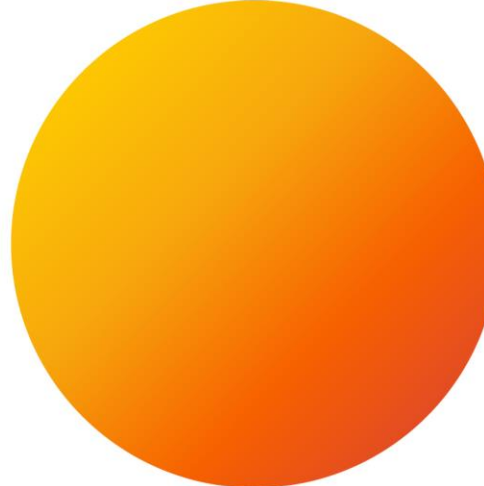
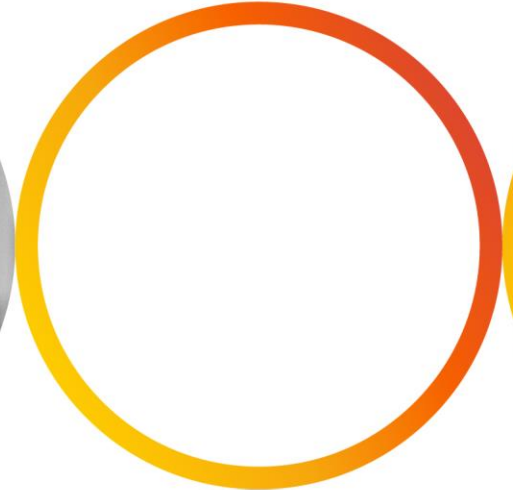


Connect with **millions** of prospective students across the globe

High-performing digital
engagement opportunities to
support student recruitment



Contents

Grow your audience

About QS

- QS in numbers
- Why QS digital marketing solutions
- Our global reach
- Visitor profiles

Our digital solutions

- Ranking page wrap
- Display ads
- Banner locations
- Retargeting ads
- Advanced profile
- Sponsored social media content
- Sponsored articles
- Targeted email campaigns

QS Events

Our other solutions



"As the higher education sector has grown and evolved, QS has done the same. We share the passion and mission of our university partners to ensure their students fulfil their potential, year after year."

Nunzio Quacquarelli,
Founder and President, **QS**



**The international student
recruitment market is
expected to grow at a rate
of 5% each year until 2030.**

Are you ready?

Source: UNESCO

Grow your audience **and** **attract the right students**

Global competition for international students is intensifying. Understanding your audience's needs and ensuring visibility on the platforms they use most is crucial.

51% of international students consider **reputation** a key university feature when choosing their course

56% use **rankings** to help them research university options

57% used **online research** to find out about universities

48% of students use **Instagram** to support their decision-making

Source: HESA, OpenDoors, Erudera, Office for Immigration
QS International Student Survey 2024

About QS

At QS, we work with universities and business schools to identify, shape and deliver higher education strategies that help each institution accomplish its goals.

■ Our mission is just like yours: Students first. Always.

Partnerships built to last

Global experts with hubs in all regions

Unrivalled insights at every touchpoint

Human vision meets AI precision

■ Fast, focused and flexible





QS in numbers

#1

global market
leader for student
insights & guidance

Google Trends

1bn

It's our vision to
empower a billion
future learners
Each year



1m

student journeys
managed

100k

enrolments
supported

380k

offer holders
engaged

146k

prospective students
surveyed
(QS International Student
Survey 2024)

240k

students register
for our student
recruitment events

600k

new prospective
students guided





Why choose QS digital marketing solutions?

Trusted by students and institutions alike

We help you find, engage, and enrol students at every stage of the recruitment journey. From initial engagement to final enrolment, our solutions deliver results.

With nearly 25 years of expertise in student recruitment, trusted by students and institutions alike, we know what works. Leverage our deep understanding of student engagement and access exclusive insights, including the world's largest international student survey and our highly trusted university rankings.

How you'll benefit:

Boost brand awareness: Reach highly engaged prospective students and partners through some of the most visited channels in higher education.

Maximise ROI: Target high-intent audiences with precision, driving higher quality leads and better returns on your investment.

