



Data Driving Decisions

Informing international marketing and enrolment strategy

hotcoursesgroup
AN  idp COMPANY



Carleton
UNIVERSITY

Canada's Capital University

Speakers



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Agenda

Over the next 45 minutes we will demonstrate the important role real-time big data can have in shaping international strategy.

Topics for discussion

- An Introduction to the Hotcourses International Insights Tool
- Impact of the US Election
- Brexit
- Carleton's perspective
- India – the Canada success story
- Summary



The Hotcourses model



Utilise the Hotcourses Insights tool to identify new opportunities and understand threats to your international recruitment

Advertise on our international platform of 37 million onsite students, 2.5 million active social media users

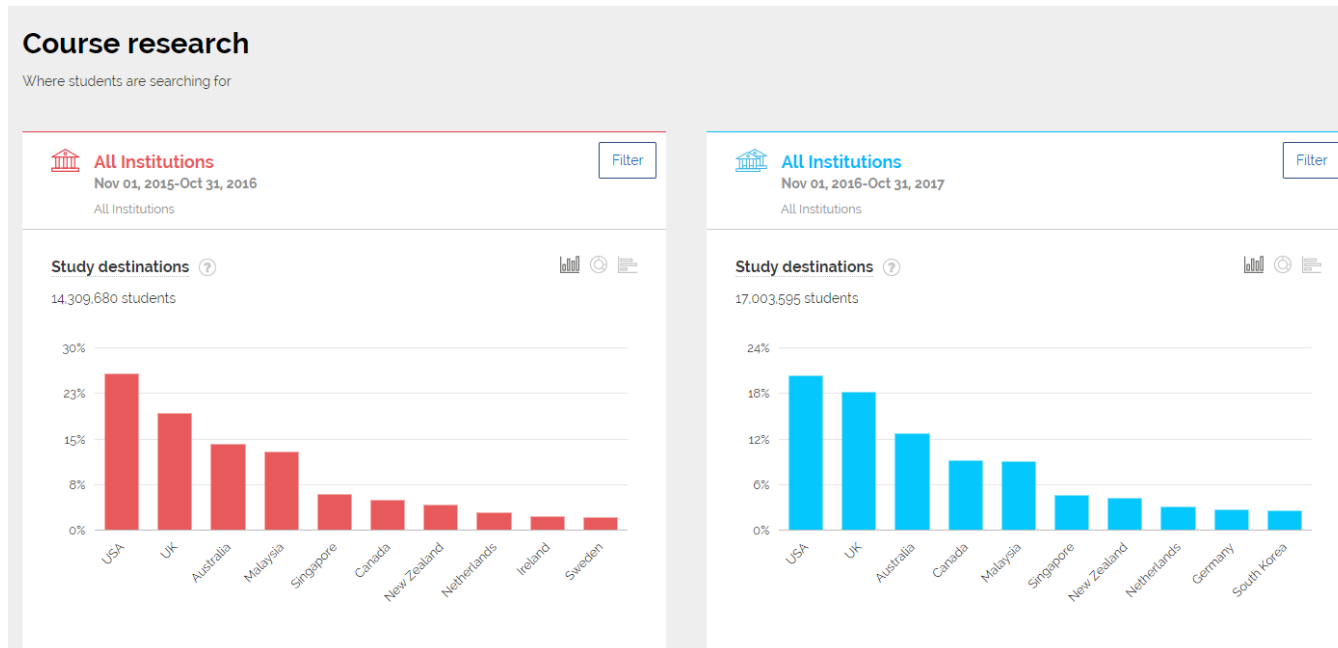
IDP partners will also access 17 million users on the new IDP.com

For IDP partners, your leads are efficiently handled by an in-country counsellor

For non-IDP partners, Hotcourses will send the leads directly to the institution

Hotcourses International Insights Tool

Access a unique data source which is real-time and is searchable by key indicators such as: subject, location, socio-economic background and competitor institution



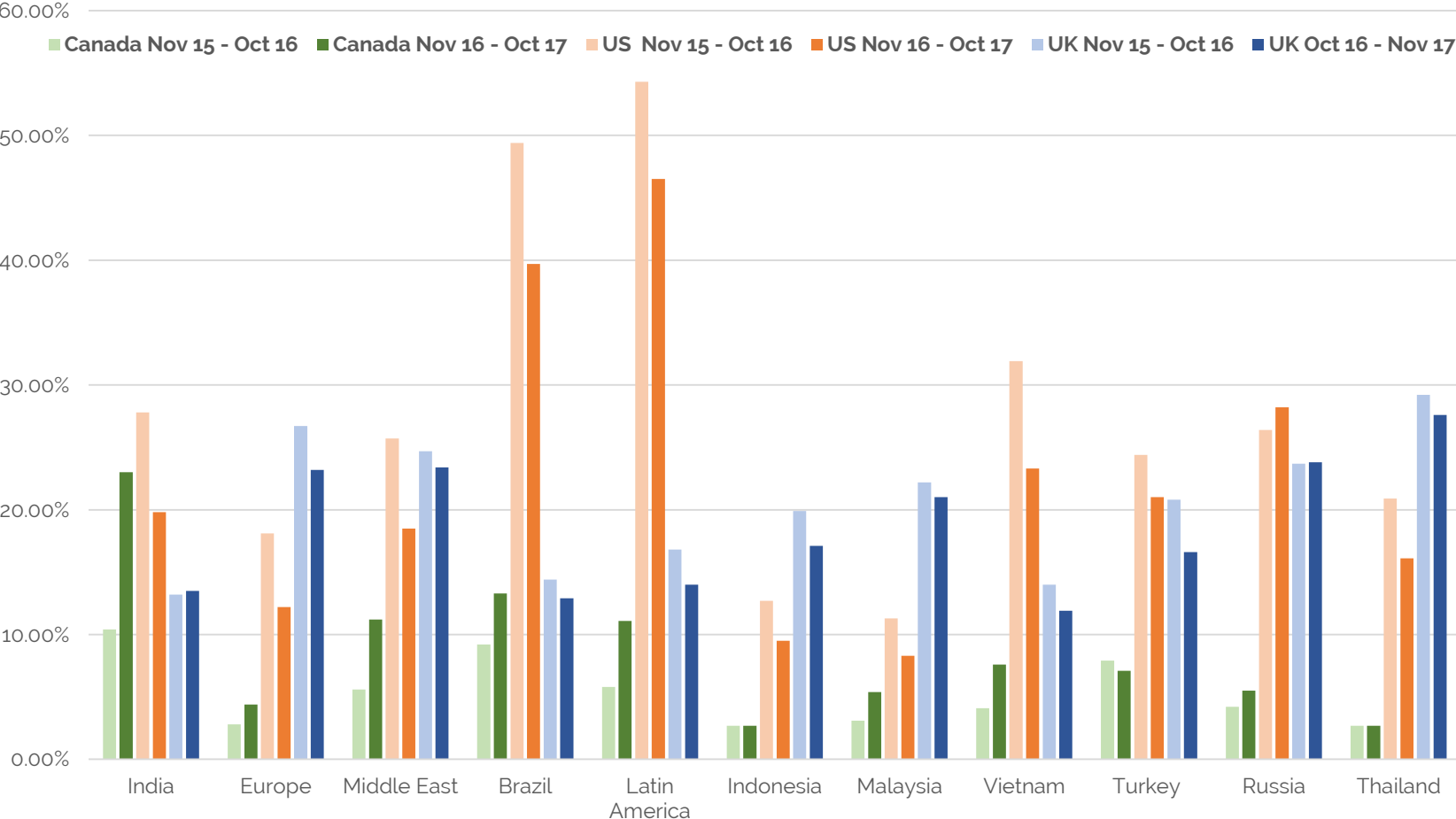
What programs are popular? In which market? How has this changed over time?

