

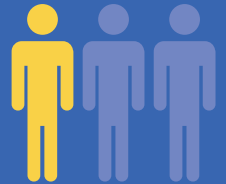
# EDUCATION MARKET TRENDS

The web is crucial for those in search of an education



## VIDEO INSIGHTS

1 in 3 STUDENTS



use video to research schools. Their #1 activity is campus video tours.



Video is the #1 most influential source in changing perceptions

Source: Compete, Inc., Custom US Education Study, Q3 2012.

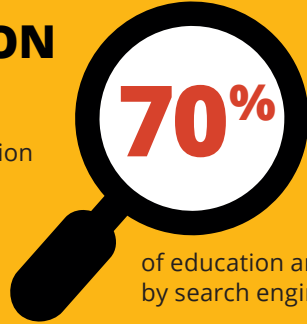


## PATH TO CONVERSION



year over year growth in education referred by search engines

Source: Engaging the EDUsearcher, 2011

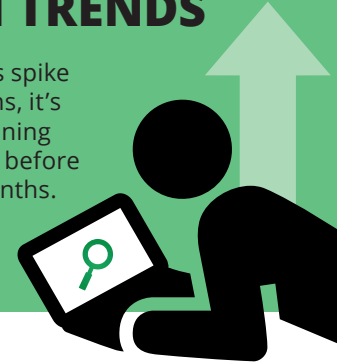


of education are referred by search engines

## SEARCH TRENDS

Because queries spike in the fall months, it's key to start planning campaigns in or before the summer months.

Source: Google Internal Data for 2013



## MOBILE INSIGHTS

Top 3 activities done on smartphones for education research



Visit a school website



Use search engines to look up schools



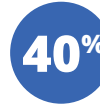
Compare schools

Source: Google & Nielsen Mobile US Education Research, Q3, 2012 - Q1 2013.

## CONSUMER INSIGHTS



Say a school's name and reputation are important in deciding where to apply.



Unique visitors to education sites grew 40% year over year.



Total education queries grew 33% year over year.

Source: Google & Compete, Inc "Engaging with the EDUsearcher in a New Reality" March 2011



47%

of students are using a

**SMART PHONE**

to research where to get their education

Source: Google & Nielsen Mobile US Education Research, Q3 2012 - Q1 2013

## BEST PRACTICES

1. **YouTube** - Tell your story through sight, sound and motion
2. **Call Extensions** - Make your phone ring during business hours from search
3. **Conversions Tracking** - Better understand important actions
4. **Call-to-action** - Give students a specific direction with ad your creative
4. **Remarketing** - Build loyalty and increase returning prospective students
6. **Display** - Influence students as they do research around the web

Best practices from Google's Education experts

## GOOGLE SOLUTIONS DRIVE RESULTS



Capture consumer demand



Tell your story



Across all screens



Simple and easy to use

