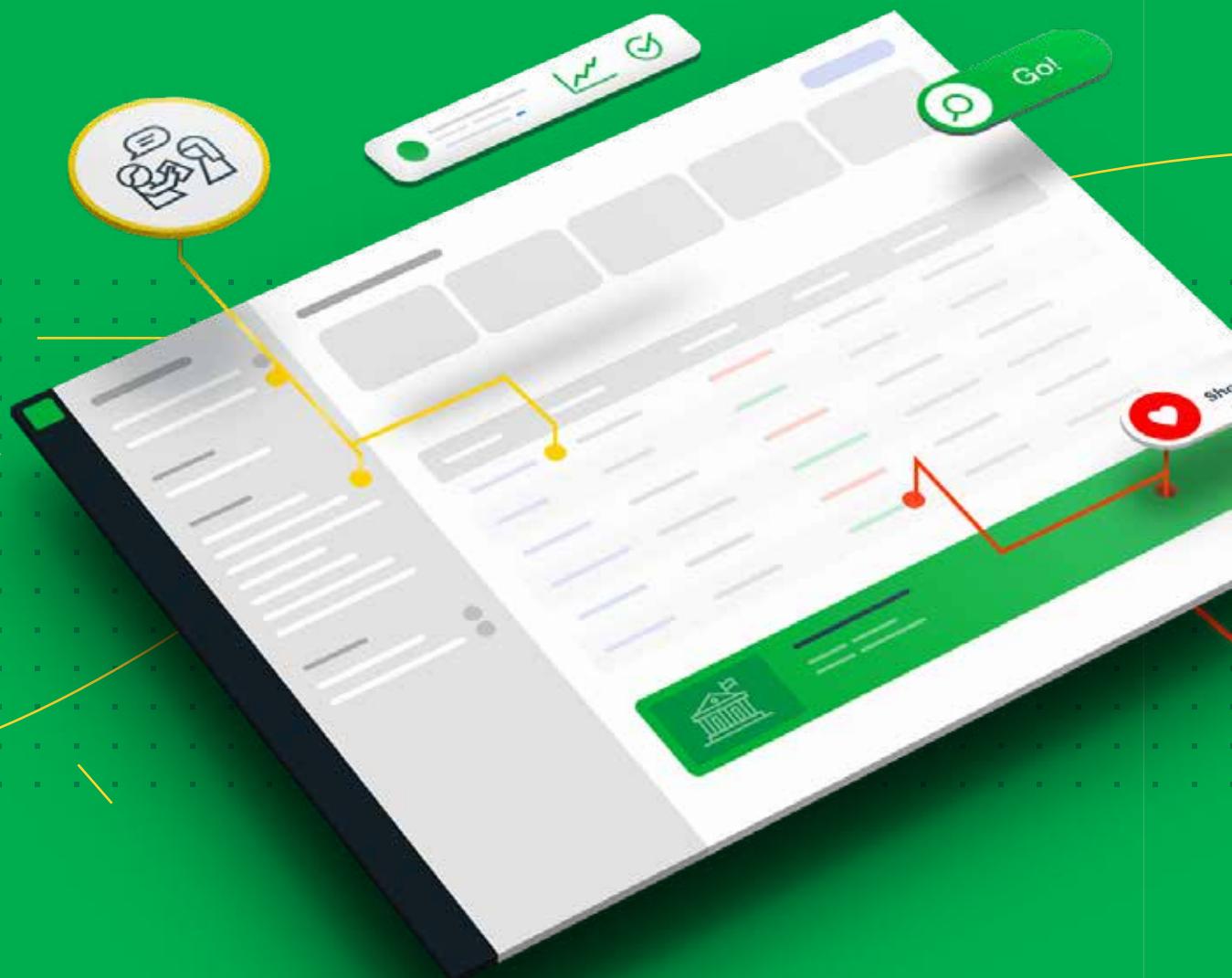


# Creating the world's most trusted marketplace for international student recruitment



# Contents

Who we are and what we do	4
Adventus.io at a glance	8
Why partner with us	10
• Quality assurance	10
• Global access	12
• Data intelligence	14
Maximise your partnership with Adventus <b>DRIVE</b>	20
• Elevate your brand for more visibility	24
• Influence recruiters effectively at scale	26
• Analytics to uncover performance insights	28
• Premium Analytics to inform your strategy	30
Customer testimonials	32
A team with deep institution expertise	40

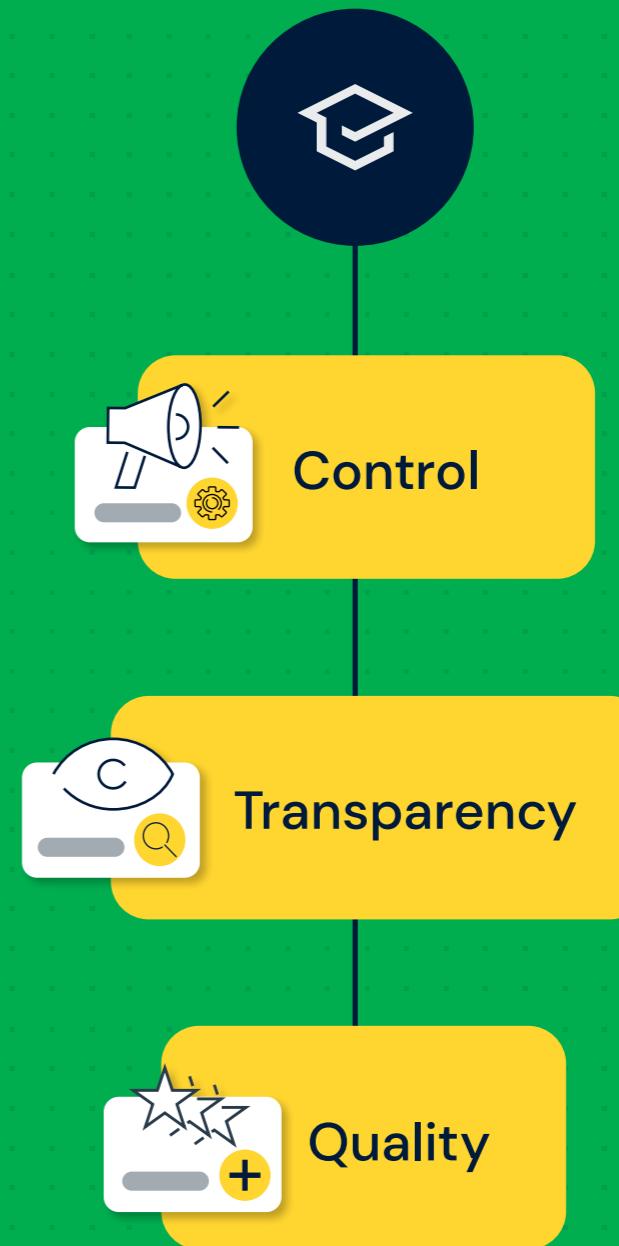


# Who we are

As the global appetite for international students increases, institutions are lacking efficient, reliable ways to find and transact with quality recruitment partners and prospective students.

Adventus.io have created a trusted marketplace, arming both institutions and agents with intelligent recruitment tools to unlock faster and better quality outcomes.