How can I better plan my next recruitment trip, based on demand by city?

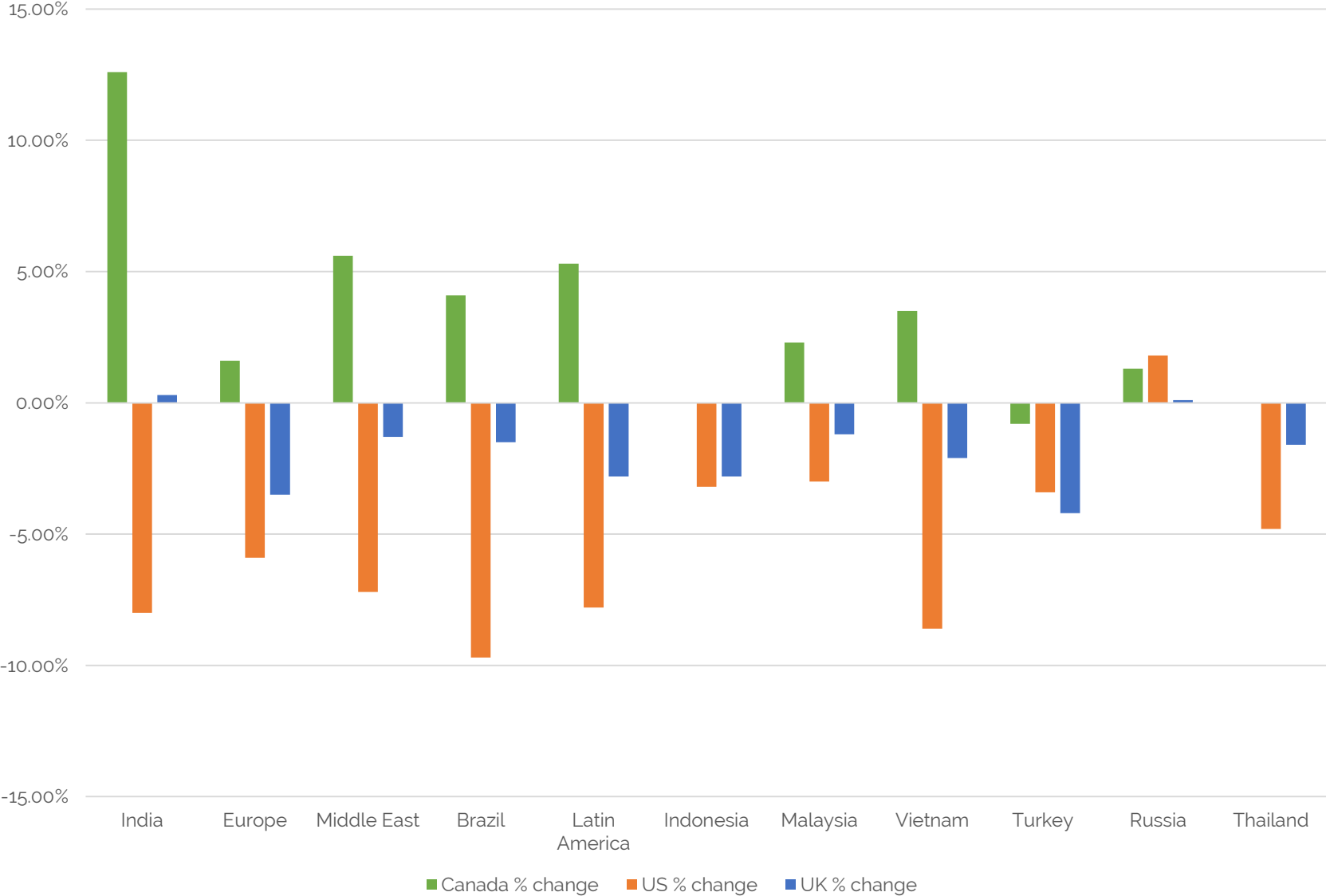
How do I compare to other institutions, as a competitor set or at state level?

