

CASE STUDY

Expanding Global Reach

How the University of Applied Sciences Upper Austria drives international enrollment through a data-driven digital partnership.





2,500+

Qualified Leads Generated

60+

Completed Applications via Apply

60+

Countries Represented

OVERVIEW

The University of Applied Sciences Upper Austria is one of Austria's leading institutions for applied sciences, operating across four campuses with a broad portfolio of programs. The university welcomes students from over 60 countries. **Since 2021, it has partnered with Keystone Education Group to scale its international student recruitment.**

THE CHALLENGE

The university needed to expand its digital reach, attract a higher volume of qualified applicants from diverse global markets, and support prospective students through the entire application process to improve conversion rates.

THE SOLUTION

Keystone Listing - Programs presented to a global audience, increasing visibility across diverse regions.

Keystone Apply - End-to-end support guiding prospective students through the application journey from inquiry to submission.

SPOTLIGHT: KEYSTONE APPLY

Keystone Apply goes beyond lead generation, providing end-to-end applicant support so students complete their applications rather than drop off mid-process. This translated directly into measurable enrolment outcomes for the university.

KEY RESULTS

- **2,500+ qualified leads** in the most recent application period
- **60+ completed applications via Keystone Apply** in one cycle
- Students from **60+ countries**, supporting diversification goals
- **Detailed performance metrics** and market trend data via regular review meetings
- **Data-driven** refinement of recruitment strategy
- **Seamless, proactive partnership** with responsive account support

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The results we've seen through our partnership with Keystone speak for themselves. Everyone is incredibly dedicated and responsive. They understand our processes, respect our internal guidelines, and work with us in a way that feels seamless and proactive.

"We are really proud to see that students from over 60 countries are engaged and finding their path to education through Keystone's platforms.

Cara Jana Kirchof, University of Applied Sciences Upper Austria



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