KEYSTONE ACADEMIC SOLUTIONS

Student recruitment made easy since 2002

MEDIA KIT 2018

EFMD
Corporate Member

A MESSAGE FROM THE CEO

We at Keystone Academic Solutions value the trust of our customers and work continuously towards finding innovative ways to provide you with the best services. We have been a reliable service provider to our partner schools since 2002, helping them achieve their international marketing and enrollment goals.

The passion of the Keystone team and our commitment to our customers' needs is at the core of our company.

Our team of international experts work in multiple languages across 90 countries and thrive on strengthening our current cloud-based solutions and developing new ones. We are committed to delivering the most modern and effective products for your school to make your life easier and save you time and resources.

We are excited to be alongside your school as a trusted partner as you move forward in the ever evolving education sector.

Linus Murphy
CEO Keystone Academic Solutions

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"In our view Masterstudies.com is one of only a handful of sites who truly understand the power of the web and offer a unique value proposition backed up with a high quality of service. "

Matthew Wood, Communication Director
European Foundation for Management Development (EFMD), Brussels, Belgium

① ABOUT US

Keystone Academic Solutions is the leading expert in higher education web marketing, working with 3600 universities, colleges and other higher education institutions in over 90 countries. We match your school and programs with the right prospective students and help you achieve your enrollment goals.

Keystone Academic Solutions has over 4.2 million student visitors each month. We generate this traffic and deliver it to you through our highly optimized websites in English and more than 40 other languages. As a result, you receive the maximum exposure in the markets where you look for prospective students.

OUR BRANDS

MASTERSTUDIES.COM
Trusted by Students since 2002

BACHELORSTUDIES.COM
Trusted by Students since 2002

ACADEMICCOURSES.COM
Trusted by Students since 2002

LAWSTUDIES.COM
Trusted by Students since 2002

MBASTUDIES.COM
Trusted by Students since 2002

PHDSTUDIES.COM
Trusted by Students since 2002

HEALTHCARESTUDIES.COM
Trusted by Students since 2002

ONLINESTUDIES.COM
Trusted by Students since 2002

OUR MULTILINGUAL WEBSITES

Keystone's websites are designed and optimized to provide you with the most highly qualified students from your preferred markets. The websites feature a lean and user-friendly design which makes it easy for students to find your school and contact you directly about the programs you offer.

400 WEBSITES IN 40+ LANGUAGES
4.2 MILLION VISITS PER MONTH

NOTTINGHAM BUSINESS SCHOOL
Nottingham Trent University

"Nottingham Business School is a long-standing client of Masterstudies.com and a very happy one. We remain highly satisfied with the quality of service provided and the business results that have followed. The team at Keystone understand the market, social trends and media. If you need professional help in improving your recruitment performance and input quality then look no further."

Prof. Simon Mercado, Associate Dean
Nottingham Business School, UK

2 CHOOSE THE RIGHT MARKETING CHANNEL

WE DELIVER TOP RESULTS ON ALL THE MAJOR SEARCH ENGINES

YANDEX BAIDU GOOGLE BING

Keystone Academic Solutions generates relevant organic search results with a focus on unbranded searches. This ensures your visibility where it matters most: where students will search for their next degree.

With Keystone, your school will receive a higher volume of qualified student applications compared to other suppliers. We will help you improve your ROI and reduce your conventional marketing costs by complementing your marketing mix with our powerful web-based marketing at an affordable price.
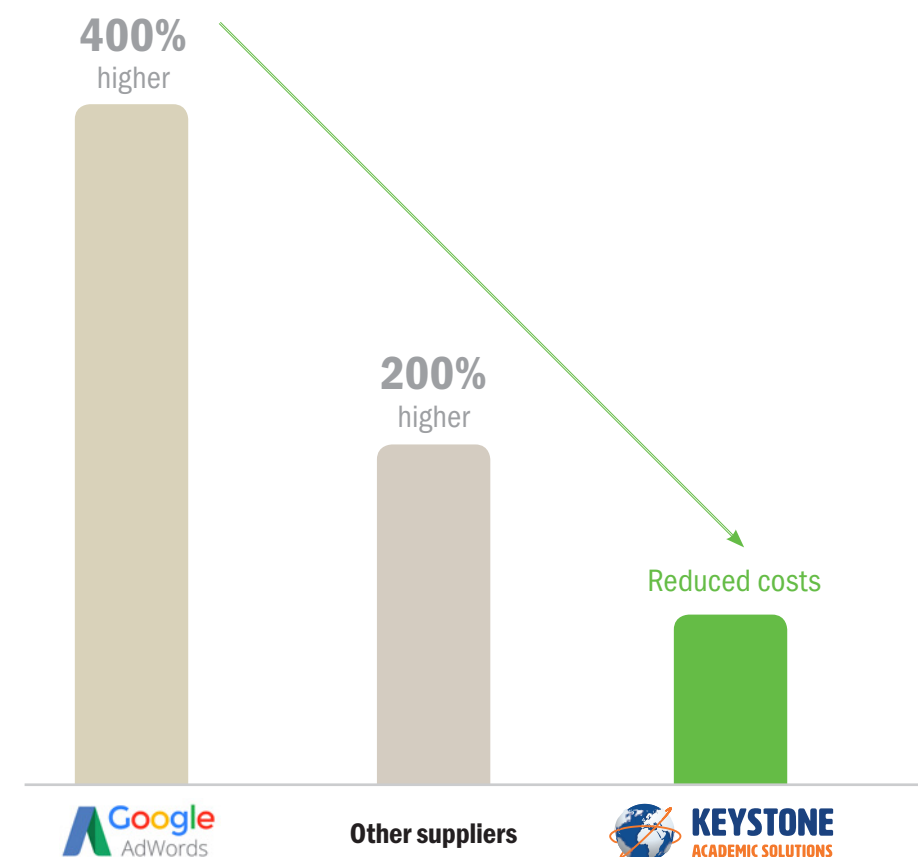
Università della Svizzera italiana