Market share for US, UK and Canada

US, and UK still dominates but Canada is on the rise



Market share by percentage change

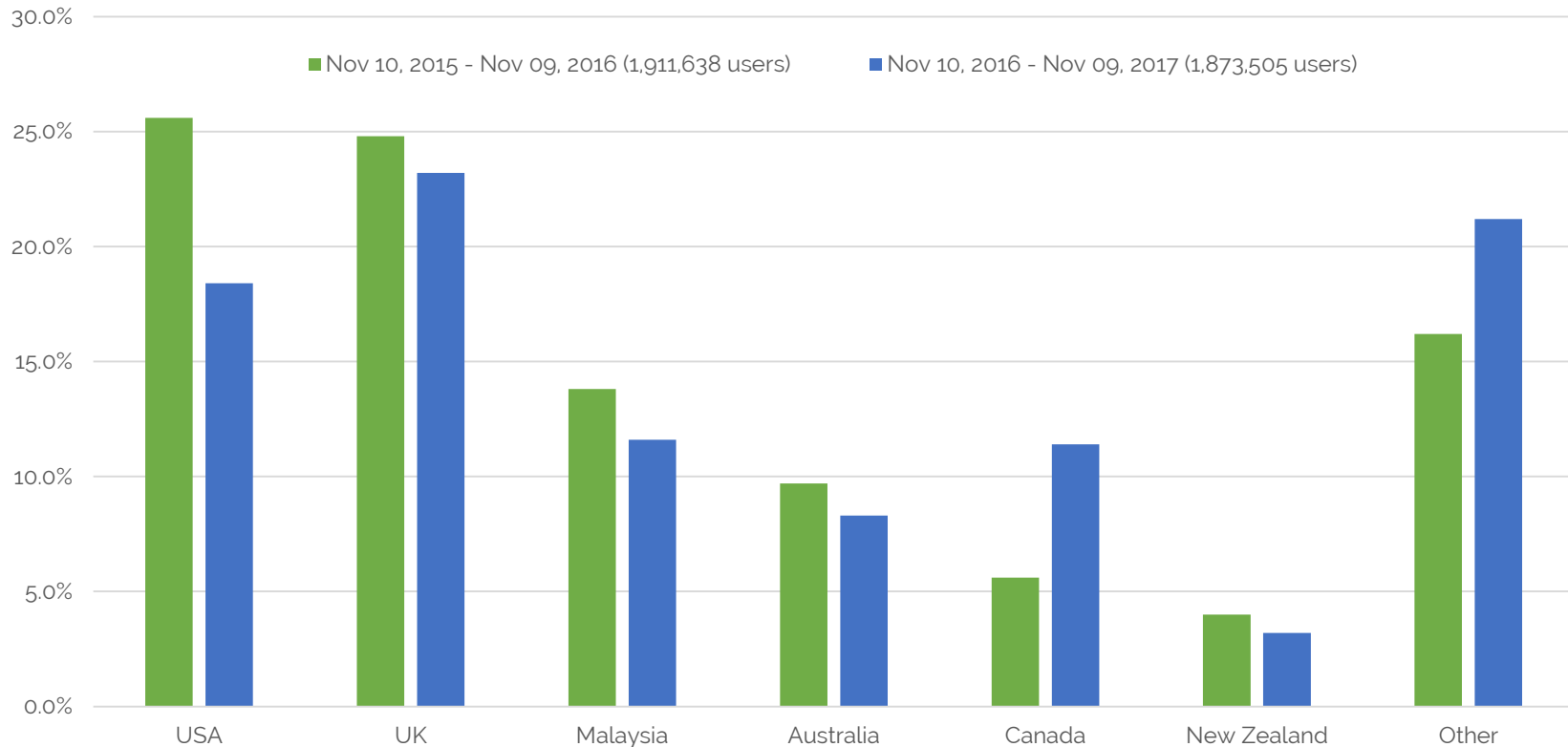


Impact of the US Election

Trump effect on Middle East

How has the US Presidential vote impacted Middle Eastern study choices?

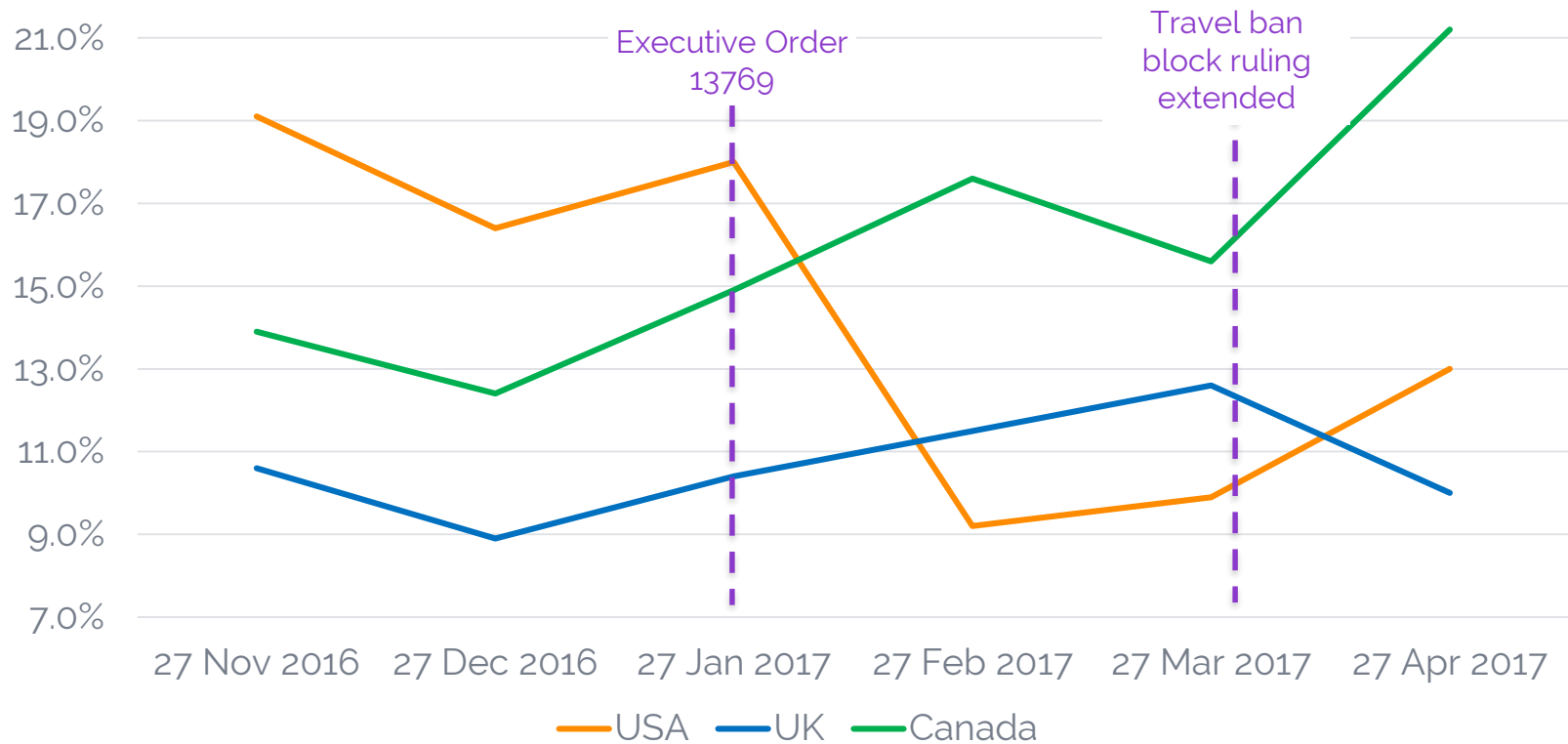
Searches from Middle East by destination (market share)
12 months prior to and after the US Election (9th November 2016)



Trump's travel ban - Iran

How did Trump's travel ban impact Iranian study choices?

Demand from Iran for destinations (market share)
Monthly searches prior to and after travel ban



<http://www.cnn.com/2017/02/10/us/trump-travel-ban-timeline/index.html>

What next?

#YouAreWelcomeHere



#YouAreWelcomeHere

Brexit

Brexit impact - EU demand

One year on from the EU Referendum, how can we quantify the impact of the leave vote through researches on our site?

By market share:

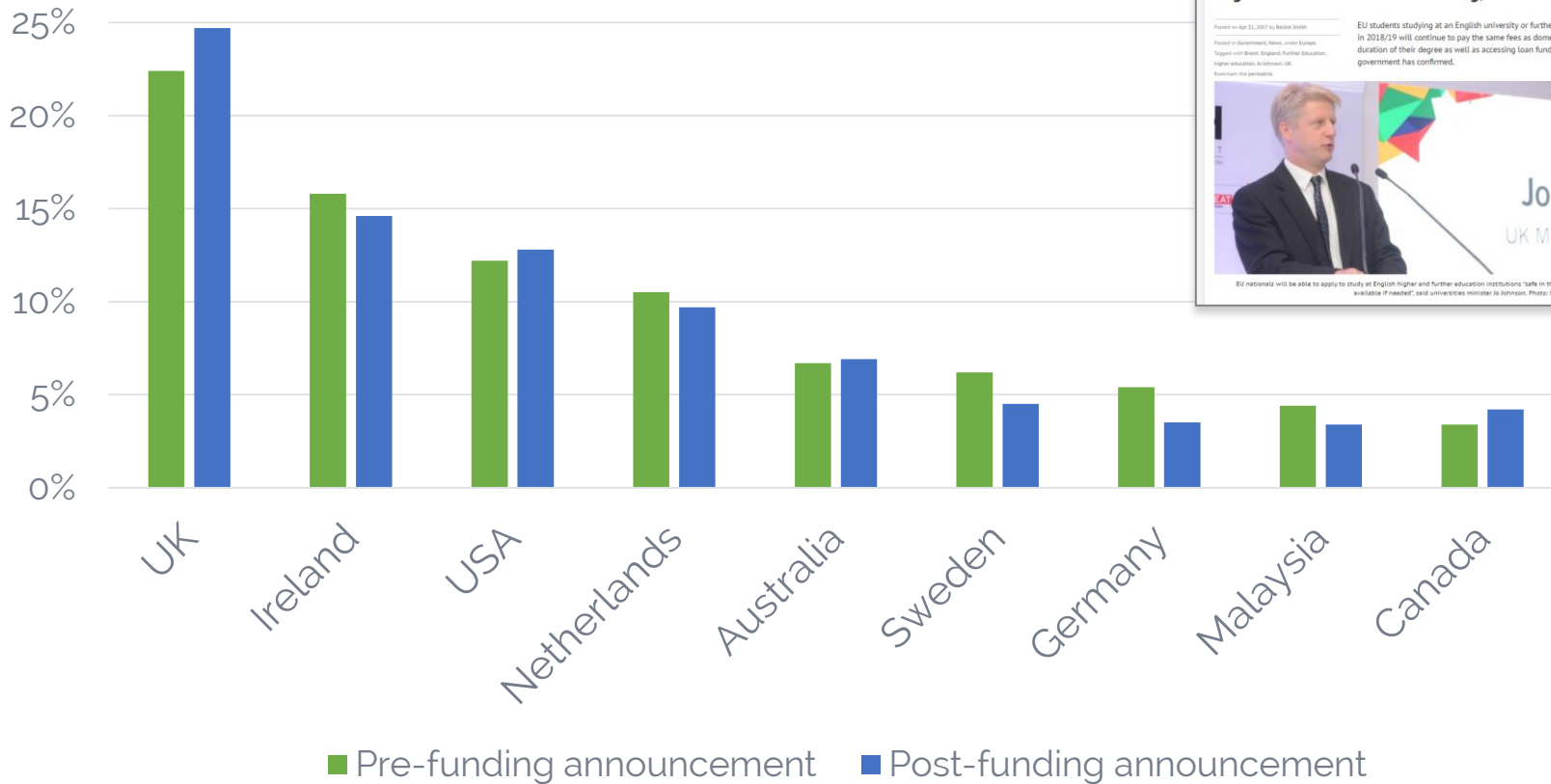
Country	Jun 23, 2015 - Jun 22, 2016	Jun 23, 2016 - Jun 22, 2017	Market share % change
Ireland	9.5%	15.8%	6.30%
Canada	2.2%	3.4%	1.20%
New Zealand	1.9%	2.1%	0.20%
Netherlands	10.5%	10.3%	-0.20%
Sweden	7.3%	6.6%	-0.70%
Singapore	2.5%	1.8%	-0.70%
Malaysia	3.9%	2.9%	-1.00%
Australia	8.5%	6.8%	-1.70%
USA	20.3%	14.0%	-6.30%
UK	30.7%	23.7%	-7.00%

**UCAS EU application data
reported a 5% drop in
applications for the 2016 cycle**

EU funding, offsets UK decline

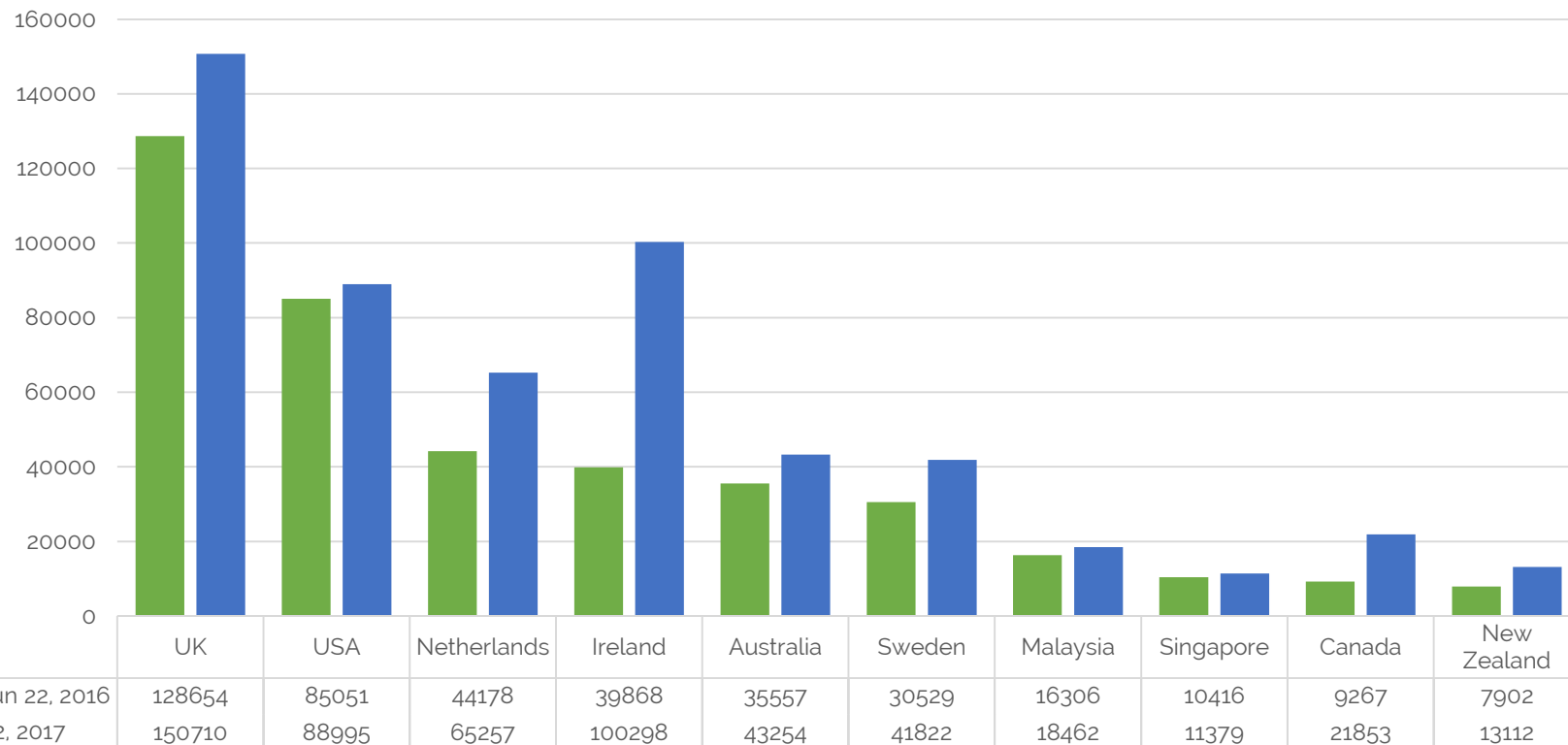
Impact of UK gov EU funding announcement on April 20th, 2017

Demand from EU by destination (market share)
2 months prior to and after the funding announcement



Smaller slice of a larger pie

UK market share of searches may be down, but volumes are up...