Implement effortlessly. Our solutions are flexible, fast, and designed for easy integration, giving you control over your narrative during peak traffic moments.

Receive expert support. Our dedicated team of digital experts provide ongoing insights and support as you build your brand.

Our global digital reach

We've built a vast online presence, reaching students and higher education professionals worldwide.

Our daily content across social media, articles and rankings engages millions.

Our platforms include:

Three student-facing websites,
including Chinese language



QS Insights
Magazine



Mainland China platforms
such as Weibo and WeChat

1m

followers on
social media

190

countries visit our
websites – that's
97% of the world

250
million

ad impressions each year

75+

million sessions on
our websites each
year

Top visitor profiles

Age group

Age	%
18-24	39.07%
25-34	25.80%
35-44	14.39%
45-54	10.84%
55-64	5.98%
65+	3.91%

Did you know?

TopUniversities.com holds the highest market share in the sector, with over 35% of all traffic (source: SEMrush)

Top viewed subjects

Business Management

Arts

Engineering

Medicine

Humanities

Economics

Law

Environmental Sciences

Psychology

Mathematics

Top visitors by country

India

United States

United Kingdom

Canada

Australia

China

Pakistan

Indonesia

Philippines

Malaysia

Website visits

TopUniversities.com
69,058,448

TopMBA.com
1,391,842

QSChina
3,456,986

QS.com
1,317,073

QS Insights Magazine
31,393

Overall
75,255,742

June 2023 – May 2024

Digital solutions for a digitally engaged audience

We understand our audience, meaning we can help you to build high-performing campaigns.

Choose the solutions or build a bespoke package that perfectly meets your brand awareness and student engagement goals.

Read on to discover more about each of our solutions

Advanced **profiles**

Display & retargeting **campaigns**

Sponsored **social packages**

Sponsored **articles**

Targeted **email campaigns**

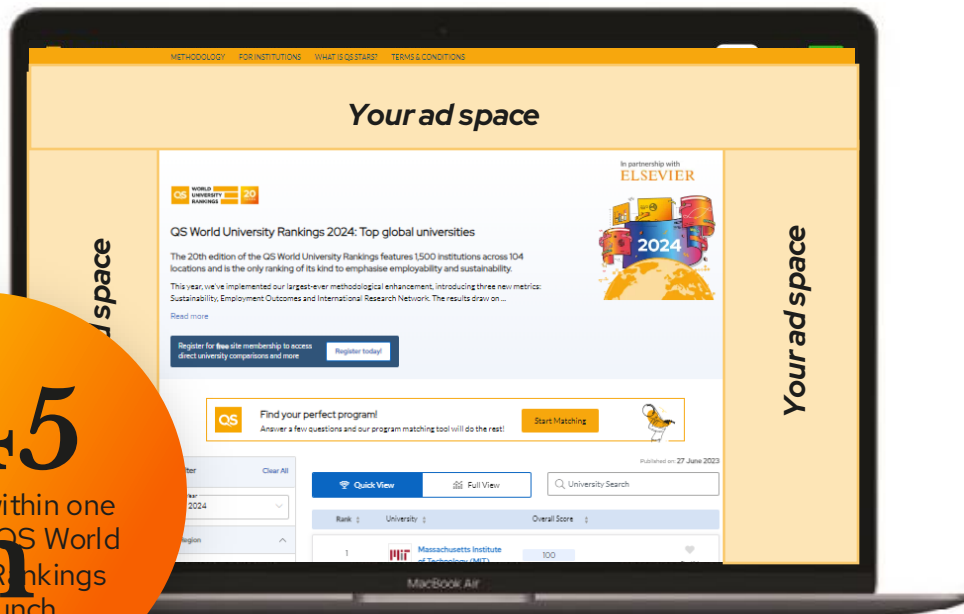
Name buy

Rankings page wraps

Stand out from the crowd

Maximise visibility during visitor traffic spikes with a **rankings page wrap**.

Showcase your institution's USPs in premium locations across our website to be the first thing students see when they check out the latest QS rankings.