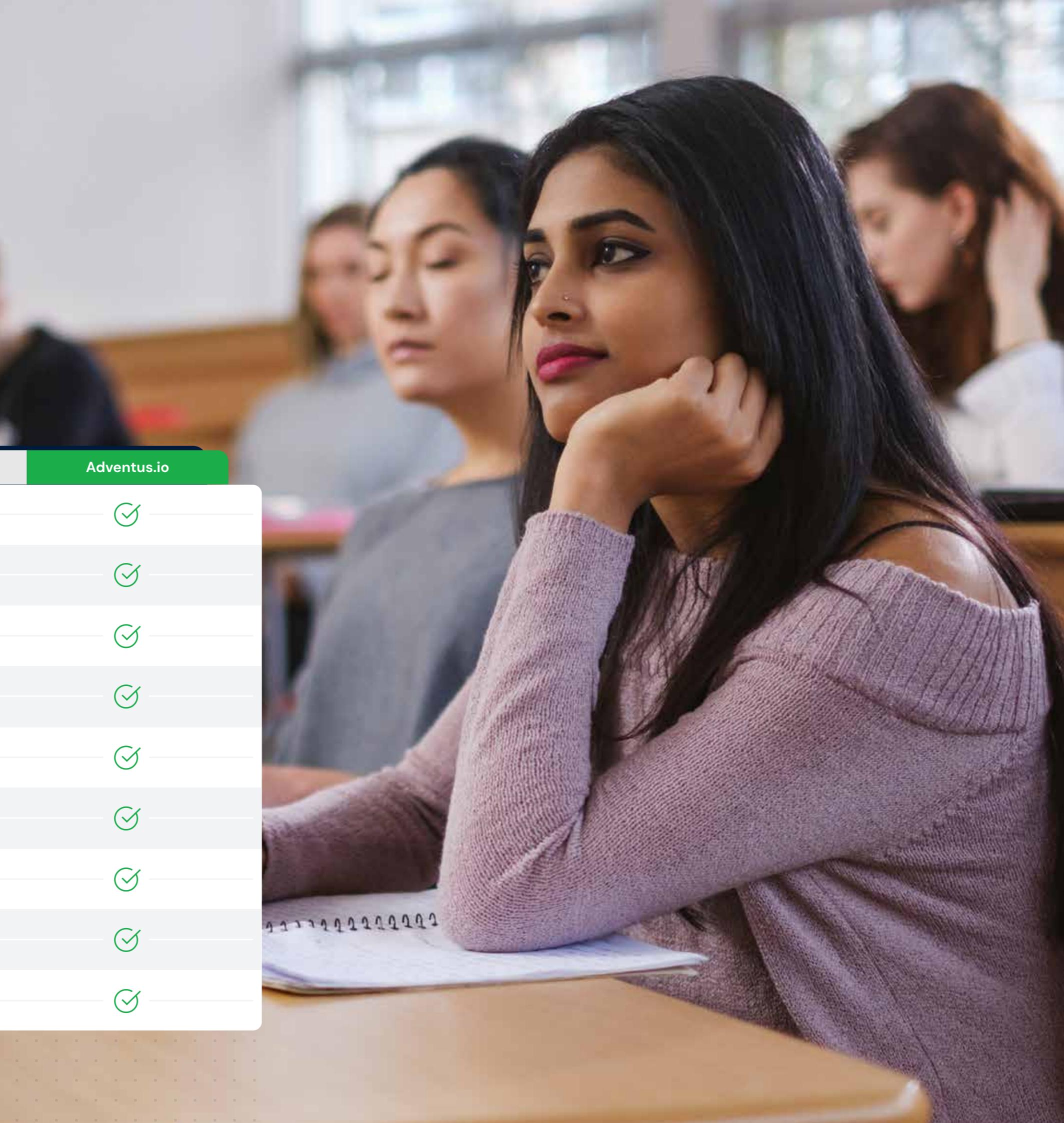
Our mission is to help students make confident study decisions through an integrated platform enabling greater choice and brighter futures.



# How we're different

Unlike master agents, at Adventus.io we are not driven by commission. Instead, we are a neutral marketplace empowering institutions with intelligent tools to match the right students to the right institutions, every time.

	Master Agents	Adventus.io
Process applications	✓	✓
Agent transparency	✗	✓
Channel management analytics	✗	✓
Quality checks and agent vetting	✗	✓
On/off platform marketing & engagement tools	✗	✓
Deep institution expertise	✗	✓
Key & emerging source markets	✗	✓
Data intelligence & market insights	✗	✓
Pass on 100% agent commission	✗	✓



# Adventus.io at a glance

 SOURCE REGIONS

**90%+**

offer rate and global visa success rate\*

**8,000+**

vetted recruitment agents globally

**3 million+**

searches conducted on our marketplace

**100,000+**

student applications since launch

**20+**

source regions

**300+**

team members

**80,000+**

courses listed

**1,600+**

partner institutions

\* Global averages based on January 2024 intakes



WHY PARTNER WITH US

## Quality assurance

Our high precision, triple-checking process relieves you of administrative burden by filtering out ineligible, fraudulent or incomplete applications.



APPLICATION CHECKS

DOCUMENT CHECKS

FINANCIAL CAPABILITY CHECKS

**90%+**

GLOBAL OFFER AND VISA SUCCESS RATE

### In-house quality assurance team

We combine industry leading technology with human expertise. Our team of 160+ admissions and visa specialists help you:

- Save valuable time and resources
- Minimise fraudulent applications
- Achieve your enrollment goals



*"We then started to work with Adventus.io, and they were able to lift those pressures from us and put in place that due diligence — that agent and student screening. Outsourcing some of this load to Adventus has been a big help."*

*– De Montfort University*



WHY PARTNER WITH US

# Global reach, instantly

Recruit at scale, with  
one point of contact



## Diversify your student body

- Reach 8,000+ vetted agents around the globe
- Access key and emerging source markets

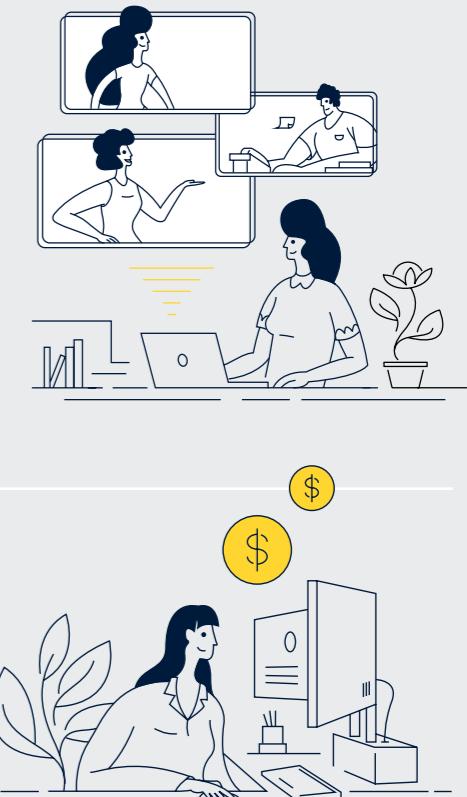


"WE ONLY HAD ABOUT SIX SRI LANKAN STUDENTS WHEN I STARTED WORKING WITH ADVENTUS.IO, AND WE'VE GOT MORE THAN 10X THAT RIGHT NOW."

- HUMBER COLLEGE

## Recruiter management made easy

- We manage your course inventory and field repetitive questions for you
- Reduce tedious admin and focus on value-adding activities