■ Jun 23, 2015 - Jun 22, 2016 ■ 23, 2016 - Jun 22, 2017

Carleton's Perspective

Carleton University

Data driven strategy

- Global mobility stats
- Canadian sources
- Institutional data



Carleton University

Other sources of information

- CRM
- Web analytics
- Market Intelligence
- Partners
- Advertising

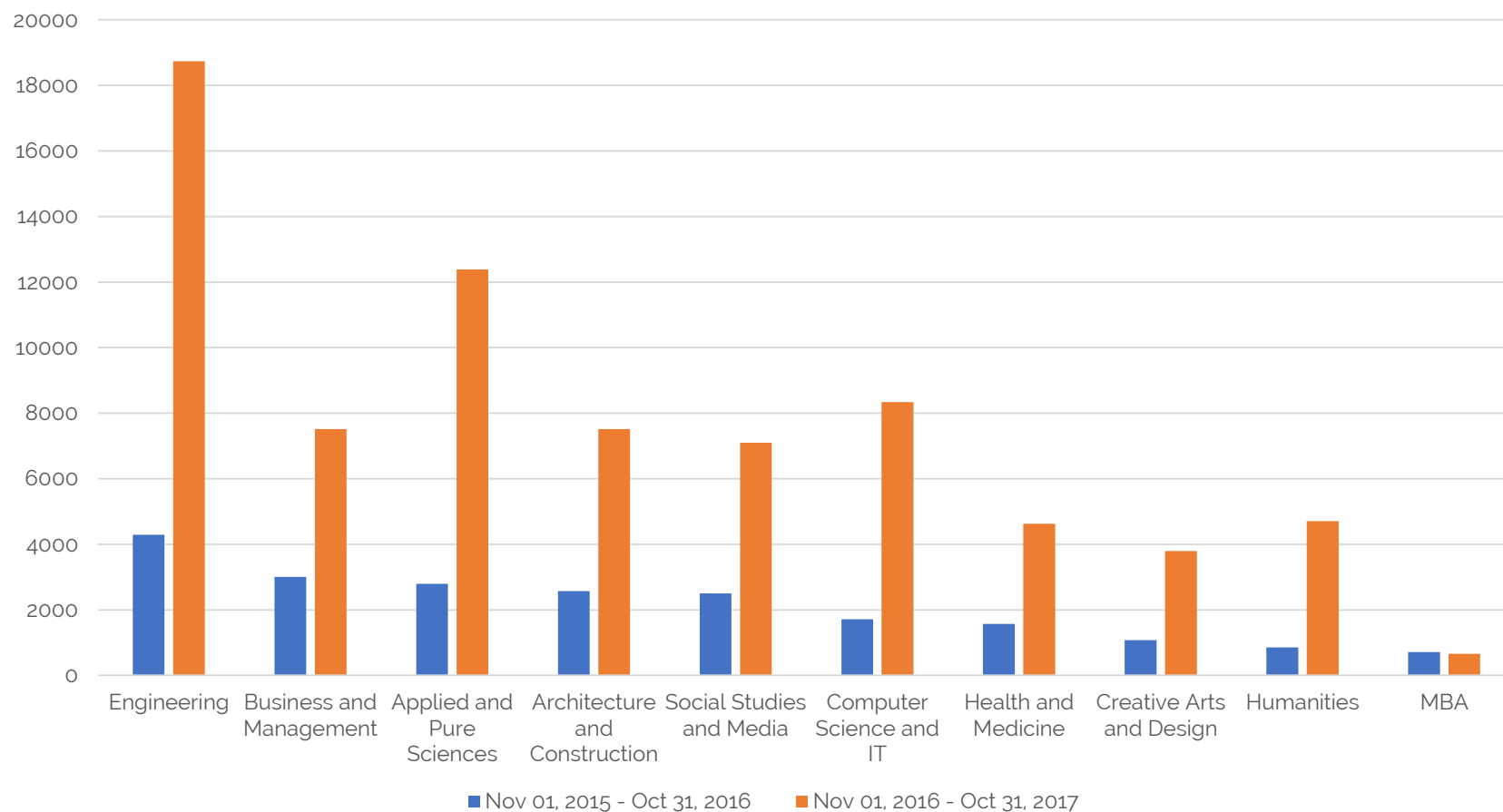
Understand needs and interests in each region

Identify best potential markets *for our goals*



Global Engagement for Carleton by subject

Users who viewed a program offered by Carleton through site search results. In 2015/16 total 21,103 users vs 2016/17 total 75,366 users



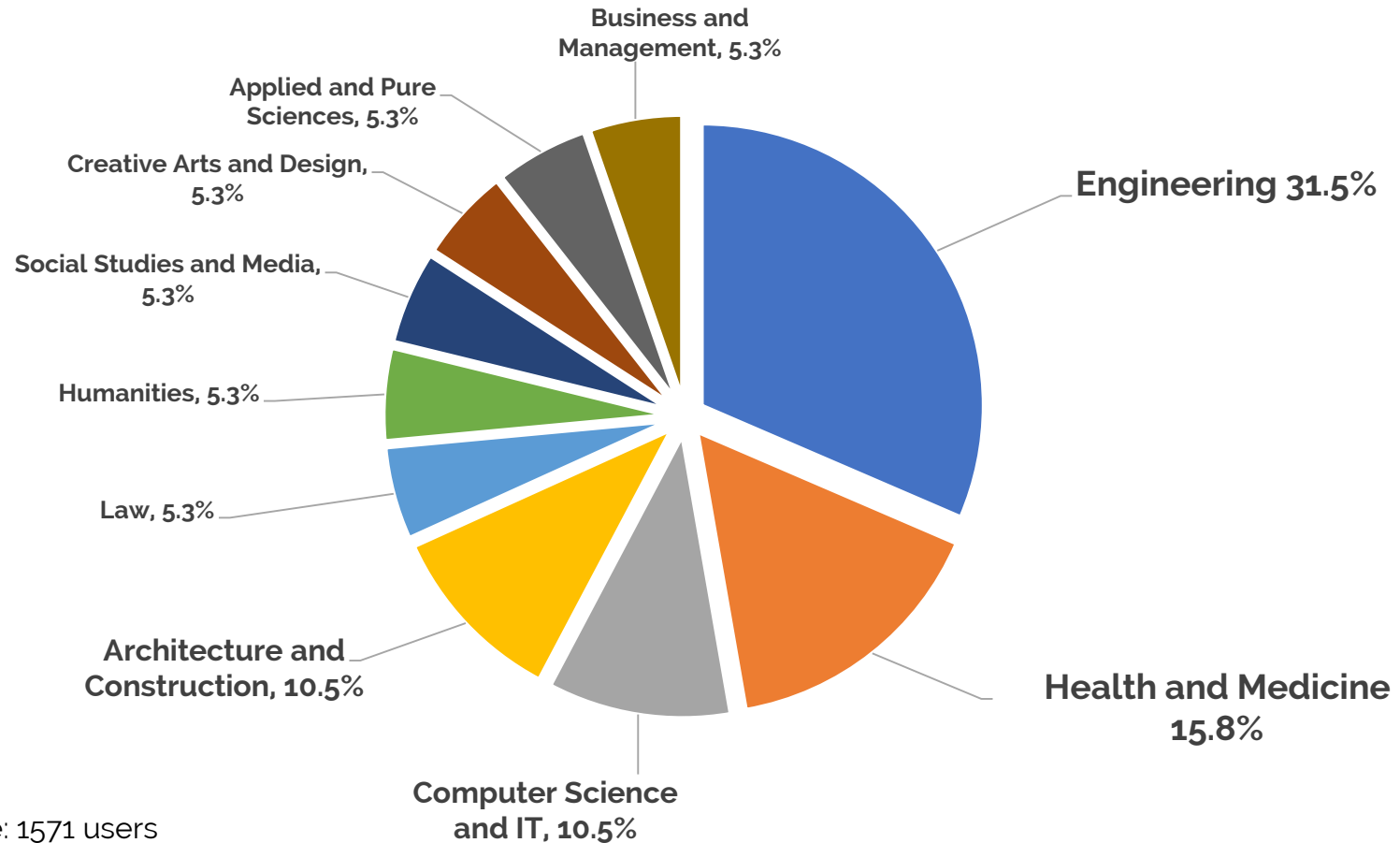
Search volumes by insights market

Users who filtered by study level, and engaged with Carleton University. By insights market. Nov 1st 2016 – Oct 31st 2017