1.45

pageviews within one
week of the QS World
University Rankings
2025 launch

[Learn more about rankings wrap options](#)

Stay live for three months during the rankings release maximizing brand awareness

Direct traffic to your preferred landing page

Ensure visibility with exclusive space, limited to a maximum of six institutions

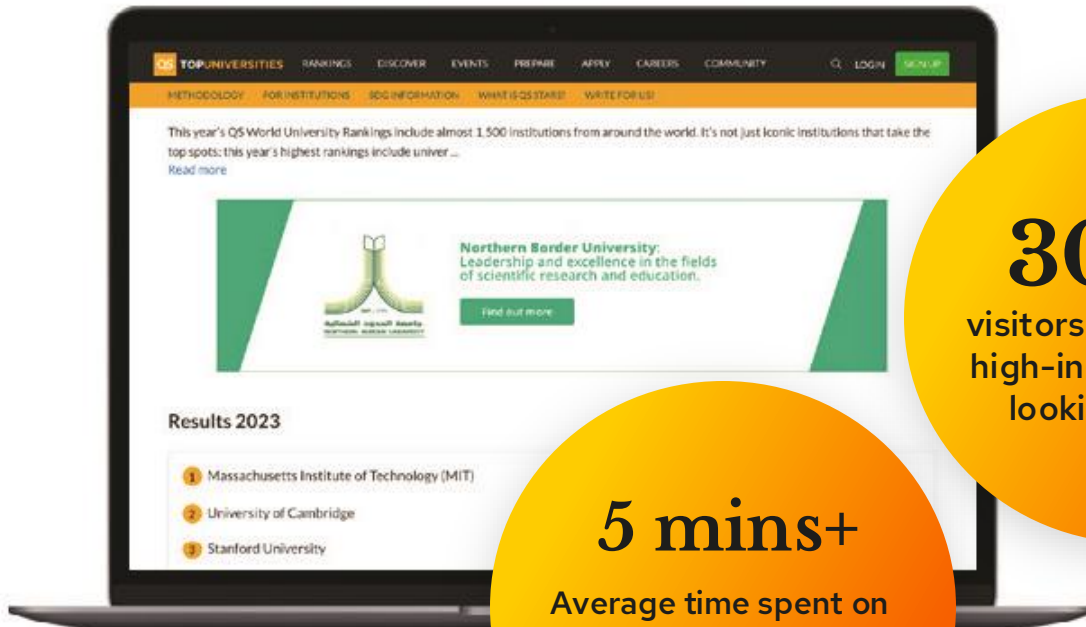
Adjust your messaging flexibly throughout the campaign

Optimise your campaign with expert support from our experienced digital marketing team

Boost brand awareness

Don't wait for students to find you. Place yourself front and centre on our high-traffic rankings pages with targeted **digital advertising banners**.

Reach a huge, global audience of students actively researching universities – right when they're making decisions.



30m+
visitors each year are
high-intent students
looking to apply

5 mins+
Average time spent on
our websites of 5 mins
28 secs, a 32% increase
year-on-year

Why it works

- **Extensive reach**
Reach the largest global audience of high-intent students. Maximise impact and personalise your message with geotargeting.
- **SEO optimised**
TopUniversities.com ranks across 400,000 industry keywords on Google.
- **Proven performance**
Achieve impressive click-through rates: 0.46% for on-site impressions and 0.5% for retargeting.

Digital advertising banners website locations

Choose from a variety of prime banner locations based on your goals, messaging or programmes.

Our digital experts will help you optimise your ads for maximum impact, ensuring your message stands out and resonates with the right people.

Locations:

Rankings pages
Study destination guides
Articles
Courses
Basic profiles

Targeting options include:

Geographic location
Programme level
Subject rankings

Home > Student Info > Health and Support > Starting University: What to Expect

Meet Northwestern Medill at the QS Fair

118,780 Views

Starting University: What to Expect

Staff Writer
Updated Nov 04, 2024

Table of contents

- Introduction
- Independent learning
- New teaching styles
- Spend your time wisely

See our most recent blog posts

The transition from high school to university is one of the biggest you'll ever make. What should you expect from your first year at university?

While the freedoms that come with leaving home for the first time will occupy most students' thoughts when it comes to their first year of university, the reality of studying at the undergraduate level quickly dawn on many for whom the experience will be quite often a shock from the confines of the school classroom.

The first few weeks at university are amongst the busiest of a young adult's life anyway, but the challenge of new learning styles and independent study can add to what is already a very full plate of activities for most.