## Save on costs

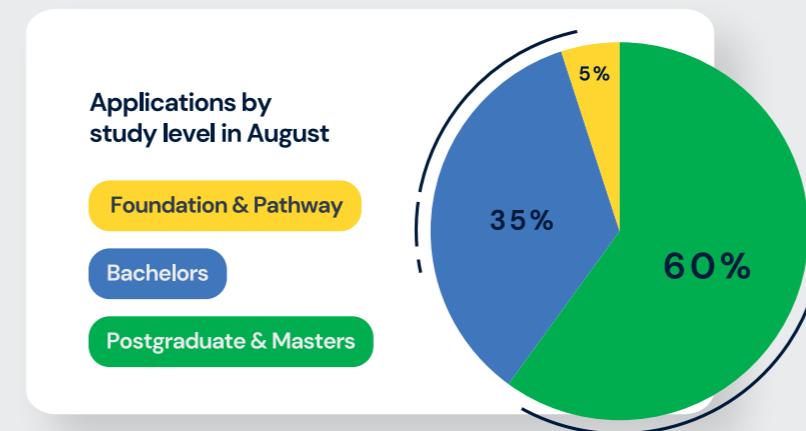
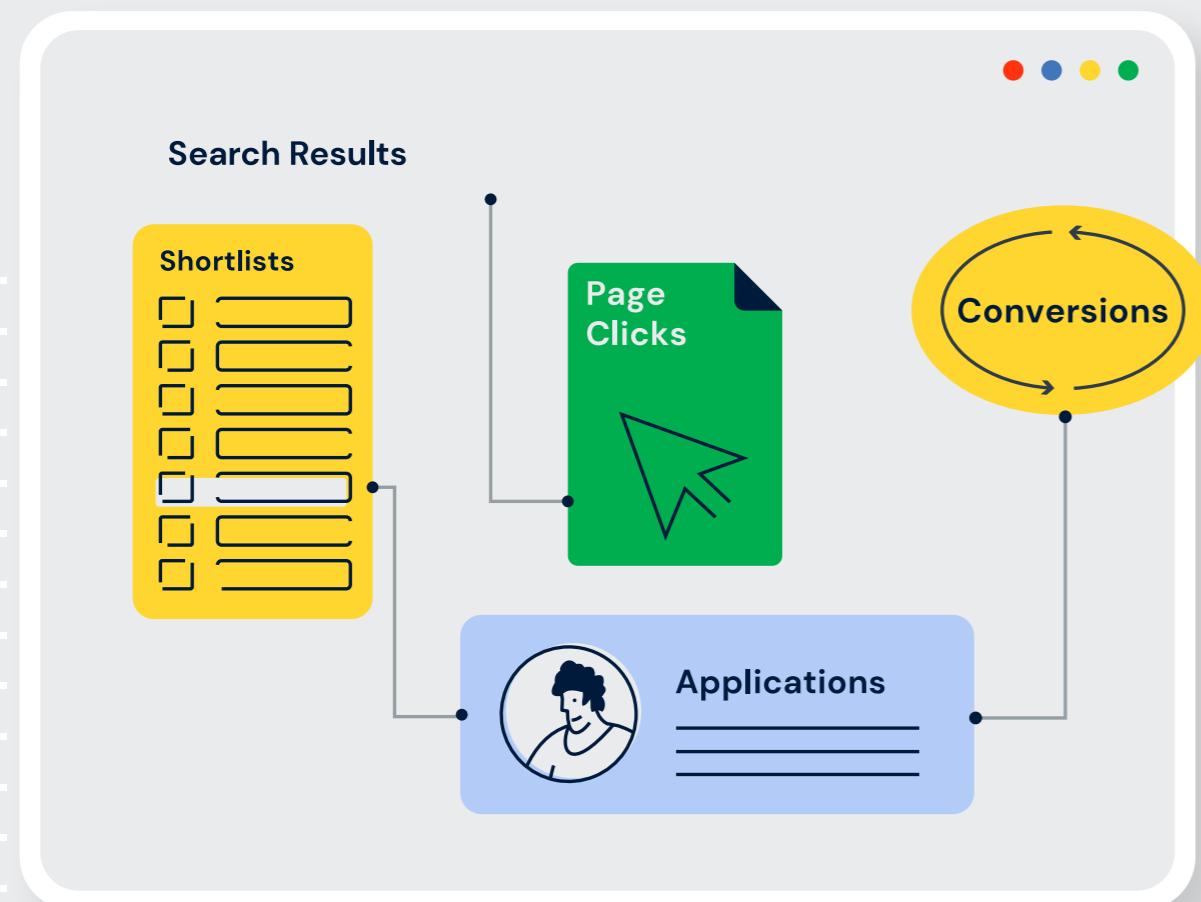
- No need for expensive travel expenses
- Scale quickly and efficiently



WHY PARTNER WITH US

# Comprehensive data reporting

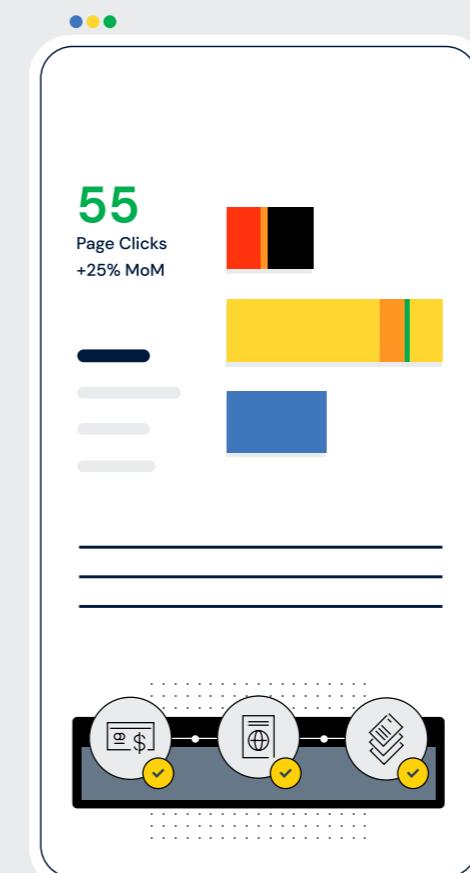
Knowledge is power — the more you know, the faster you can act



Get on the front foot by understanding how student flow might be changing

"WHAT ADVENTUS DATA HAS SHOWN US IS THAT FOR A STUDENT CONSIDERING DUNDEE, THEY MIGHT BE CHOOSING BETWEEN US AND A UNIVERSITY IN THE UK RATHER THAN OTHER SCOTTISH UNIVERSITIES. GEOGRAPHIC LOCATION MAY NOT BE AS BIG OF A FACTOR AS WE MIGHT HAVE CONSIDERED INTERNALLY"

- UNIVERSITY OF DUNDEE



Understand your funnel from views to save lists to applications

REAL TIME DATA COLLECTION

PERSONALISED ANALYTICS

TRANSPARENT REPORTING



*“Despite the COVID-19 situation, I’ve seen lots of applications come through the Adventus.io marketplace,” says Natchayaa Weerawat. “But I think the most important thing that I’ve seen significantly improve is diversity.”*



UNIVERSITY  
CANADA WEST



NATCHAYAA WEERAWAT,  
REGIONAL DIRECTOR, SOUTH  
ASIA AT UNIVERSITY CANADA  
WEST

*"There were fairly small numbers of students we actually couldn't offer a place to – which shows that Adventus.io understood our entry requirements and were submitting good quality applications," Caroline Berry says. "The conversion rate has also been impressive – nearly 30% – which is much higher than Dundee's global average."*



