



HigherEd me

Media Kit

2019

# About HigherEdMe

**HigherEdMe builds innovative tools and services for International student recruitment**

HigherEdMe is providing services for universities and international educators to increase and diversify their enrollments.

HigherEdMe supports higher education institutions in their internationalization strategy with simple and time-saving solutions, on incoming and outgoing mobility, at every academic level, in every country, and in every field.



# PLATFORM BANNER / UNIVERSITY INTERFACE

Higheredme.co is the 1st Free study abroad matchmaking platform for students and university recruiters. The banner appears on all pages of the university interface, where recruiters select, contact students and check matching results with contact details.

## University KPIs



400 international student recruiters



100.000 page views per year



9.32 min average session duration

## Banner description

- Size **970x 90px** (Large leaderboard)
- **All pages** appearance
- Embedded **links**
- **Exclusive banner**

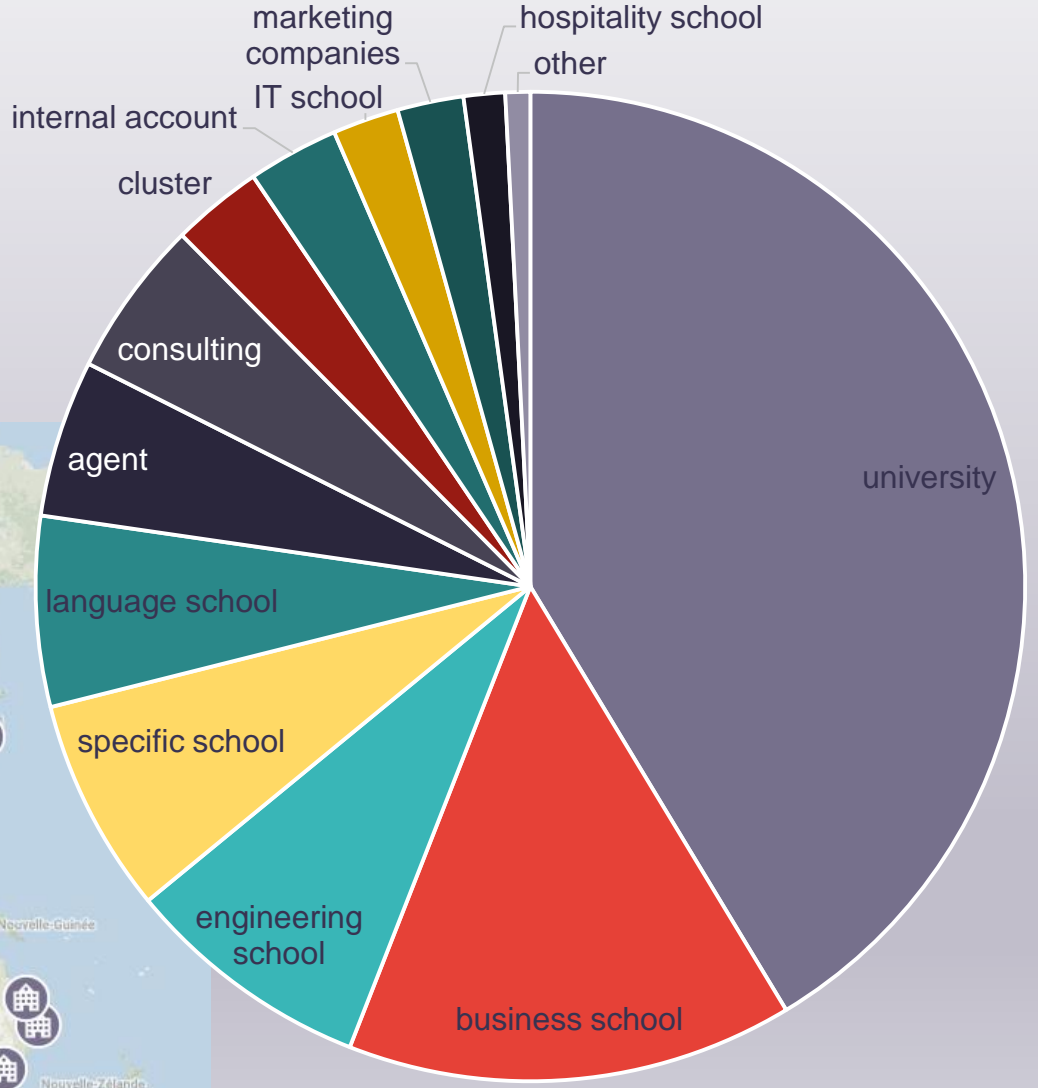
Duration	Exclusive
1 week	690 €
1 month	1.990 €
3 months	3.990 €