"We are very happy with Keystone Academic Solutions. They have provided us with great international exposure, especially in the European markets we wanted to target. After only nine months, we have already managed to enroll 10% of the students that found us through Keystone."

Giorgio di Lenardo
Marketing Manager
USI (University of Lugano), Switzerland

WE DELIVER THE BEST STUDENT ENQUIRY COST GUARANTEED

COST PER STUDENT ENQUIRY

400% higher

200% higher

Reduced costs

Google AdWords   Other suppliers   KEYSTONE ACADEMIC SOLUTIONS
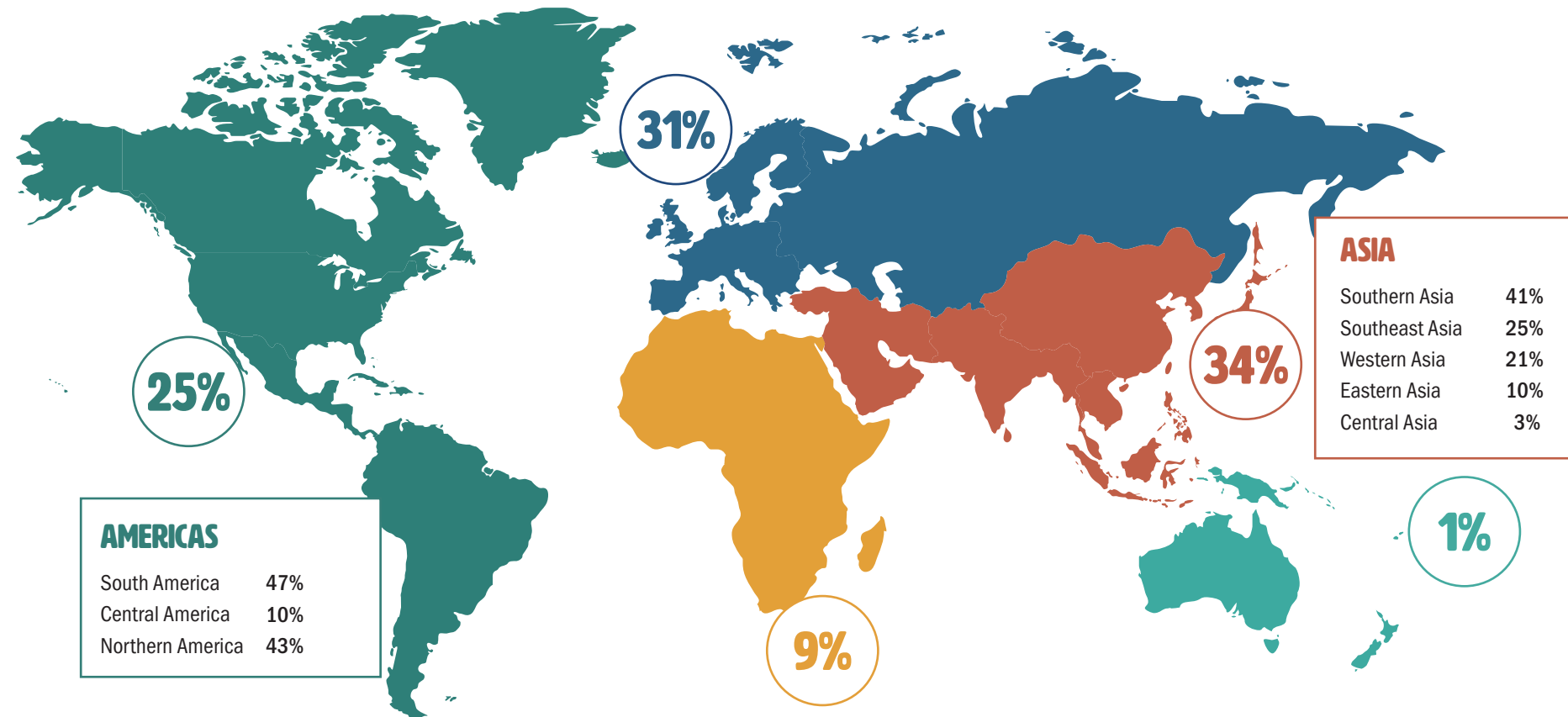
WE GIVE YOU THE REACH YOU NEED