CAROLINE BERRY,  
STUDENT RECRUITMENT MANAGER AT  
UNIVERSITY OF DUNDEE



INTRODUCING

# Adventus **DRIVE**

Your force multiplier for international recruitment



ELEVATE



INFLUENCE



ANALYTICS



PREMIUM  
ANALYTICS

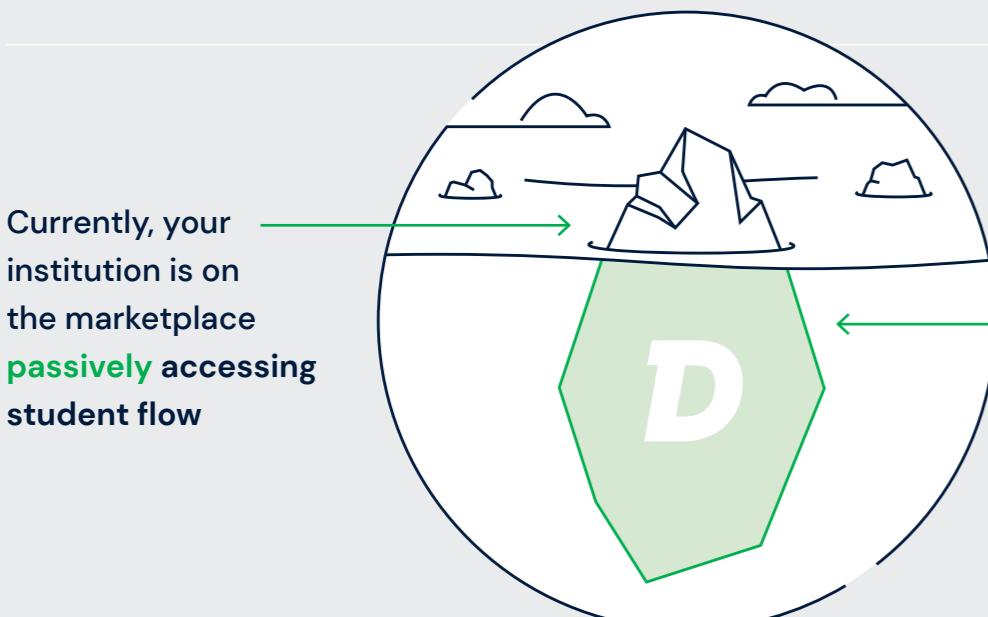


# Maximise your partnership with Adventus **DRIVE**

Our marketplace solutions work together to unlock potential in your student pipeline

-  Match your courses to relevant applicants and recruiters
-  Target your marketing on priority courses and regions
-  Market to a captive audience at the critical moments of decision-making
-  Analyse your performance and unlock insights

 Access Premium Analytics to inform your recruitment strategy



Currently, your institution is on the marketplace **passively** accessing student flow

Adventus **DRIVE** equips institutions with tools to **intelligently** influence the conversion pipeline, allowing you to capture more of this demand

Multiply your recruiting power at critical stages of the applicant decision process



## ELEVATE

-  Elevate your brand and courses to maximise relevant applications
- Search Advantage
- Guaranteed Match
- Institution Showcase
- Enhanced on-platform visibility

## INFLUENCE

-  Influence recruiters through efficient channel marketing
- Institution Spotlights
- Featured eDMs
- On-platform notifications and sponsored articles

## ANALYTICS

-  Analyse your performance and unlock insights
- Funnel Report
- Recruiter Ratings
- Applicant Pool Dashboard

UPGRADE

## PREMIUM ANALYTICS

360° insights to optimise performance at every stage



- Macro Insights
- Competitor Insights
- Agent Insights
- Student Insights

## Adventus **DRIVE**

# Elevate your brand



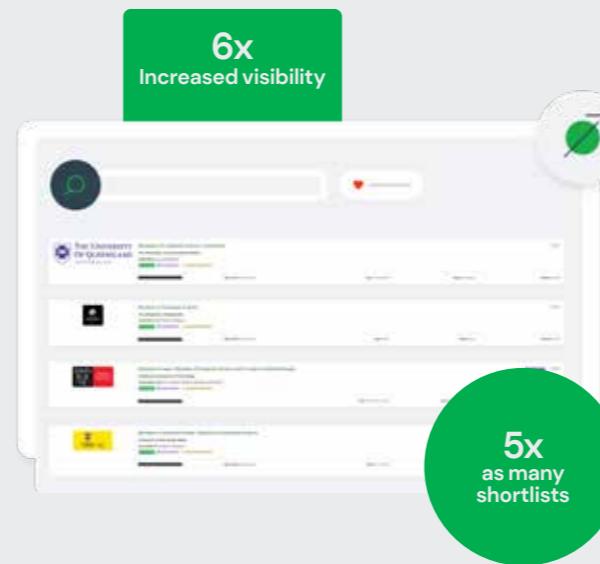
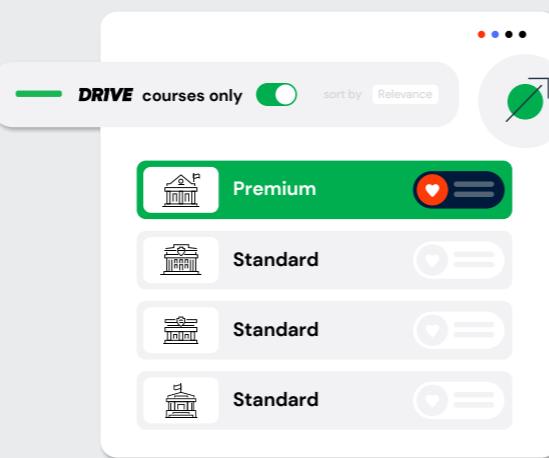
Promote your institution to a captive audience  
at the critical moments of decision-making



## Enhanced on-platform visibility

Get noticed by recruiter agents and students

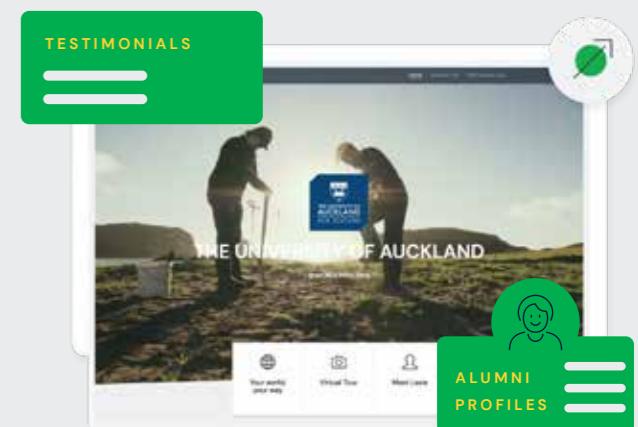
- Search prioritisation
- Premium course cards
- Drive filter for recruiter agents



## Search Advantage

Guaranteed placement on the first page of search results

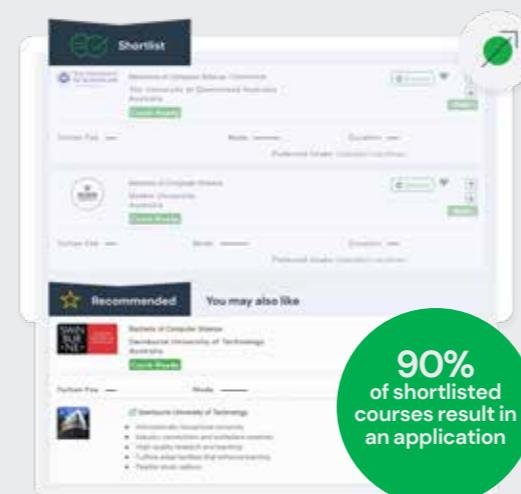
- Within top 20 search results
- Choose your target regions
- Complete campaign reporting



## Institution Showcase

Dedicated microsite to showcase your institution and gain more views

- Display your multimedia content
- Effective training tool for counsellors
- Performance tracking + campaign management



90%  
of shortlisted  
courses result in  
an application

## Guaranteed Match

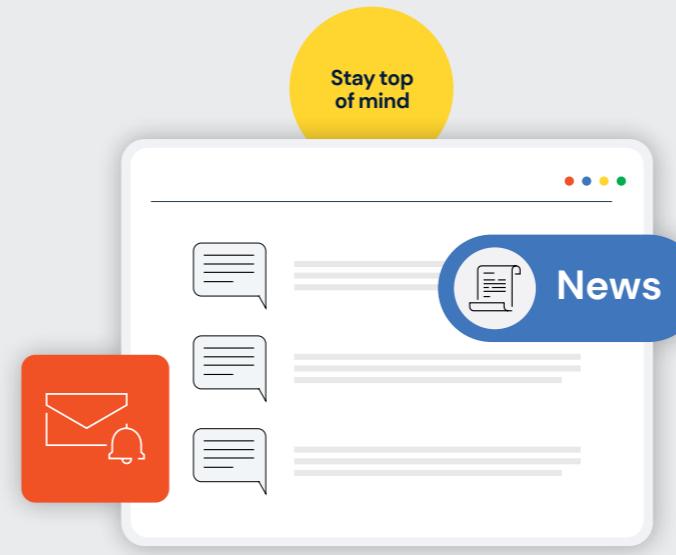
Promote your course in a student's saved list as a close match