The screenshot shows the HigherEd me university interface. At the top, there's a navigation bar with 'WISHES', 'REQUESTS', 'ALERTS', and a 'Welcome Recrutement Service' dropdown. Below this is a 'SEARCH' section with a magnifying glass icon and the text 'Browse student wishes and profiles. Use filters to save time. Make the first move with a contact request.' The search filters are organized into two rows: 'Select your filters' and 'STUDY LANGUAGE DESIRED'. The first row includes 'AREA OF STUDY', 'STUDY LEVEL', 'LENGTH OF STAY', and 'BUDGET'. The second row includes 'DESTINATION CONTINENT', 'DESTINATION COUNTRY', 'CONTINENT OF ORIGIN', and 'NATIONALITY'. Below the filters is a red banner with the HigherEd me logo and the text 'Study Abroad Matchmaking Platform', 'Tailor-made Acquisition Campaigns', and 'Social Network Management'. Below the banner is a 'List of wishes | 2 result(s)' section with a table. The table has columns: Name, Motivation Index, Profile Completeness, Nationality, Area of Study, Length of Stay, Budget, Destination Continent, Destination Country, and Closed At / Time left. The first row of the table shows a student profile with a graduation cap icon, a name, and various details.

# PLATFORM AUDIENCE – EDUCATORS

Higheredme.co is used by 400 institutions from all over the globe.

It is the ideal tool to promote your events, IT solutions, and much more.



# PLATFORM BANNER / STUDENT INTERFACE

Higheredme.co is the 1st Free study abroad matchmaking platform for students and university recruiters. The banner appears in the student interface, on mobile and desktop.

## Student KPIs



45.000 International student candidates



1.000.000 page views per year



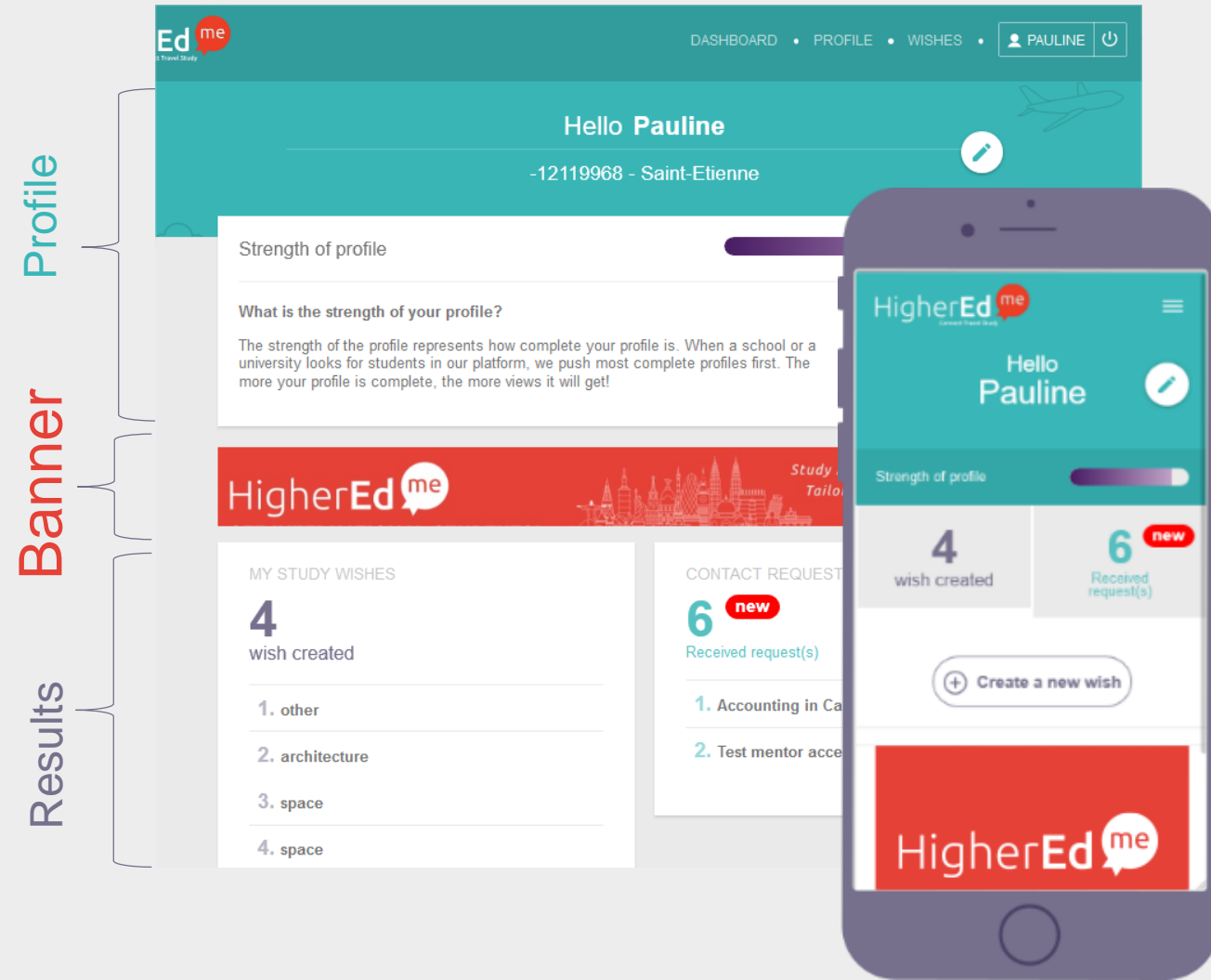
5.53 min average session duration

## Banner description

- Desktop Size 728x 90px
- Mobile Banner 300\*250px
- All pages appearance
- Embedded links
- General banner (excluding language funnel)
- Language funnel banner option