Put simply, university is very different from school in terms of what is expected either in the classroom or the laboratory.

Independent learning

While high school instructors both teach and ensure that work is completed with the intention of achieving a basic level of education, the role of university lecturers and professors is largely to provide students with a framework and the skills from which they can explore their academic subject.

For the uninitiated, this leads to one major difference between the two – no one tells you what to do at university.

Mr Randy Vener, Deputy Director of Admissions at The American University of Paris, reflects on how some first year students react to the challenge of being responsible for their own study programs and workload.

"There's a look in the eyes of many first year students as they adjust to so many changes in their first few weeks with us. Many can't believe their luck that there's no one saying, 'do this paper by tomorrow' or 'read chapter three tonight'."

"This kind of freedom can go to a student's head, but the good students recognise that they need to set their own targets and work consistently and steadily to ensure that they keep up with the pace of university studies. It's all about maintaining a balance between studying and living."

Perhaps a further difference between school and university is the way in which students are actually taught and expected to learn.

Meet Northwestern Medill at the QS Fair

New teaching styles

ie 75% of the student body is international

118,780 Views

Regional Guides

Study in Europe

Destination Guides

● Austria	● France	● Latvia	● Romania
● Belgium	● Germany	● Lithuania	● Russia
● Bulgaria	● Greece	● Malta	● Spain
● Czech Republic	● Hungary	● Netherlands	● Sweden
● Denmark	● Iceland	● Norway	● Switzerland
● Estonia	● Ireland	● Poland	● Ukraine
● Finland	● Italy	● Portugal	● United Kingdom

Build your own road to success!

APPLY NOW!

Top universities in Europe

One look at the QS World University Rankings®, and you'll see the UK remains Europe's leader at the top of the tables, with four UK universities in the top 10 and a total of 18 UK entries in the top 100. Of these, the University of Oxford leads in fourth place, while the University of Cambridge is unsurprisingly not far behind at seventh.

Switzerland also has two universities ranked within the global top 20, with ETH Zurich in sixth place and EPFL (Ecole Polytechnique Fédérale de Lausanne) joint 18th. Other top European universities include France's Paris Sciences et Lettres Research University (PSL) (ranked 52nd in the world) and Ecole Polytechnique (40th), the Netherlands' Delft University of Technology (50th), Denmark's University of Copenhagen (72nd), Germany's Technische Universität München (55th) and many more...

Ready to study in Europe? Click on the country guides above for more detailed information.

Submit QS World University Rankings Europe 2024 (3)

Featured Universities

Universitat Mohammed Premier

Wladimir University - Chania

Université de Nouakchott

Home > QS World University Rankings > QS World University Rankings 2025: Top global universities

Northwestern is a top 50 QS ranked school

QS World University Rankings 2025: Top global universities

Discover the world's best universities with the QS World University Rankings 2025.

This year's ranking is the largest ever, featuring over 1,500 universities across 105 higher education systems...

Read more

Support for New and returning to action. Select university comparisons and more.

Register today!

Find your perfect program!

Answer a few questions and our program matching tool will do the rest!

Start Matching

1503 Results

Download Core Table

Published on 04 June 2024

University rank (High to Low)