- Target preferred source countries
- One promoted course at a time
- Track conversion from promotion to shortlist

Adventus **DRIVE**

## Influence channel partners at scale

Become top-of-mind when counsellors speak to their students



## On-platform notifications

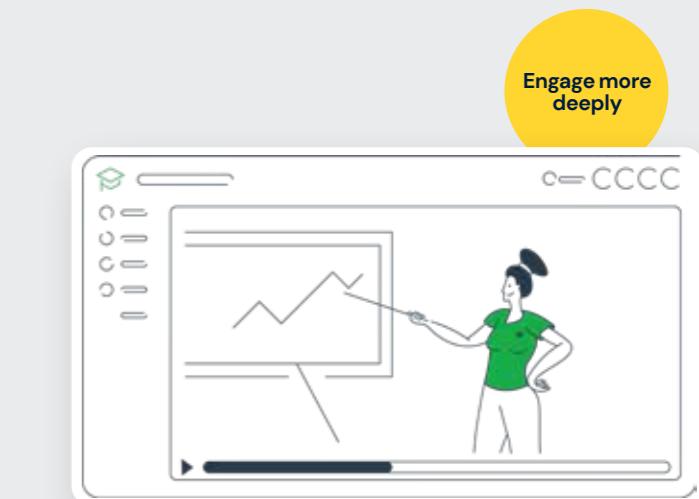
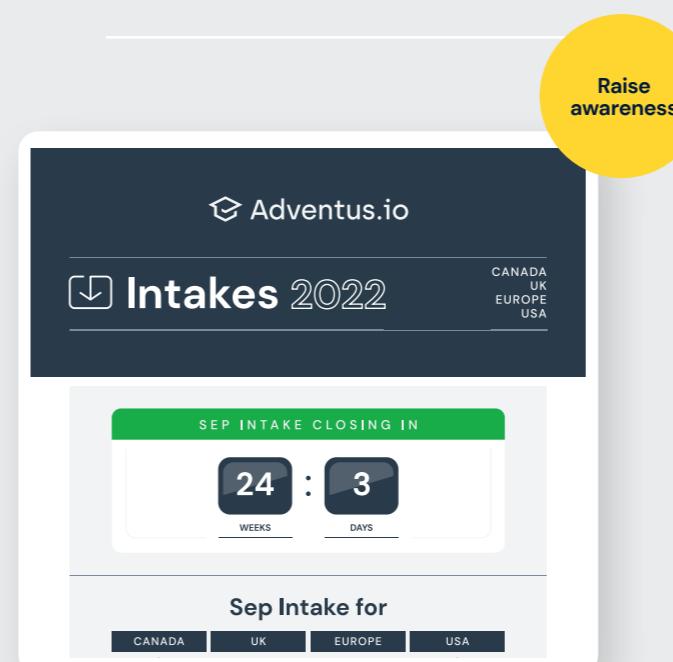
Send timely notifications to recruiters to capture attention

- Increase top of mind awareness
- Drive engagement and traffic
- Targeted messaging at key moments

## Institution Spotlight

Present to an engaged audience of recruiters in relevant markets

- An average of 100+ recruiters in attendance
- Target key markets of your choosing
- Recordings available for on-demand training



## Promotional EDMs

Leverage email marketing to keep your recruiters engaged and informed

- Drive visibility and awareness
- Reach recruiters in your target markets
- Distribute key information quickly

Adventus **DRIVE**

Analytics



Analyse your performance and unlock insights

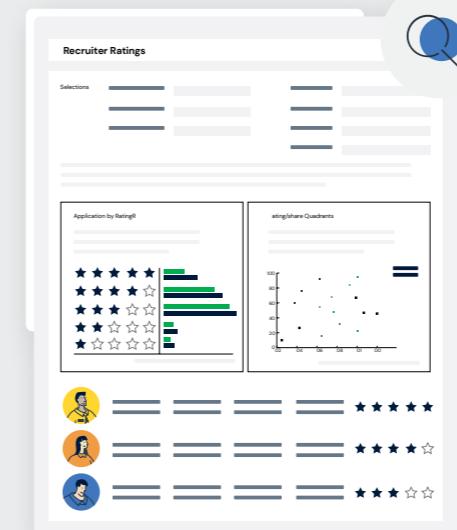
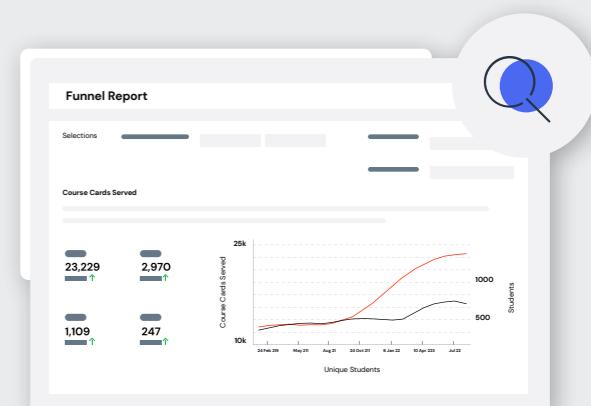


Let data-driven  
insights enhance  
your international  
student recruitment  
efforts.

## Funnel Report

Understand your institution's performance through different stages of a student's decision making journey

- Unveil your applicant funnel
- Benchmark against competitors
- Track course views to conversion



## Recruiter Ratings

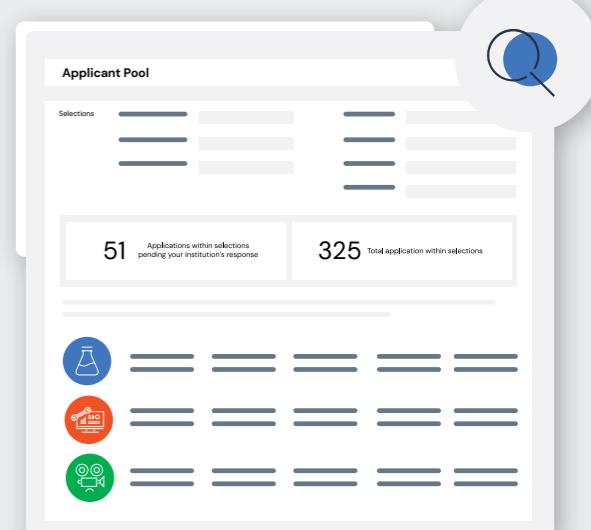
Uncover recruiter performance insights at both individual and comparative levels

- Application volume by agent
- Your share of agent penetration
- Recruiter star rating (function of volume, compliance and conversion)

## Applicant Pool Dashboard

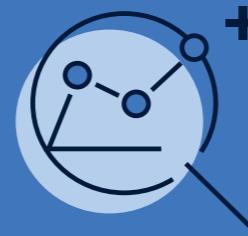
Real time access to student application lists, filtered by nationality, lodgement status and rankings

- Total applications per student
- Your rank on a student's shortlists
- Total offers issued to students



# Upgrade to Premium Analytics for full access to data intelligence

360° insights to optimise  
performance at every stage



## Competitor Insights

Compare your institution's performance to others and pinpoint where you're excelling and where you can grow