Duration	General	Language funnel
1 week	690 €	690 €
1 month	1.990 €	1.990 €
3 months	3.990 €	3.990 €

2/6/2019



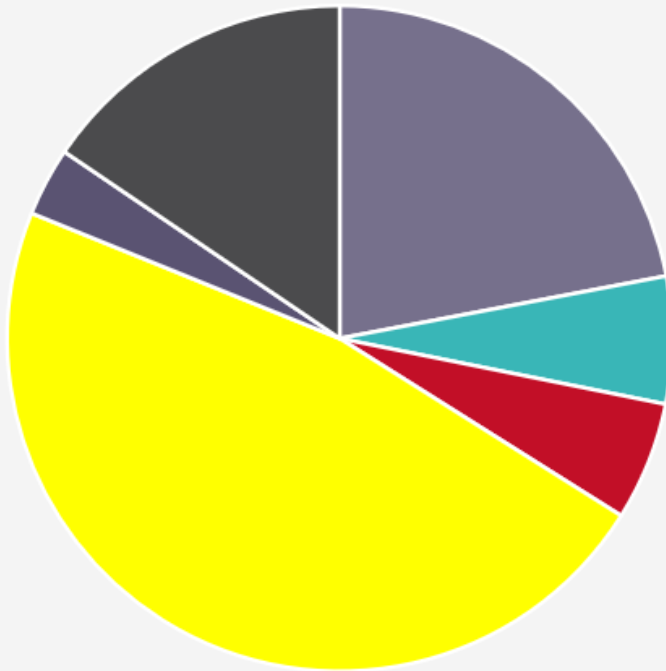
# PLATFORM AUDIENCE – STUDENTS

Higheredme.co is used by 45.000 candidates from all over the globe.

It is the ideal tool to promote your events, IT solutions, and much more.

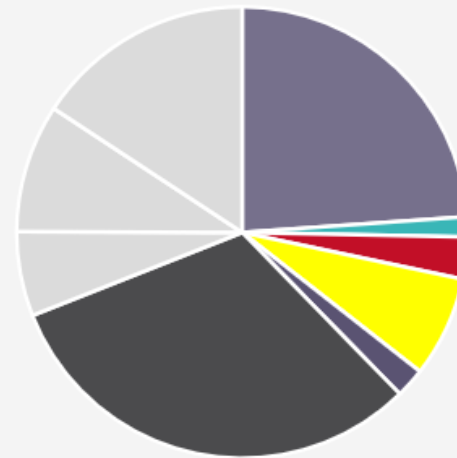
Wish Length of stay

unknown a\_semester a\_month  
several\_years a\_trimester a\_year



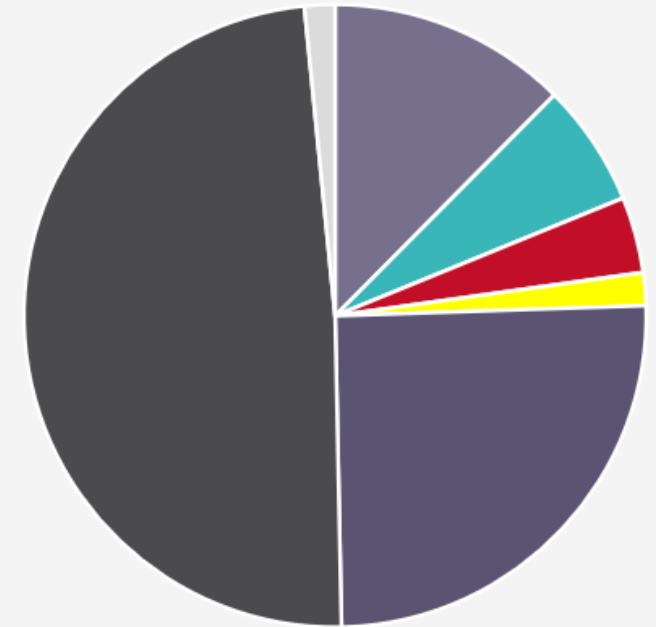
Wish Budget

unknown null  
between\_10000\_and\_15000\_dollars secret  
more\_than\_15000\_dollars  
less\_than\_1000\_dollars  
between\_5000\_and\_10000\_dollars  
between\_2500\_and\_5000\_dollars  
between\_1000\_and\_2500\_dollars



Wish destinations continents

anywhere asia oceania  
america\_s america\_n europe  
africa





# QUESTIONS?

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