<u>Location</u>	<u>Undergraduate users</u>	<u>Postgraduate users</u>	<u>Total</u>
North America	4,211	744	4,955
Latin America	1,571	83	1,654
Brazil	497	83	580
Europe	392	83	475
Middle East	7,677	579	8,256
Nigeria	662	909	1,571
Turkey	2,973	910	3,883
India	3,799	1,652	5,451
Thailand	331	166	497
Malaysia	248	83	331
Indonesia	44	166	210
Vietnam	414	248	662
Russia	249	166	415
			28,940

Latin America: User engagement by subject

- Could help decide which subjects best for advertising e.g. banner ads
- Tailor own website/student portal for students from this region with relevant programme information

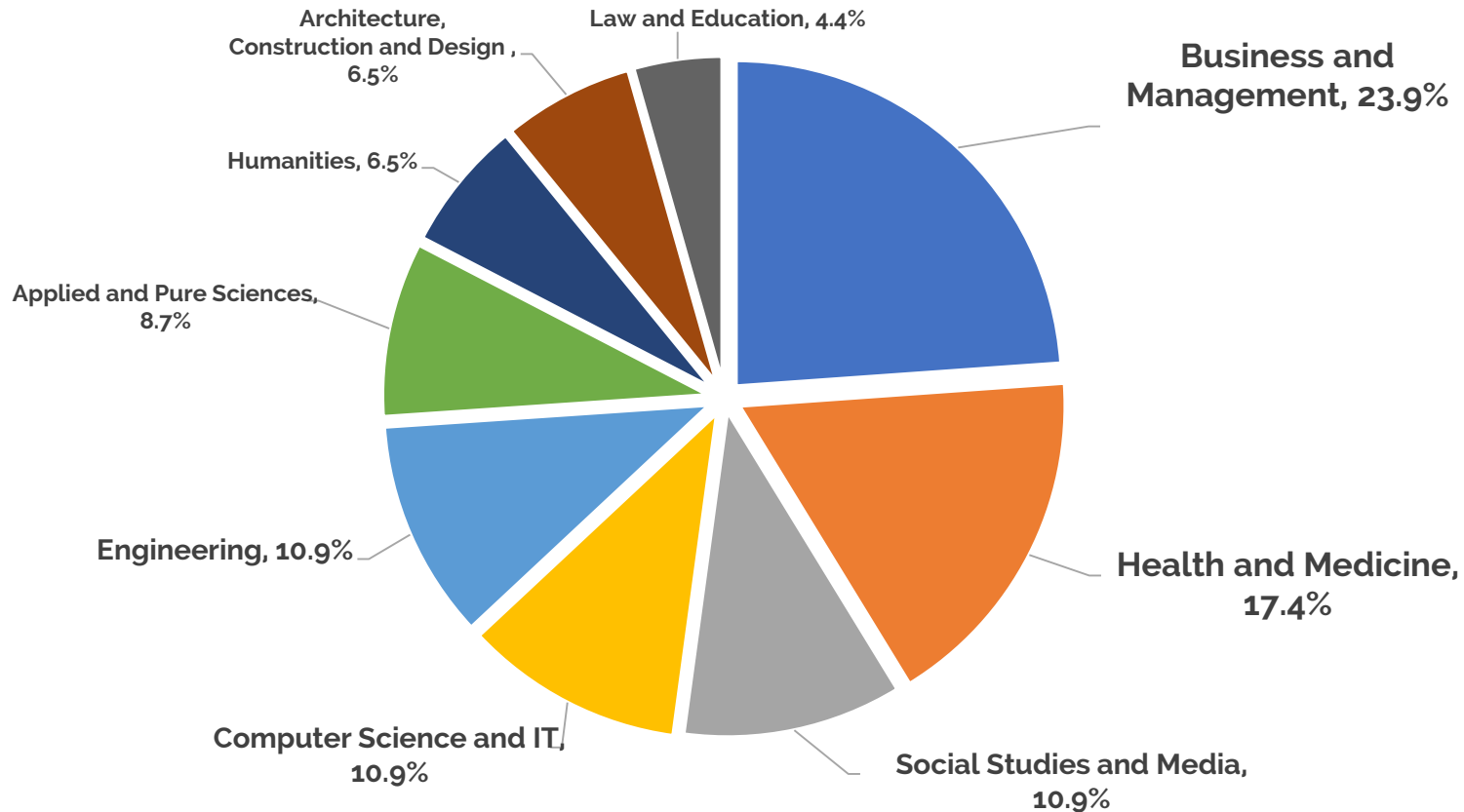


Total volume: 1571 users

Filters: Carleton University, Date: Nov 01, 2016 - Oct 31, 2017, Origin: Latin America, Level: Undergraduate

India: User engagement by subject

- Carry the appropriate materials and admissions information for activities in country
- Ensure agent training targeted
- Background for internal discussions