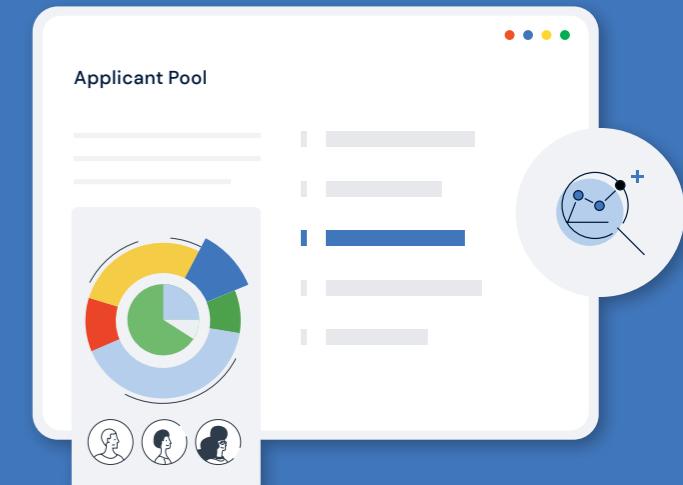
- Conversion benchmarking
- Commonly compared institutions
- Commonly compared courses



## Student Insights

Understand who your prospective students are and gain insights into their behaviour

- Applications to competitors
- Student's recruiter ratings
- Detailed demographics



## Market Insights

Access macro level data to understand the bigger picture

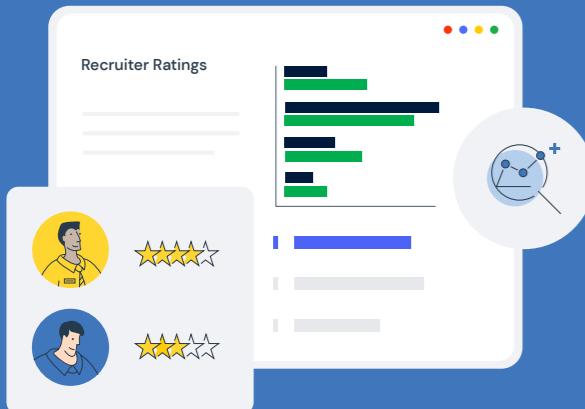
- Track demand trends
- Monitor precursors to applications
- Marketplace insights



## Agent Insights

Dig deep into data to understand how your recruiters are performing across regions

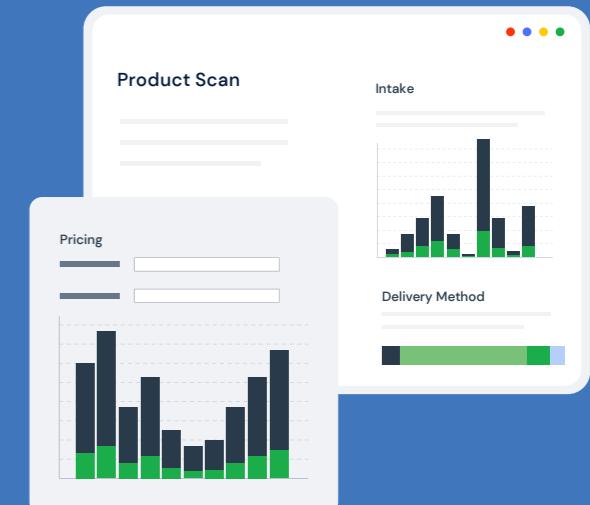
- Recruiter star rating
- Track offer success rate
- Student offer acceptance rate



## Product Scan

Compare your position in the market and where you stand with others

- Intake availability and interest
- Analyse competitor pricing structures
- Pinpoint areas of demand

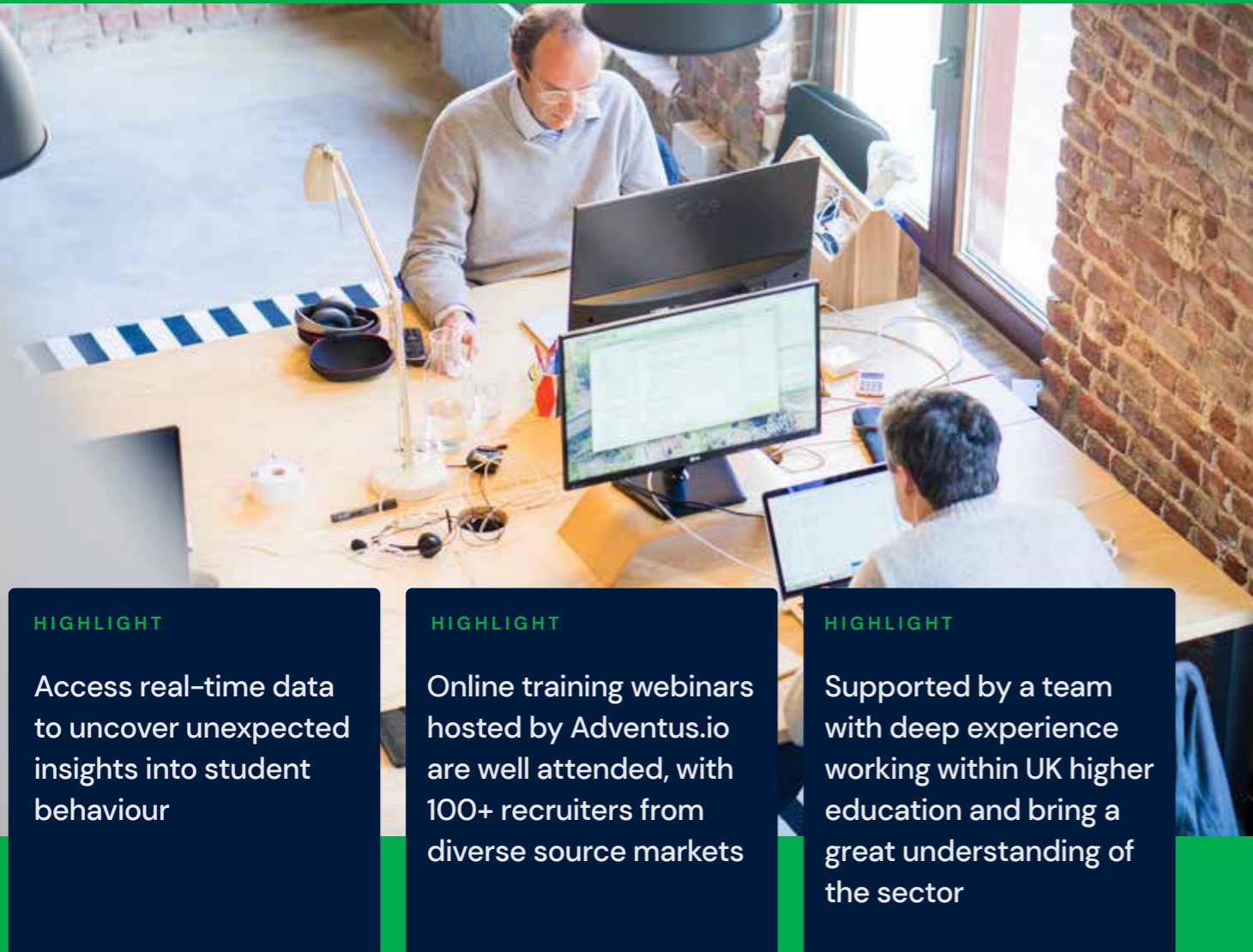


CUSTOMER CASE STUDIES



University  
of Dundee

## How Adventus.io is helping the University of Dundee uncover market insights



**HIGHLIGHT**  
Access real-time data to uncover unexpected insights into student behaviour

**HIGHLIGHT**  
Online training webinars hosted by Adventus.io are well attended, with 100+ recruiters from diverse source markets

**HIGHLIGHT**  
Supported by a team with deep experience working within UK higher education and bring a great understanding of the sector

### Challenge

Like many UK universities, Dundee has been swamped with high volumes of student applications. Unfortunately, with this rise in volume has come a rise in non-genuine or unsuitable student applications – creating a bottleneck for Dundee’s admissions team. Furthermore, as a mid-sized Scottish university, Dundee struggles with brand recognition, as even some people living in the South of UK have not heard of Dundee – both the city and the institution. Finally, the university lacks data to help position and market their courses to the right target audience.

### Solution

By partnering with Adventus.io, Dundee is reaching new markets and uncovering previously unknown competitor data and student trends. This allows Dundee to proactively plan for its student intakes and market their courses to the right audience.

