

THE MONTHLY BUZZ

DECEMBER 2022

SEARCH PERFORMANCE ON STUDYUSA.COM

10.7M

impressions on Google

208,000

clicks on Google

SEARCH TYPE by clicks



WEB

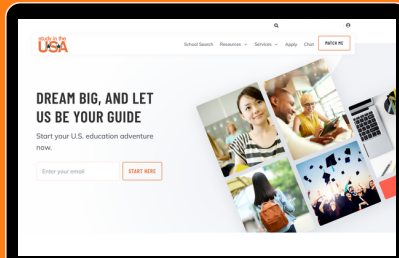


IMAGE



VIDEO

208K 2.37K 827



DEVICES by clicks



DESKTOP



MOBILE



TABLET

84.3K 121K 2.81K

TRAFFIC & VISIT PATTERNS ON STUDYUSA.COM

TOP COUNTRIES BY VISIT

1. India
2. South Korea
3. Brazil
4. Indonesia
5. Japan

Students from these countries visit the most.

TOP COUNTRIES BY INQUIRY

1. Brazil
2. Nigeria
3. India
4. Colombia
5. Mexico

Students from these countries send the most inquiries.

TOP TRAFFIC BY LANGUAGE

1. English
2. Spanish
3. Chinese
4. Portuguese
5. Arabic

These languages are the most read on the site.

CLIENT CAMPAIGN

TOEFL
2-week holiday campaign

Also launched an SMS text promo campaign

1,504
promo code redemptions

1,004
redemptions via newsletter, pop up, social

972

text messages sent

500

promo code redemptions

51.4%

conversion rate (via text)



\$300K+

in client revenue generated in 2 weeks

STATS ON STUDYUSA.COM

INQUIRIES BY DEGREE LEVEL

1. Bachelor's
2. English Programs
3. Master's
4. Community College
5. Certificate/Short-term

INTEREST SHOWN IN DEGREE LEVELS

1. Certificate/Short-term
2. Community College
3. Master's
4. English Programs
5. Bachelor's

TOP COURSES

1. Vocational/Career
2. Summer Camps
3. Information Tech
4. Cybersecurity
5. Medical Assistant

210,516

Profile page views

4,534

Total inquiries

1,991

Profile clickthroughs

901

Total Apply Now clicks

MOST POPULAR CONTENT

1. School Search page (↗ 8% over November)
2. Match Me page (↗ 7% over November)
3. StudyUSA.com homepage (↘ 7% over November, average time on page ↗ 14%)

STUDENT BUZZ

"Having a look at Student Voices gave me various insights into how it is to live and study abroad, gave me tips, and much more. It prepared me mentally to start experiencing such situations."

—Melyssa, Kent State University

FUN FACT!



17,503

WeChat followers; grew 15% in 2 months



166%

Weibo engagement increase

PRINT



India magazine distributed to

136,000

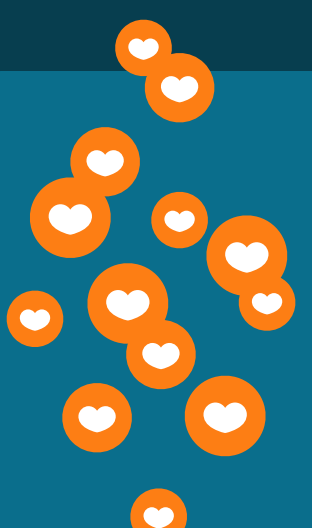
students interested in studying abroad

FUN FACT!



StudyUSA.com had visitors from every country in the world

SOCIAL MEDIA



674,000

students reached in December with Instagram reels (↗ 31.7% over November)



Reels receive 67% more views/engagement than standard photo posts.