50 MILLION STUDENTS EACH YEAR

We have 50 Million students from all over the world visiting our websites each year. This is the breakdown by region of our student traffic.

STUDENT TRAFFIC BY REGION

Region	%
Asia	34%
Europe	31%
Americas	25%
Africa	9%
Oceania	1%

Data based on unique visitors on Keystone websites 2017

31%

25%

34%

9%

1%

ASIA

Southern Asia	41%
Southeast Asia	25%
Western Asia	21%
Eastern Asia	10%
Central Asia	3%

AMERICAS

South America	47%
Central America	10%
Northern America	43%

IED

"Working with Keystone is a pleasure. They provide us with a superb international exposure for our programs in our campuses in Brazil, Italy and Spain. They help us reach our enrollment goals in the post-graduate international market. In addition, the customer service and support is outstanding. I would highly recommend Keystone Academic Solutions."

Marko Simic
Interactive Marketing Manager at Instituto Europeo di Design Milan, Italy

WE ENSURE THAT STUDENTS FIND YOU

"9 in 10 Internet users in the EU said that, when given a choice of languages, they always visited a website in their own language."

- European Commission "User Language Preferences Online 2011"

We can successfully market your programs both nationally and internationally in all your major markets. Our multi-lingual search engine optimization ensures that you won't miss out on those relevant searches done in a local language.

YOUR PROGRAMS VISIBLE ON OUR WEBSITES IN 40+ LANGUAGES

KEYSTONE ACADEMIC SOLUTIONS

English (US)	Estonian	Korean	Serbian
Afrikaans	Finnish	Lithuanian	Spanish
Arabic	French	Macedonian	Spanish (Argentina)
Arabic (Morocco)	French (Canada)	Malay	Spanish (Colombia)
Belarusian	German	Norwegian	Spanish (Mexico)
Bulgarian	Greek	Persian	Spanish (Spain)
Chinese	Hebrew	Polish	Swedish
Czech	Hindi	Portugese	Thai
Danish	Hungarian	Portugese (Brazil)	Turkish
Dutch	Indonesian	Portugese (Portugal)	Ukrainian
English (Canada)	Italian	Romanian	Vietnamese
English (UK)	Japanese	Russian	

UCL

"Since launching our degree programmes at UCL Qatar in late 2011, Keystone Academic Solutions has quickly become an extremely important resource for us. Not only has it given us access to a worldwide audience for graduate studies, it has consistently delivered high quality queries that have resulted in applications and enrolments. Featuring our courses on masterstudies.com has been a highly worthwhile investment, and the service provided by the team has been nothing short of exceptional."
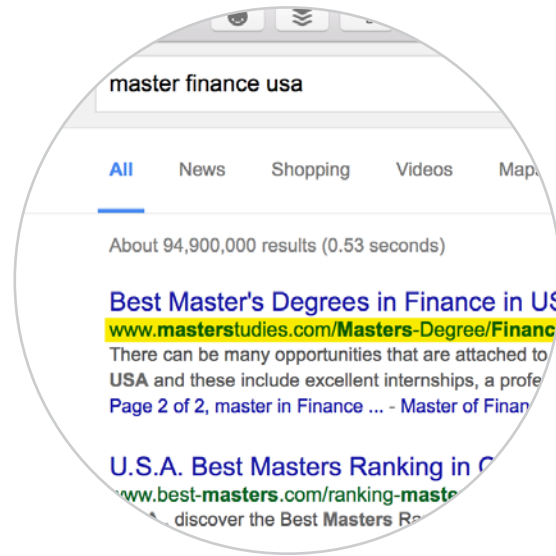
Brett Kershaw
Marketing and Student Recruitment Manager at UCL Qatar, Hamad bin Khalifa University, Qatar

5 SUPPLY YOUR ADMISSIONS WITH QUALIFIED STUDENTS

STUDENTS SEARCH FOR EDUCATION

4.2 Million students visit our websites every month. They come from Google, Yahoo, Bing, Yandex and Baidu.

KEYSTONE MAKES YOUR PROGRAMS VISIBLE

Google matches student searches against your programs on one of our websites. We ensure you are found in 40+ languages in all your target markets.