*"We tend to compare ourselves a lot to other Scottish universities – but what some of the information has shown us is that a student might actually be choosing between Dundee and a university in London," says Student Recruitment Manager, Caroline Berry. "So, for a student, geographical location in the UK may not be such an important factor as perhaps we might consider internally."*

Furthermore, Caroline appreciates that many of the Adventus.io team have experience working within UK higher education and bring a deep understanding of the sector. *"They understand very well the kind of challenges and limitations that we might have – you don't have to explain yourself too much."*

This understanding comes in handy when partnering to run online events that promote Dundee’s courses to thousands of recruiters in the Adventus.io marketplace. Caroline says she’s reassured by the fact that Adventus.io only sends quality applications, easing the pressure on her team. *"They do quite a lot of initial filtering, so we're not just bombarded with stuff,"* she says.

### Outcome

Being a part of the Adventus.io marketplace has led to better quality and more diverse applicants for Dundee. The quality shows in the application-to-offer rate: 80% for Adventus.io applicants for the 2021/22 year. Caroline says offer-to-matriculation – is 30% – also higher than Dundee’s global average.

CUSTOMER CASE STUDIES



## The University of Canberra is overcoming recruitment challenges with Adventus.io



**HIGHLIGHT**  
Highly ranked young university but finds brand recognition a challenge

**HIGHLIGHT**  
Insights from *Drive* enables UC to take proactive action and get early feedback on whether something is working

**HIGHLIGHT**  
Surpassed 25 student acceptances with Adventus.io

### Challenge

The University of Canberra (UC) has a lot to offer international students: high rankings, ample work-integrated learning opportunities, and a safe and supportive community.

*"However, when it comes to competing for visibility, being a small university located in the ACT means being overshadowed by institutions in the metropolitan centers of Sydney and Melbourne,"* says Mike Ferguson, UC's Director, Global Student Recruitment.

*"In student surveys, we have very strong retention rates for international students – but the challenge for us is actually getting that story heard,"* he says.

### Solution

Looking to increase its brand recognition, UC subscribed to Adventus *Drive* to boost their brand visibility and global reach. The Adventus *Drive* analytics dashboard lets UC's recruitment team view key insights such as how their institution is performing compared to others, what other courses prospective students are considering, and rates of student enquiry to application.

*Drive* also enables greater interaction with Adventus.io's marketplace of 7000+ recruiters: UC can run webinars that reach 100+ recruiters at a time, develop a microsite to showcase everything it has to offer, and boost its courses in search results.

*"One of the main reasons that *Drive* was appealing to us was that it enables us to push some of our programs and get greater visibility and engage to a greater extent with the network,"* says Mike.

### Outcome

*"While other Australian institutions are still recovering from reopening borders, we've seen all the dials going the right way: increased interest, applications, enrollments,"* reflects Mike.

UC's deeper understanding of its recruitment pipeline and increased interaction with recruiters is netting results: the institution has now surpassed 25 student acceptances through Adventus.io.

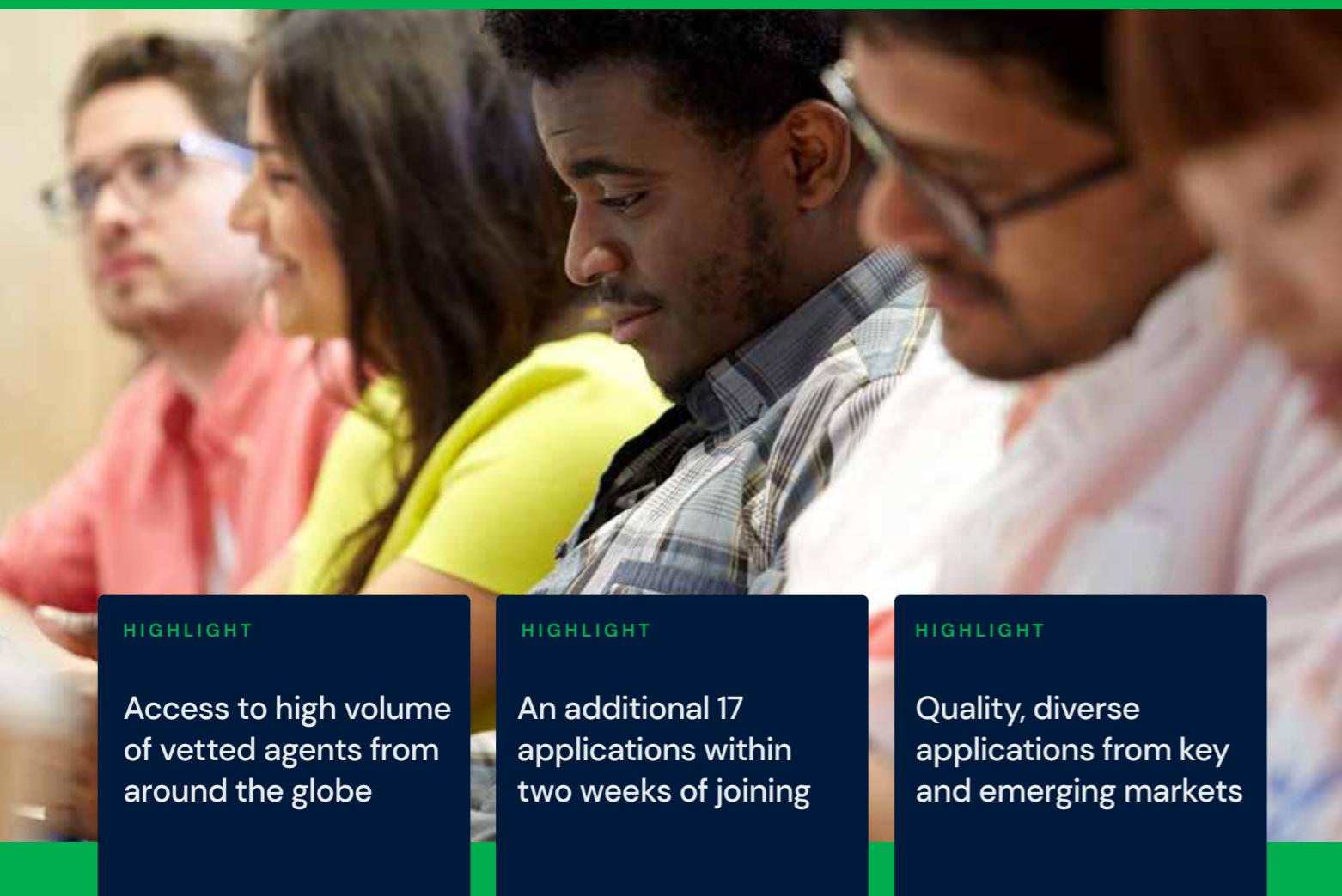
Mike says the partnership is helping the institution ensure sustainable post-pandemic growth.

*"Since adopting *Drive*, having Adventus.io's metrics at our fingertips has been invaluable for our recruitment team,"* he says.

CUSTOMER CASE STUDIES



## The University of Toledo is overcoming recruitment challenges with Adventus.io



A photograph showing a group of diverse students sitting together, looking at a screen or document. They are wearing casual clothing like t-shirts and button-down shirts. In the bottom left corner of the image, there are three dark blue rectangular boxes, each containing a "HIGHLIGHT" section.

- HIGHLIGHT**  
Access to high volume of vetted agents from around the globe
- HIGHLIGHT**  
An additional 17 applications within two weeks of joining
- HIGHLIGHT**  
Quality, diverse applications from key and emerging markets

### Challenge

Despite being ranked among the Times Higher Education's Top 100 in the United States, University of Toledo struggled to diversify its student cohort.

While the university ran campaigns in emerging regions through school tours and recruitment fairs, the outreach was expensive and failing to increase applications. The pandemic then made connecting face-to-face impossible.

