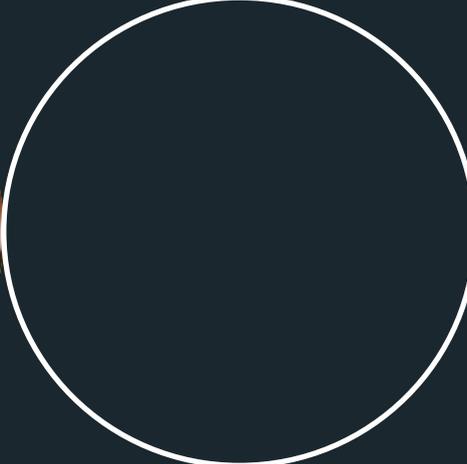
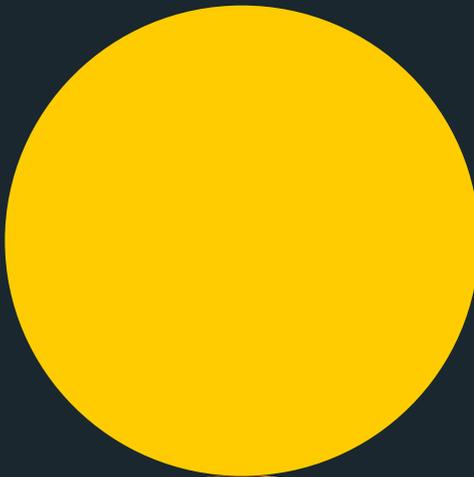


Build a Stronger Global Pipeline

An end-to-end recruitment partnership that helps your institution protect market share, diversify demand, and convert faster – **from reputation to enrollment.**

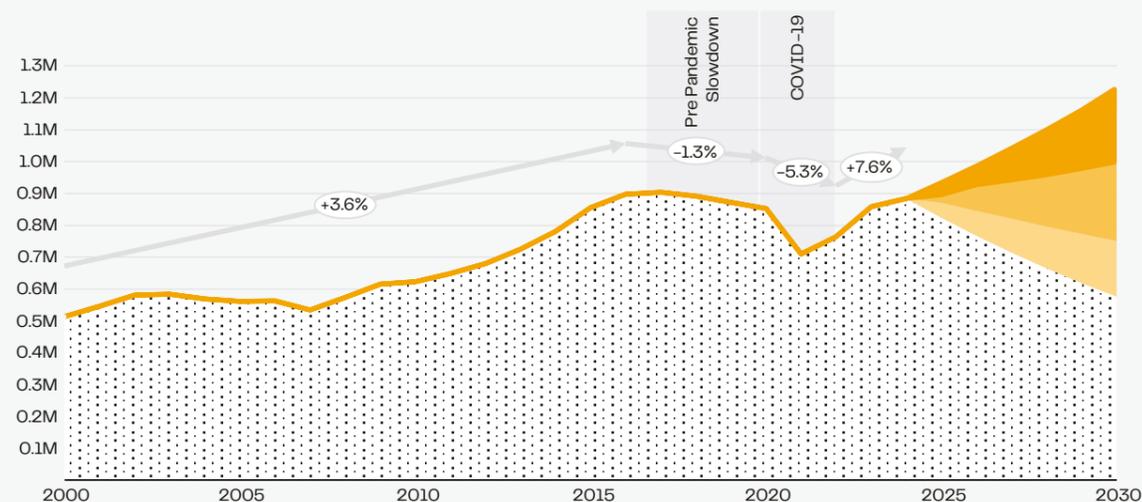


Helping 1,500+ institutions grow
and diversify their student cohorts

Navigating Change with Confidence

If you feel like you're being asked to deliver growth in a market that's fundamentally changed, **you're right.**

Total International Students Studying in US, 2000–2030F



Source: QS Global Student Flows

While global demand is rising 4% each year, reaching 8.5 million students by 2030, US enrollments are projected to decline 1% annually during the same period.

A shrinking share raises the stakes. Strong positioning and a clear market strategy are critical. But many institutions are constrained by the same barriers; from fragmented outreach and siloed data to lagging response times and agent dependency.

See Where Students Are Going and Why

Thousands of student flows, analyzed by global experts in policy, economics and higher education.

[Explore US global student trends and what they mean for your strategy.](#)



Strengthen Every Stage of The Funnel with **QS Support**

No matter your goals and challenges, QS slots in wherever you need us, bringing insight-led strategy, proven solutions, and hands-on support to strengthen your entire funnel.

1

Build Your Reputation

Sharpen your story, strengthen how you're seen, and connect with students who value the quality and outcomes you offer.

2

Increase Visibility and Activate the Right Audiences

Reach prospective students across QS's global platforms, digital channels, and in-market events – wherever they're researching, comparing and deciding.

3

Guide And Convert Inquiries and Applicants

Blend AI automation with human expertise to deliver quick, helpful, consistent communication that keeps students moving forward.

4

Enroll The Best-Fit Students

Improve yield, reinforce your funnel, and build a more reliable, scalable path to global enrollment success.

QS is the **#1 source** for student insights and guidance

Source: Google Trends 2025

QS supports over **75,000 students** to enroll at partner institutions each year

“The professionalism, responsiveness and quality of students we see through QS far surpass our other partners. It feels like **a true collaboration** – we've grown together and achieved shared success.”