YOUR PROGRAMS FOUND ON OUR SITES

Students find your program on one of our websites. All sites are optimized for mobiles and tablets as well. We match the student's interest with your program and the student will send you an enrollment enquiry with their contact information.

QUALIFIED STUDENTS TO ADMISSIONS TEAM

A few seconds later you have a student enquiry in your inbox, geo-targeted and filtered by our proprietary search technology to match your specifications for a successful enrollment.
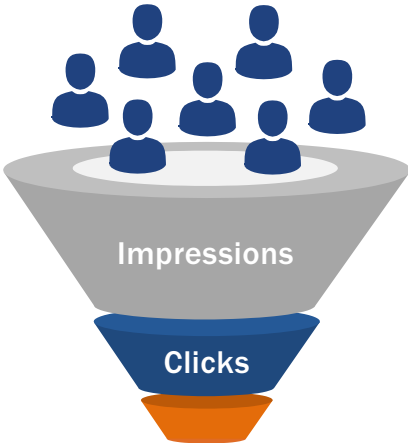
WE MAKE STUDENT RECRUITMENT EASY

STAY UP TO DATE AND SAVE VALUABLE TIME

We make sure you always have the relevant metrics at hand. Our student recruitment platform, SmartHub, is fully transparent and provides you with statistics and all the details of the students who contacted you via one of our sites.

SmartHub helps you visualize your traffic analytics, publish and edit content, and manage incoming student enquiries in a simple and efficient way. You have full control while saving time and money.

SMARTHub

Impressions

Clicks

Program	Impressions	CTR	Clicks	CR	Qualified Students
Master of Architecture (M. Arch I)	8550	1,8%	158	8%	12
Master of Science in Applied Mathematics	485	2.5%	12	67%	8
Master of Chemical Engineering	1762	1,8%	32	97%	31
Master of Science in Electrical Engingeering	774	3,7%	29	100%	38
Master of Information Technology	1443	9,1%	132	3%	4
Master of Science in Mechanical Engingeering	2277	4,2%	96	41%	39
Average	2599	3,9%	77	52,5%	22
School Profile Page Sum	15 591		531		132

"Keystone has allowed us to expand our reach with lead generation. In addition to providing profiles in multiple languages, we're able to track the analytics of each profile through the dashboard and respond to inquiries directly and immediately. Keystone has helped increase qualified leads, track profile analytics by region, program, and degree level."

Lola Pak, Marketing & Recruiting Associate
George Washington University - School of Engineering & Applied Science
USA

7 CHOOSE YOUR CUSTOMIZED PACKAGE

Keystone Academic Solutions provides you with global outreach through organic, non-branded search results and delivers the best student enquiries in the sector. Our packages are built to ensure that the varying needs of our customers are met. From smaller institutions to larger universities, Keystone has the right option for you. Our customizable service packages allow you to select the right services for your school, while providing you with full control over all your school's content on our websites.

"WU benefits from partners and networks with exemplary standards in service quality and trustworthiness. They are the pillars of our professional recruiting. Keystone fulfills these requirements and has been helping us reach our recruiting goals for years. It is constantly expanding its portfolio and setting new trends to help win more students from around the world for WU. We're proud of our strategic partnership with Keystone "

Andreas Loewe
Master Programs Marketing WU, Vienna University of Economics and Business, Austria

	STARTER UP TO 6 PROGRAMS	PREMIUM UP TO 12 PROGRAMS	ULTIMATE UP TO 30 PROGRAMS
SMARTHub Student Recruitment Platform	✓	✓	✓
Free visibility in 40+ languages	✓	✓	✓
Local and Global reach	✓	✓	✓
Unlimited Student Enquiries	✓	✓	✓
Real-time Metrics	Updated every 24h	✓	✓
Best overall value	—	✓	✓

CHOOSE OUR HIGH QUALITY UPGRADES

In addition to our flexible listing packages, Keystone is proud to offer a wide selection of exclusive services designed to optimize your exposure and capitalize on the marketing and recruitment strategies that work best for your institution. Whether you want to increase the visibility of your programs, target specific countries or advertise your educational events and fairs, Keystone has the solution!