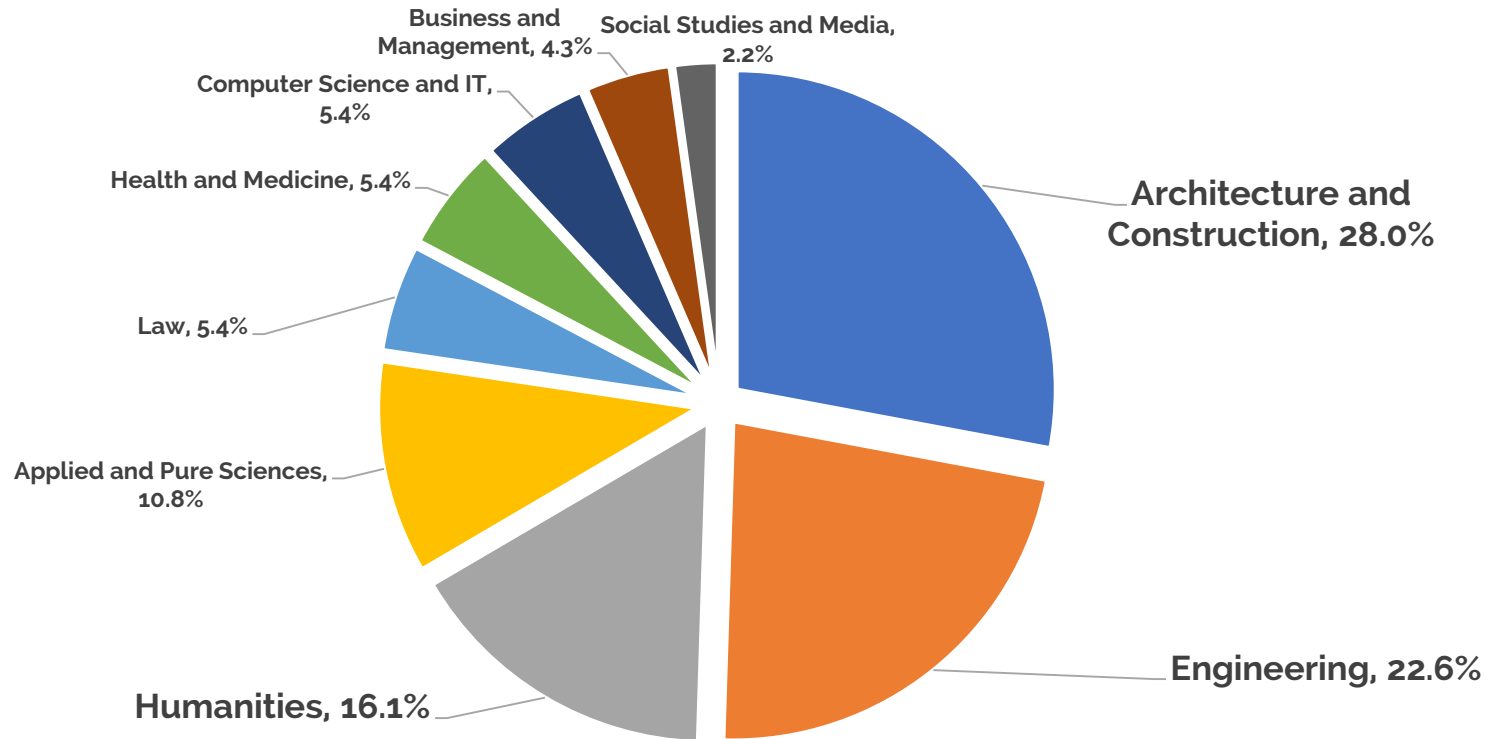


Total volume 3,799

Filters: Carleton University, Date: Nov 01, 2016 - Oct 31, 2017, Origin: India, Level: Undergraduate

Middle East: User engagement by subject

- Reinforces understanding of this market
- Know where to work depending on diversity targets



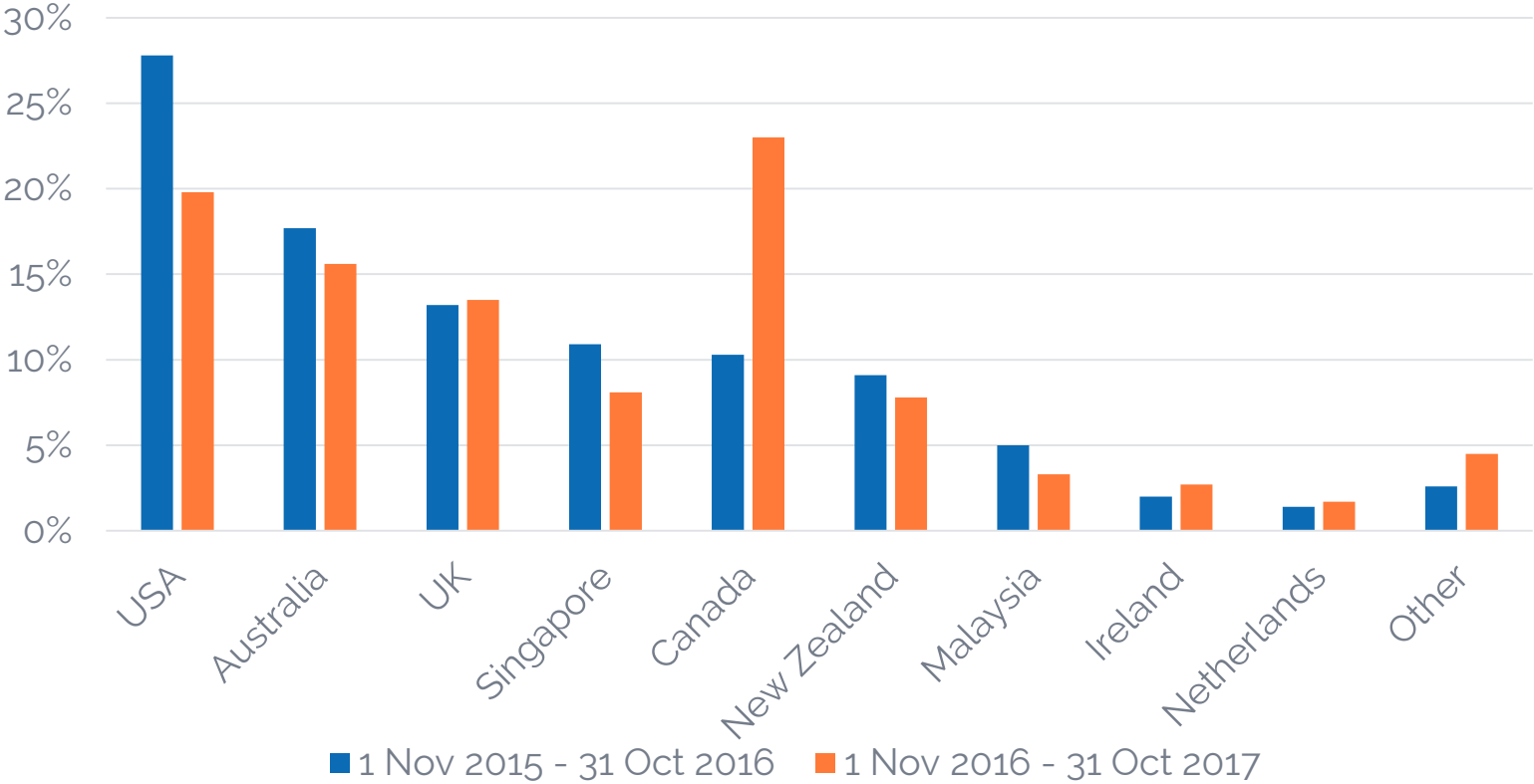
Total volume: 7,677 users

Filters: Carleton University, Date: Nov 01, 2016 - Oct 31, 2017, Origin: Middle East, Level: Undergraduate

