

# Fourteen applications in five months for University Centre of Westfjords

## CUSTOMER

University Centre of the Westfjords

## LOCATION

Ísafjörður, Iceland

## STATUS

Customer since 2008

## PRODUCTS USED

- Apply
- Connect
- Geotargeting
- Listings

University Centre of the Westfjords, situated in Iceland, offers Master's programs in Marine Coastal and Marine Management, and Coastal Communities and Regional Development.

It is a non-profit organization established in March 2005. It has 40 founding members, including all of the country's institutions of higher education.

## LISTINGS

The University has signed up for a number of Keystone products, such as promoting their Master's programs on our listings sites - which includes masterstudies.com.

From January to June 2022, our promotional listings generated more than 230,000 impressions, leading to 164 click-throughs direct to University Centre of the Westfjords' website, and amounting to 414 click-throughs in the past year in total.

Through our geo-boosting product, the university has also been able to target specific geographical markets where they want to boost their student recruitment.

In recent months, University Centre of the Westfjords has been particularly interested in receiving qualified leads from European and North American prospective students. Keystone has then been able to focus marketing efforts to students searching from these areas.

## HIGH NUMBERS OF MONTHLY LEADS GENERATED

The University has also utilized our Apply product, with our Keystone teams generating on average 46 qualified leads per month from January 2022 to June 2022 - or 217 overall in the six month period, or has 562 in the past year. This has culminated in 14 applications being submitted to the university between January and May 2022.

Through using a number of our core products, University Centre of the Westfjords has been able to extensively promote its programs to new students across the world.

Find out more at:  
**KEG.COM**



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APPLICATIONS IN  
FIVE MONTHS



**46**  
AVERAGE LEADS  
PER MONTH



**230,000**  
ONLINE  
IMPRESSIONS



**414**  
DIRECT CLICK  
THROUGHGS



KEYSTONE  
PARTNER SINCE  
**2008**