TRAFFIC BOOSTER

Increase your global visibility and student enquiries

The Traffic booster will increase the visibility of your school and programs on Keystone's global domains, leading to more student enquiries.

LINGUA

Target a language

Lingua offers you the opportunity to have your school and programs specially optimized for students speaking specific languages. Lingua will boost the visibility and maximize the presence of your school and programs on Keystone's local domains in your target language.

GEO TARGETING

Increase your visibility and student enquiries in targeted countries

Geo-targeting will maximize the visibility of your school and programs on Keystone's global domains to students in your chosen countries, leading to more student enquiries.

DIRECT EMAIL MARKETING

Reach your key audience with targeted student emails

Get access to the market's most accurate student database and promote your school, programs, scholarships and events. We offer one of the highest response rates in the industry.
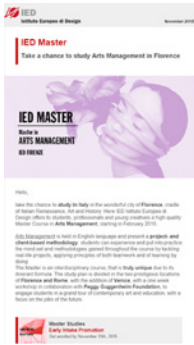
HIGHLIGHT

Global media exposure for your school

Highlight gives you the opportunity to further build your brand with a highly regarded publication written about your school. The piece is featured on the front pages of Keystone's websites, visited by 4.2 million students monthly, and shared on our social media.

BANNER ADVERTISING

Global promotion of your school and programs

Banner ads provide you with a global or local reach to boost visibility to your target audience. Place a banner on one of our sites and reach out to your target audience based on location and interest.

9 WE OFFER YOU FULL FLEXIBILITY

Our Ultimate, Premium and Starter packages are all fully flexible and you can easily target or extend your market reach with one of our additional high quality upgrades. Our team of international experts work in multiple languages across 90 countries and will ensure you find the right combination of services you need.

HIGHLIGHT

TRAFFIC BOOSTER

DIRECT EMAIL MARKETING

ULTIMATE PREMIUM STARTER

GEO TARGETING

BANNER ADVERTISING

LINGUA

BOOK A FREE DEMO

Contact us to schedule a free product demonstration from the comfort of your own office

E-mail: contact@keystoneacademic.com

Phone: +47 2322 7250

www.keystoneacademic.com

WHAT OUR CLIENTS SAY ABOUT US

UNIVERSITY OF SAN FRANCISCO
CHANGE THE WORLD FROM HERE

"Keystone has provided USF tremendous outreach to international markets that have been previously difficult to reach. In our first year campaign with Keystone, we were excited to receive a significant number of applications from Keystone. The internal interface and traffic reports for university administrators stands well above other lead generation providers."

Mark Landerghini
Director of Graduate Admission Arts and Sciences,
University of San Francisco

ELLIOTT SCHOOL OF INTERNATIONAL AFFAIRS

"We strive to work within our budget, and having Keystone allows us to target populations that we can't reach in person. Many of our international prospects come via Keystone, and have resulted in applications to our graduate programs. It's very easy to use the dashboard to analyze data, and to import prospects into our CRM. We are then able to target specific communications based on the prospect information."

Lisa Curry
Assistant Director of Graduate Admissions
Elliott School of International Affairs- GWU
USA

ISTITUTO ITALIANO DI FOTOGRAFIA

"We are very happy with Keystone Academic and we have received a lot of exposure in our key markets including the US and Europe. Thanks to Keystone we were able to enroll 6 students for our 2016 summer photography courses. "

Lucija Hvrat
Course Coordinator
Istituto Italiano di Fotografia, Italy

VILLANOVA UNIVERSITY

"The team at Keystone has shown remarkable dedication to helping us integrate our leads seamlessly into our university's CRM. Even though there is a time zone difference, they go out of their way to accommodate our schedules when we need to talk and are always eager to help us improve the workflow. "

Susan Jacobs
Director of Graduate Operations/International Recruitment Villanova University,
College of Liberal Arts and Sciences

BATH SPA UNIVERSITY

"For Bath Spa University, no marketing campaign will be entered without a proved return on investment and Keystone has delivered it. Having worked with a number of other lead generation products I have found Keystone to be the most superior product on the market. The portal gives you more than information, it gives you intelligence and the leads generated have proved to be relevant, up-to-date and well qualified. "

Nancy Donna Cooke
Director of International Recruitment
Bath Spa University, UK

IFT

"Keystone Academic Solutions has provided us with the perfect platform to promote our programs to a targeted international audience. The feedback and detailed results we receive is first class. I would highly recommend Keystone to any school trying to reach an international audience. "

Sherry Lei Soi Cheng
Senior Public Relations Officer Institute for Tourism Studies
Macau, China

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