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Driving high-intent prospective student traffic through FindAMasters.

CASE STUDY:

Client: Kings College London

Objective: Increase awareness, course consideration and qualified postgraduate enquiries for King's through FindAMasters.

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King's partnered with FindAMasters to expand its reach beyond owned channels and connect with prospective students actively researching courses and events.

By combining course, faculty, event, and institutional visibility, King's built a full funnel presence that supported discovery through to enquiry.

Campaign Performance: (Oct 2025 – Jan 2026)
Total referrals delivered: 44,500+

- Featured Programmes – 27,986 referrals
- Department Profiles – 7,025 referrals
- Institution Profile – 3,968 referrals
- Event listings – 3,506 referrals
- Standard Programmes – 2,247 referrals

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Impact:

Featured Programmes and Department Profiles drove the majority of traffic, demonstrating strong student engagement with detailed academic content. Event listings engaged users who were actively looking for event information, while the Institution Profile provided essential context for decision making.

Together, these placements delivered consistent, quality traffic across every stage of the student recruitment journey.

KING'S
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"Our partnership with FindAMasters has been highly valuable for King's. The platform has enabled us to reach prospective students who are actively exploring postgraduate study, delivering strong engagement across our programmes, departments, events, and institutional profile.

A standout aspect of the partnership has been the excellent account management support. Our Account Manager has been proactive, responsive, and genuinely committed to helping us maximise our presence and performance.
We're very pleased with the results and the collaborative relationship we've developed."

Davida O'Neale (Marketing Manager - Paid Media)

If you are interested in advertising with us please get in touch

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