India – the Canada Success Story

India – the Canada story

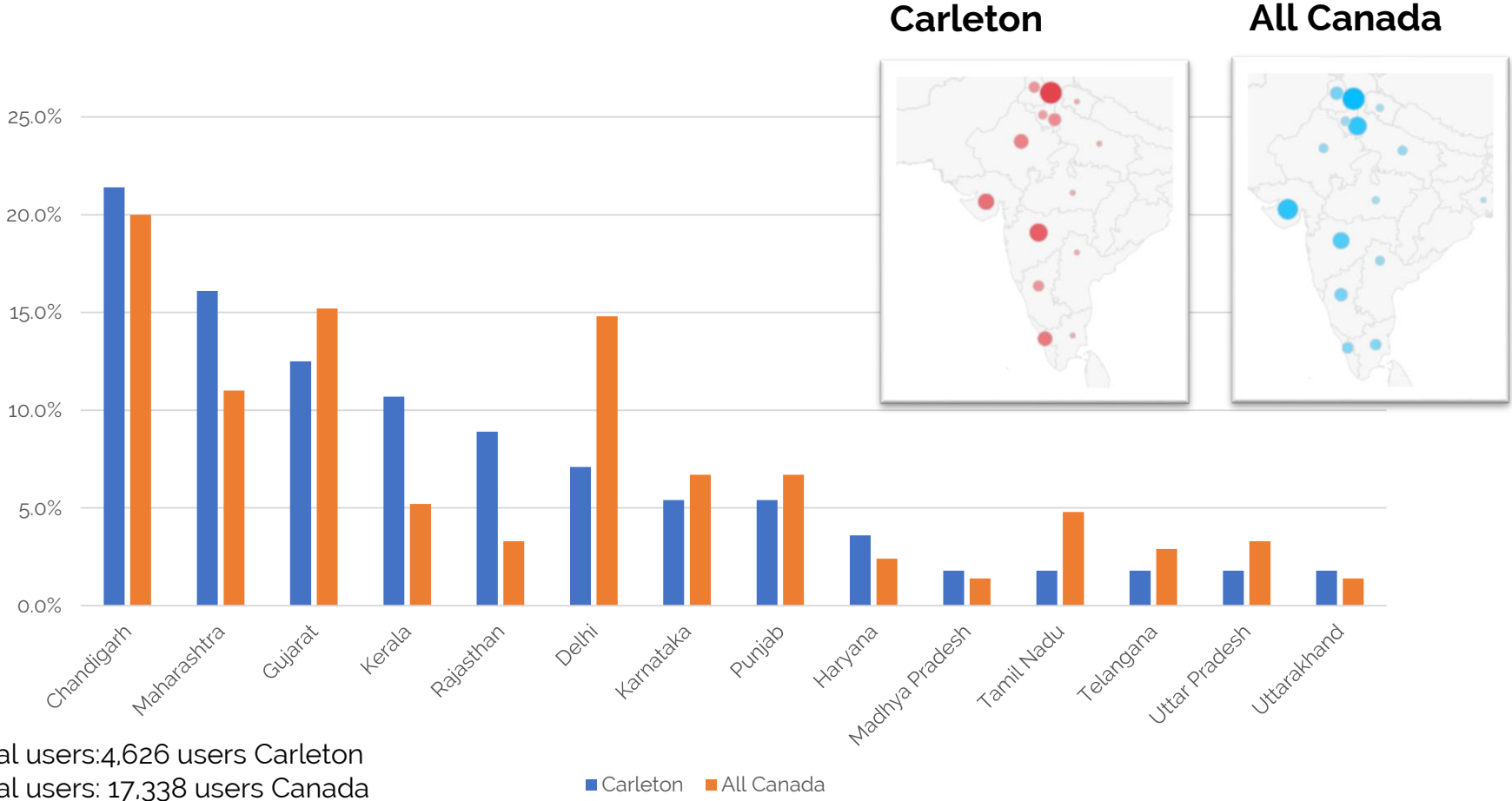
Demand from India by destination market (market share)



Nov 2015 – Oct 2016: 998,869 users
Nov 2016 – Oct 2017: 1,534,911 users

India – by location

Compare market share for Carleton vs all user interest for Canada

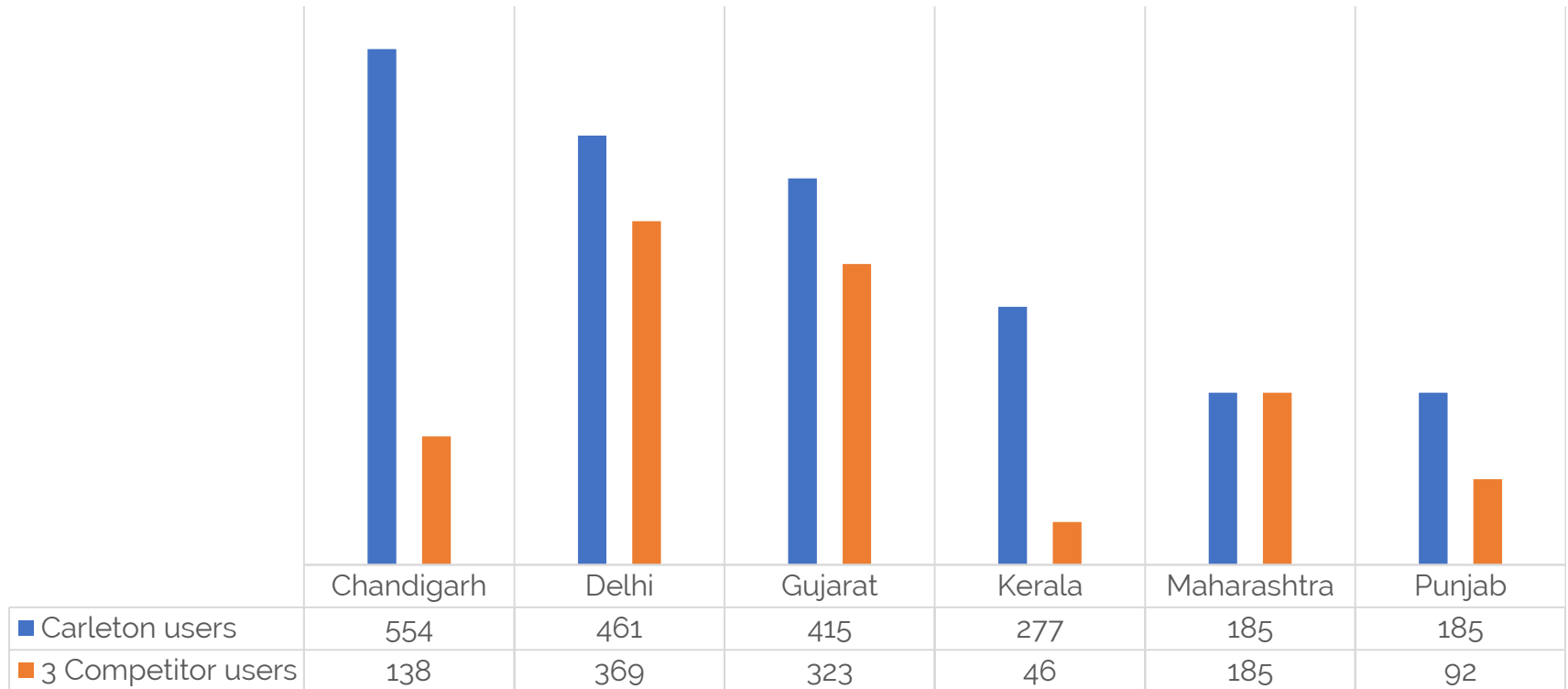


Total users: 4,626 users Carleton
 Total users: 17,338 users Canada

Filters: Date: Nov 01, 2016 - Oct 31, 2017, Origin: India, Level: Undergraduate

India – competitor location benchmarking

Carleton engagement in past 6 months, compared to three other universities. Combination of digital investment and city visits contributing to Carleton's success.



Filters: Carleton University V 3 competitor Ontario universities

Date: May 01, 2017 - Oct 31, 2017, Origin: India, Level: Undergraduate

Summary

- Know your institutional goals– no 'one size fits all'
 - Vision
 - Target programs
 - Diversity
 - Unique strengths
 - Brand awareness – market by market,
 - Competitive context
 - Pathways and partnerships
- Big data, real-time statistics should underpin effective strategy
- Data may be the science, but how you use it is the art!

Thank you!

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