*"When I came to UToledo, we had about 1,000 international undergraduates, but what I didn't realise was, out of this number, 756 of them were from Saudi Arabia,"* said Victor Finch, the Director of International Admissions at UToledo.

### Solution

Within just two weeks of trying Adventus.io, Victor saw immediate results for UToledo and started receiving a diverse range of quality applications.

*"The number one for me is applications, and that's exactly what I've got—within just two weeks, I'm already getting 17 applications," he said. "This surpasses a personal goal I set for myself where I was only expecting 5 applications."*

### Outcome

With Adventus.io, UToledo has visibility without ever having to leave the country. Partnering with Adventus.io means gaining access to vetted recruiter agents in both key and emerging source markets around the world.

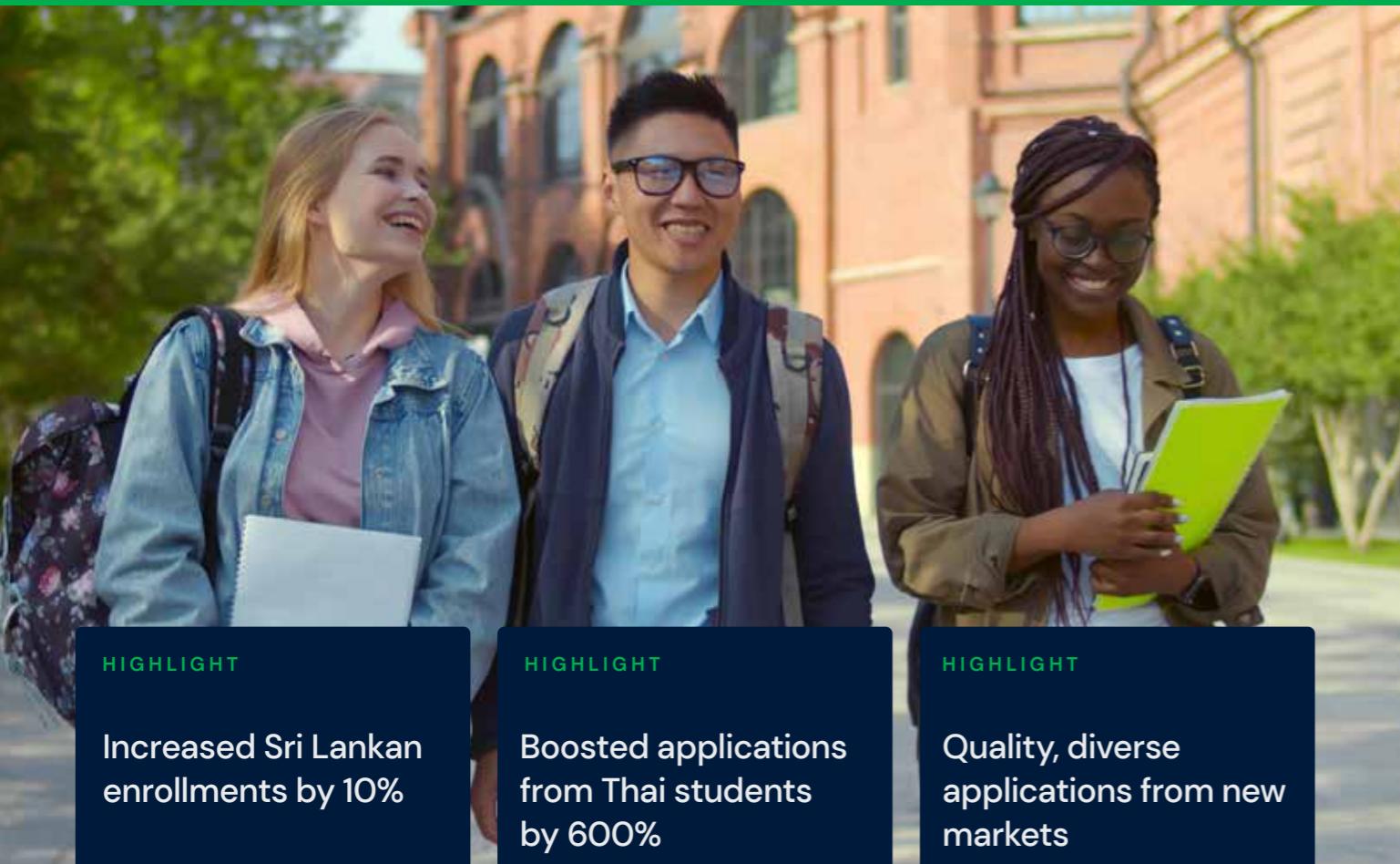
Not just that, through sponsored webinars, institutions like UToledo have direct access to agents to help increase loyalty and have recruiters actively recruit for the institution.

*"I wanted more access, and I feel like I got that. As we get out of these strange times we're in, there are a lot of marketing initiatives I feel I can do through Adventus.io—initiatives that are going to get to those agents who were previously hard to reach for me," said Victor.*

CUSTOMER CASE STUDIES



## Humber College is accessing new markets with Adventus.io



HIGHLIGHT

Increased Sri Lankan enrollments by 10%

HIGHLIGHT

Boosted applications from Thai students by 600%

HIGHLIGHT

Quality, diverse applications from new markets

### Challenge

Visibility isn't an issue at Humber, but attracting diverse applicants is. The diversity challenge was only made harder during the pandemic when university employees weren't able to travel to drive awareness overseas.

### Solution

Joining Adventus.io meant gaining access to a high volume of vetted recruiters who can act as representatives of Humber College. And applications from new areas started rolling in.

The partnership led to a 10% increase from Sri Lankan students and, although COVID-19 caused an initial slowdown, the Australian border closure has resulted in a boost of applications from Thai students by 600%.

*"We only had about six Sri Lankan students when I started working with Adventus.io," said Callum Sawatzky who leads International Recruitment at Humber College, "and we've got more than 10x than that right now."*

### Outcome

By having a presence within the Adventus.io marketplace, Humber College gains access to a plethora of agents in new and emerging source markets. With the ability to drive intakes in particular areas, diversifying the student cohort is simple and effective.

*"Our work with Adventus.io really put Humber on the map in Colombo, Sri Lanka," said Callum. "So that was the biggest benefit in how things started and we found Adventus.io to be a very trustworthy partner."*



## A team with deep institution expertise



**Chris Price**

SENIOR VICE PRESIDENT,  
PARTNERSHIPS (UK/EUROPE)

Chris brings 30+ years of international education marketing and recruitment experience. He worked at senior positions at the University of Westminster, University of West London, London Metropolitan University and Brunel University. He won multiple awards and served on the General Council of the EAIE.



**Gary Chia**

SENIOR DIRECTOR –  
PARTNERSHIPS (NORTH AMERICA)

Gary has 20 years of experience in the education sector having worked in roles across business development, partnerships, and operations at various institutions and education companies such as Coursera and Apollo Education Group.



**Suze Martin**

PARTNERSHIP DIRECTOR (UK/  
EUROPE)

Suze has been working in the higher ed sector for almost a decade, working in strategic operational roles as well as Partnership Development roles building helpful, trusted relationships with University partners at Hobsons and QS Enrolment Solutions, giving her a well rounded view of the industry.



**Siobhan Robinson**

PARTNERSHIP DIRECTOR (UK/  
EUROPE)

Siobhan has over 15 years experience in international higher ed, most recently as Deputy Director/Head of International Recruitment at Cardiff University. She also spent over 3 years on the BUILA Executive team representing the needs of UK HE sector, and worked with sector colleagues to develop and launch the UK Agent Framework.

**When you partner with Adventus, your dedicated Partnership Director will work with you every step of the way.**

JOIN OUR GLOBAL MARKETPLACE  
Trusted by 1,600+  
institutions globally



# Get in touch with us

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## North America

[napartnerships@adventus.io](mailto:napartnerships@adventus.io)

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videos and more

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