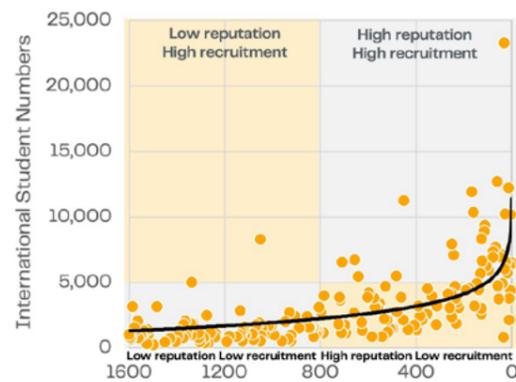
Sherry Levin, Interim Assistant Dean for Enrollment Management and Graduate Education, Drexel University College of Engineering

1 Build Your Reputation

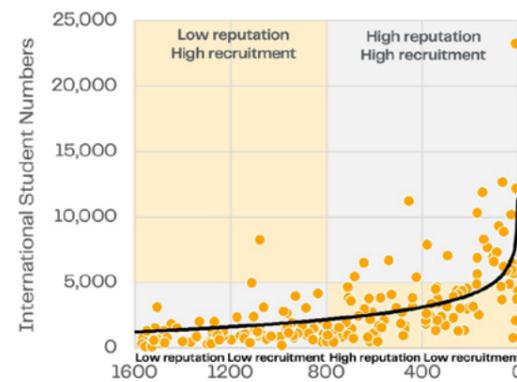
With 59% of prospective international students considering five or more US institutions (QS International Student Survey 2025), you've got to **stand out** to move from shortlist to sure thing.

Reputation Is Strongly Tied to Student Recruitment

Academic Reputation



Employer Reputation



Source: QS World University Rankings 2026

But it's not just what students think. Your reputation among employers and peers shapes the opportunities and outcomes – both academic and employment – that heavily influence their choice.

Understand Your Strengths

- Understand and benchmark with QS datasets on performance, perception, and market dynamics
- See what students really want with QS International Student Survey insights
- Identify realistic growth opportunities using QS market and policy intelligence
- Turn insight into clear action with targeted consultancy support

And Use Them to Your Advantage

- Reinforce credibility with QS Stars ratings and QS World University Rankings
- Grow your network and perspective at 14 global QS Summits and Forums
- Build recognition in key markets through our global networks and thought leadership platforms



[Discover our global conferences calendar](#)

2 Increase Visibility and Activate the Right Audiences

Your next cohort is already researching, comparing, scrolling, and shortlisting. Make sure you're seen where they search.

The Sources Students Rely on When **Researching**

56%
search

53%
rankings

42%
social

35%
university fairs

QS brings these channels together into an integrated demand-generation solution, ensuring you're seen, recognized, and chosen at every stage.

Attract Students Across the Platforms They Trust

- **Expand Your Digital Reach:** Strengthen your presence where students research and compare options. QS platforms (TopUniversities, TopMBA, QSChina), Google, Meta, and retargeting networks help you stay visible, relevant, and front-of-mind throughout their decision-making journey.
- **Create High-Intent Engagement Moments:** Meet motivated prospective students face-to-face through QS study fairs, small-group pre-screened meetings, and regional tours. These direct interactions build trust, answer questions quickly, and help students move confidently toward applying.
- **Strengthen Local Presence:** Extend your reach with in-market representatives who build awareness and engagement on the ground through school visits, counselor networks, partnerships, and culturally relevant outreach.

79M+
annual sessions
to QS websites



270+
student events
in 59 countries

800+
higher education
experts in **40+**
countries



[Explore our student recruitment events schedule](#)

3 Guide and Convert Inquirers and Applicants

63% of students expect a personalized response to their inquiry within three days

Source: Prospective students interested in the US, QS International Student Survey 2025

Every interaction shapes their decision. Meeting that expectation – consistently, quickly, and at scale – is one of the biggest pressures on enrollment teams today. QS helps you deliver an experience that feels responsive, personal, and reassuring from first inquiry to final decision.

Convert More Students, More Efficiently

- **Automation That Sharpens Focus:** AI identifies the students most likely to convert, so teams can concentrate on higher-impact conversations.
- **Human Judgment Where It Matters:** Advisors deliver personalized, high-quality support – in the right language and channel – and apply human expertise to nuanced admissions decisions.
- **Support Shaped To Your Needs:** Deploy exactly what fits your funnel; from targeted services to a fully connected journey for all students or target cohorts.

How We Deliver These Results

- **Inquiry Support:** Quick, accurate, personalized responses that reduce drop-off and set a strong first impression.
- **Application Management:** Timely guidance and hands-on processing support that help applicants submit well-prepared, complete applications.
- **Offer Holder Conversion:** Targeted reassurance and rapid response times that build confidence and help students choose you with certainty.

University Case Study: A Multi-Year Global Recruitment Partnership

• **Challenge:** Build a sustainable pipeline across multiple markets with consistent brand presence, in-market coverage and conversion support.

• **QS Partnership:** End-to-end activation spanning events, digital demand generation, in-country representatives and conversion support.

• **Measured Impact:**

+45%
international enrollment growth in Year One

+373%
growth over five years

\$100M
in additional first-year tuition revenue

Significant lifts in conversion rates, agent engagement and market intelligence

(Institution anonymized per confidentiality)

What Partners Say

“QS has become one of our most effective channels for qualified international leads. Their events and in-country teams consistently convert into strong applicant pipelines.”

Raza Razai, Associate Director, International Enrollment,
The George Washington University

“A single tour of four Indian cities yielded over ten students in a year, generating more than \$700,000 for the program.”

Emily Dayton, Director of Specialized Masters Admissions and Recruitment at
The Rady School of Management, University of California San Diego



A Partner for The Next Phase of Global Recruitment

Why Institutions Choose QS

- More than 30 years leading the global higher education sector with insights
- Trusted worldwide by students, universities, employers, and governments
- A uniquely connected view spanning student recruitment, institutional performance, employability, and digital innovation

Let's Discuss Your Goals

Discover how we can support them

[Book your 30-minute recruitment growth consultation today.](#)