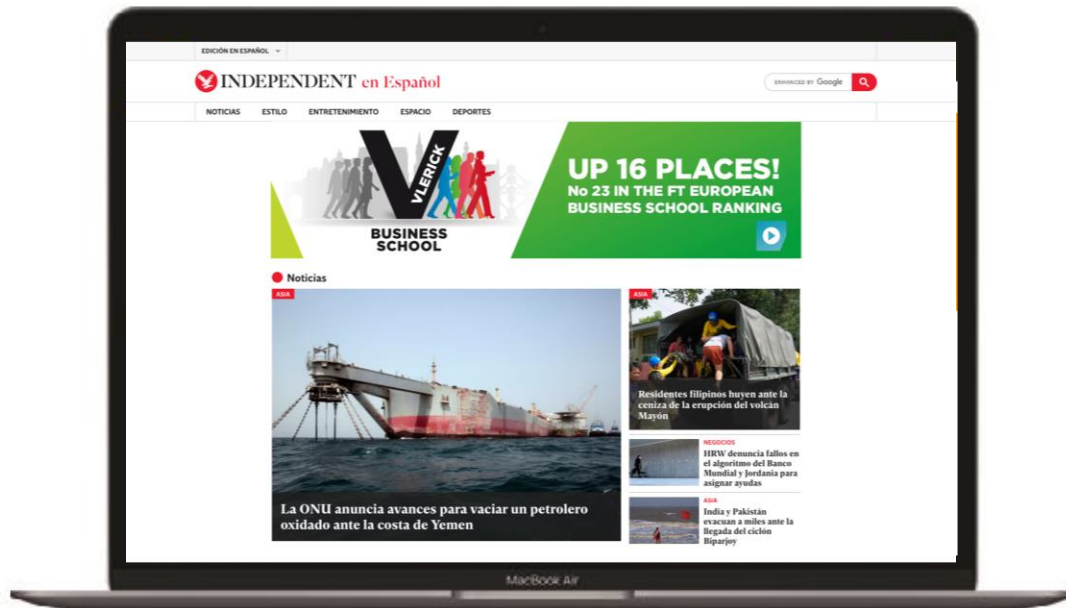
Rank 1	Massachusetts Institute of Technology (MIT) @ Cambridge, United States	Overall Score: 100	Research & Discovery: 100	Learning Experience: 100	Employability: 100	Global Engagement: 100	Sustainability: 100	More
Rank 2	Imperial College London @ London, United Kingdom	Overall Score: 98.5	Research & Discovery: 98.5	Learning Experience: 98.5	Employability: 98.5	Global Engagement: 98.5	Sustainability: 98.5	More
Rank 3	University of Oxford @ Oxford, United Kingdom	Overall Score: 96.9	Research & Discovery: 96.9	Learning Experience: 96.9	Employability: 96.9	Global Engagement: 96.9	Sustainability: 96.9	More
Rank 4	Harvard University @ Cambridge, United States	Overall Score: 96.8	Research & Discovery: 96.8	Learning Experience: 96.8	Employability: 96.8	Global Engagement: 96.8	Sustainability: 96.8	More
Rank 5	University of Cambridge @ Cambridge, United Kingdom	Overall Score: 96.8	Research & Discovery: 96.8	Learning Experience: 96.8	Employability: 96.8	Global Engagement: 96.8	Sustainability: 96.8	More

We offer master's degrees in:

- Integrated Marketing Communications
- Journalism

Remain top of mind with your students

Showcase your institution and grow your student pipeline with **retargeting ads**.



Our in-house experts work closely with you to develop compelling retargeting ads, strategically placing them in relevant locations to ensure you attract the best students.

Top retargeting locations:

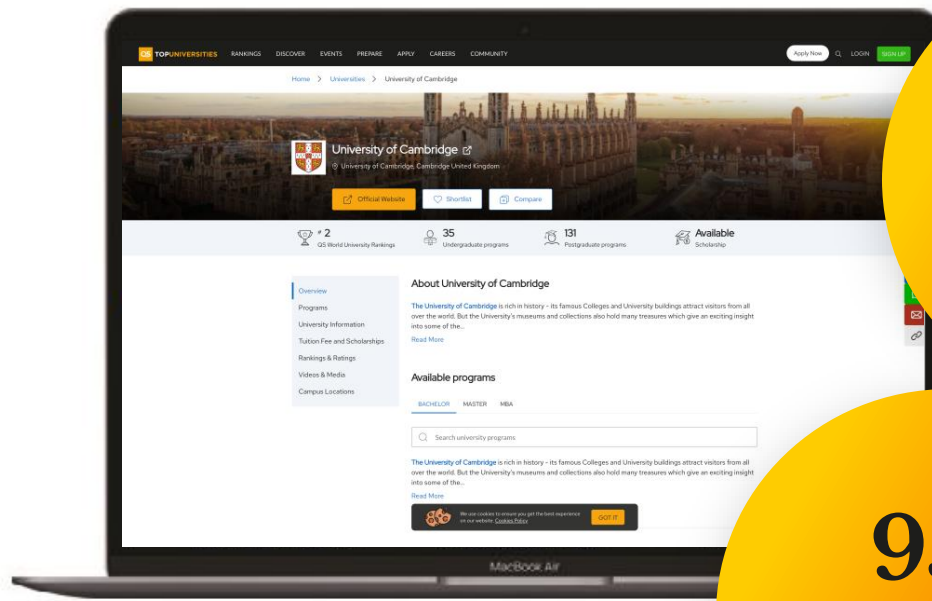
Webpages with education-based content

Apps with a strong link to higher education

Showcase your USPs

Take control of your brand narrative and increase your reputation with a **QS Advanced Profile**.

