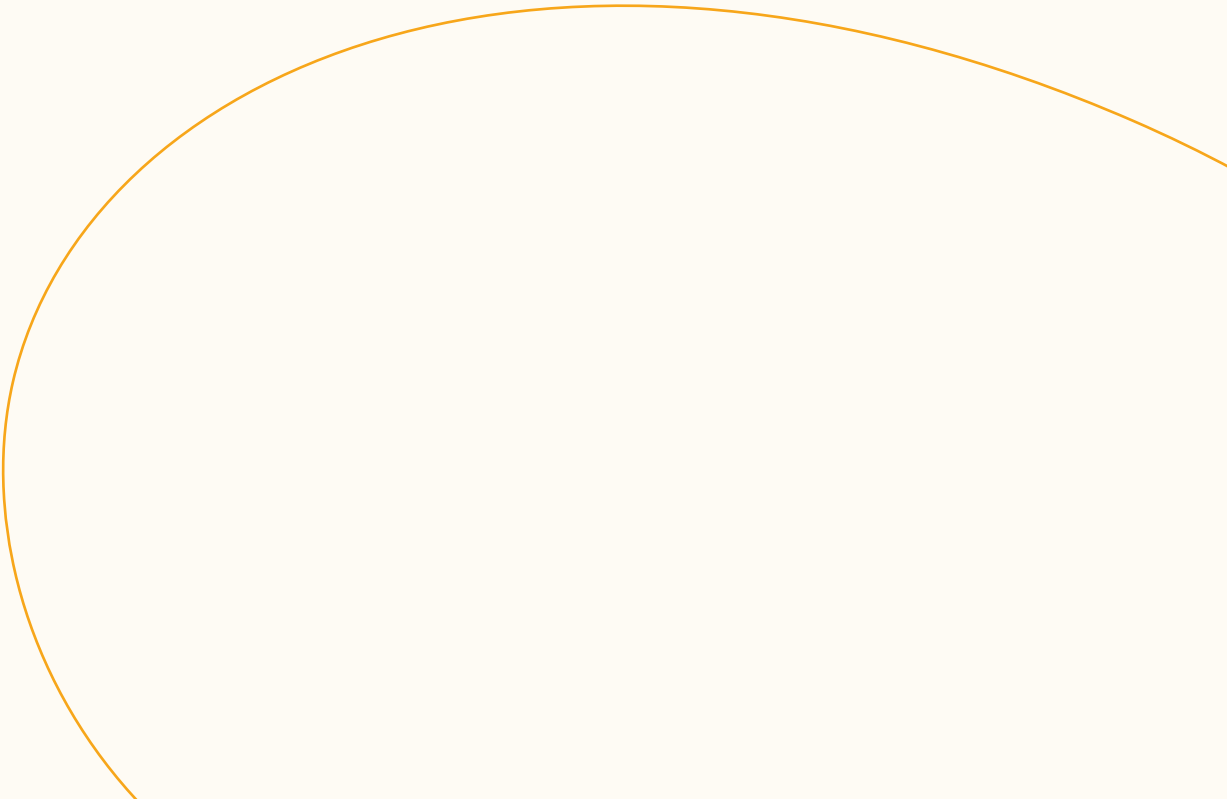




Work with us

Find out how QS can help you reach your recruitment targets, improve your strategy and succeed with data-driven innovation.

>> Contact your account manager or email us at sales@qs.com





**QUACQUARELLI
SYMONDS**