What makes your institution unique?
Showcase your courses, facilities and scholarships on TopUniversities.com while capturing student leads.



Get your advanced profile now

6-10%
CTR compared to 1%
on a basic profile

95%
client satisfaction
with their Advanced
Profile

○ Drive lead generation

Capture leads using on-profile CTAs and receive all candidate data from interested prospects.

○ Personalise your profile

Bring your institution to life with written and visual content, including photos, videos and brochures.

○ Make data-driven decisions

Gain real-time insights into your audience via our self-serve platform.

○ Maximise the impact

Our team of digital experts will guide you through the setup and ongoing management of your Advanced Profile, ensuring it's always performing at its best.

Capture their attention on social media

Reach thousands of potential students where they're already looking: **social media**.

Our sponsored social media content can boost your university's visibility and attract high-quality applicants.

Expand your reach in China with targeted campaigns on Weibo, WeChat, and more. Our in-country experts ensure cultural relevance and maximum impact.

Top-tier packages include added live chat opportunities on Facebook and Instagram for real-time interaction with your audience.

Speak to an advisor about sponsored social content



Demonstrate your expertise

Grow your university's reputation and showcase your expertise with expertly crafted sponsored articles.

Our content experts will craft SEO-optimised editorial articles that position your institution as a thought leader.

From topic selection to final publication, we'll work closely with you to ensure your articles align perfectly with your brand and messaging.



10%

Average CTR of
sponsored
articles

Highlights:

- Bespoke content creation
- Optimal visibility
- Personalisation
- Full support and optimisation

[Check out our latest articles](#)

Target your ideal students

Reach the right students with bespoke **email marketing campaigns**.

Our expansive database allows you to connect with potential applicants based on their specific study goals, ensuring maximum relevance.

Tailored content, optimal impact.

Provide original content or commission one of our creatives to write on your behalf.

Ready-to-use student data

Purchase our high-quality student contact lists and seamlessly integrate them into your CRM.

Target students by destination, subject level, and more, and reach out as often as you need.

6.3%
average CTR

36%
average open
rate

220k
active users in our
email contact
database

155k
high-intent
students,
looking to start
their studies



Meet your matches

Convert your digital leads into qualified applicants at our in-person student recruitment events.

Meet face-to-face with motivated students from around the world and build better relationships that strengthen your pipeline and drive enrolment.

250,000

prospective candidates
registered each year

300+

physical events
annually

62%

of event attendees intend to
apply to a university six months
after meeting at a QS event

72%

of students say that a QS event
put them in contact with a school
they'd never heard of before

69%

of students say that QS
events have helped them
make a study decision

QS Discover and Discover+ fairs
QS Connect and Connect+ events
QS Apply events

[Explore student recruitment events](#)

Other QS solutions to support your International student recruitment goals

Insights, analytics & advice

- QS 360 Analytics and Advisory
- Consultancy and advisory services
- QS International Student Survey

Conversion and admissions support

- Enquiry management & lead follow up
- QS Admissions
- Admissions management software

In-market engagement

- In-country representation services
- QS student recruitment events, summits and conferences

Performance and reputation insights

- QS Stars
- Brand Audit

Candidate and enrolment support

- Offer conversion services
- QS Apply

Case study: **A leading European business school**

141 enrolments through **QS digital activity**
(October 2022 – November 2023)



7x
Advanced Profiles

99,844 pageviews

11,465 clicks



6x
articles published

79,180 pageviews

669 clicks



3x
display campaigns

480,297 impressions

3,952 clicks



1x
email campaign

26.83% open rate

5.4% CTR

“We had **141** candidates enrol through our digital campaigns with QS. It’s a really great number for these types of digital campaigns.”

141
enrolments



Are you ready to recruit smarter?

Let's discuss how partnering with QS can help you achieve your student recruitment goals.

[Contact us](#)

