

# Unifrog insights: What drives students' decision making on international pathways

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## WHO WE ARE

Unifrog is the **universal destinations platform**.

Our platform helps students with the **whole progression process** – from exploring interests, to recording skills and activities, finding global opportunities, and crafting applications.



**3,600+**

partner schools,  
including 900  
international schools



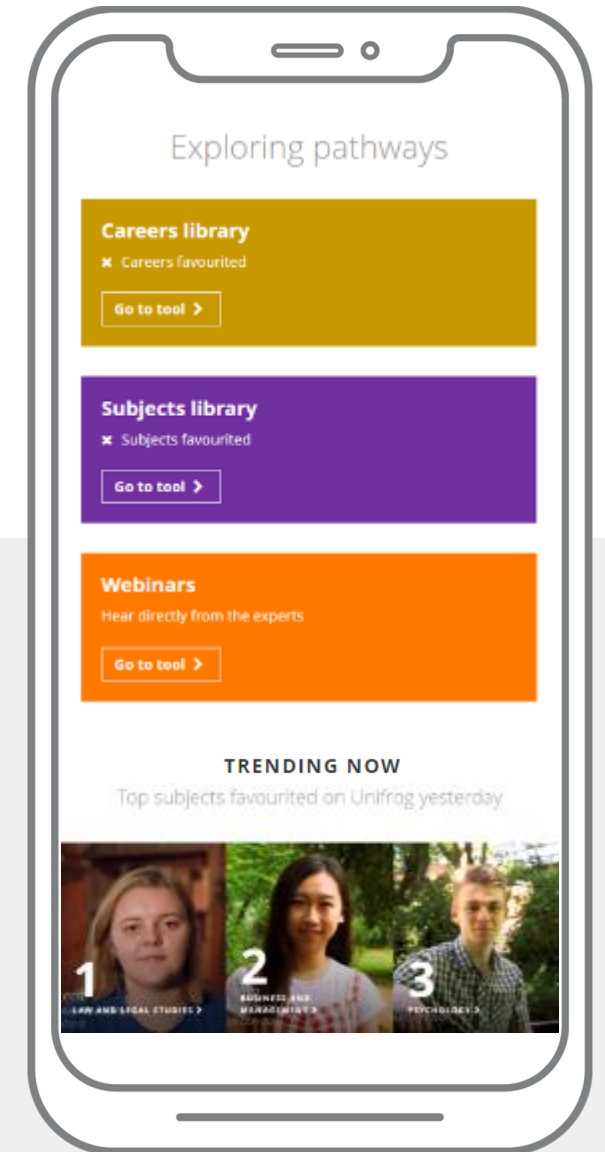
**1.7 million**

active students  
worldwide using the  
Unifrog platform



**150+**

Unifrog partner  
universities around the  
world



# APPETITE FOR STUDYING ABROAD



**120,000+**

UK students using  
Unifrog's **international**  
search engines



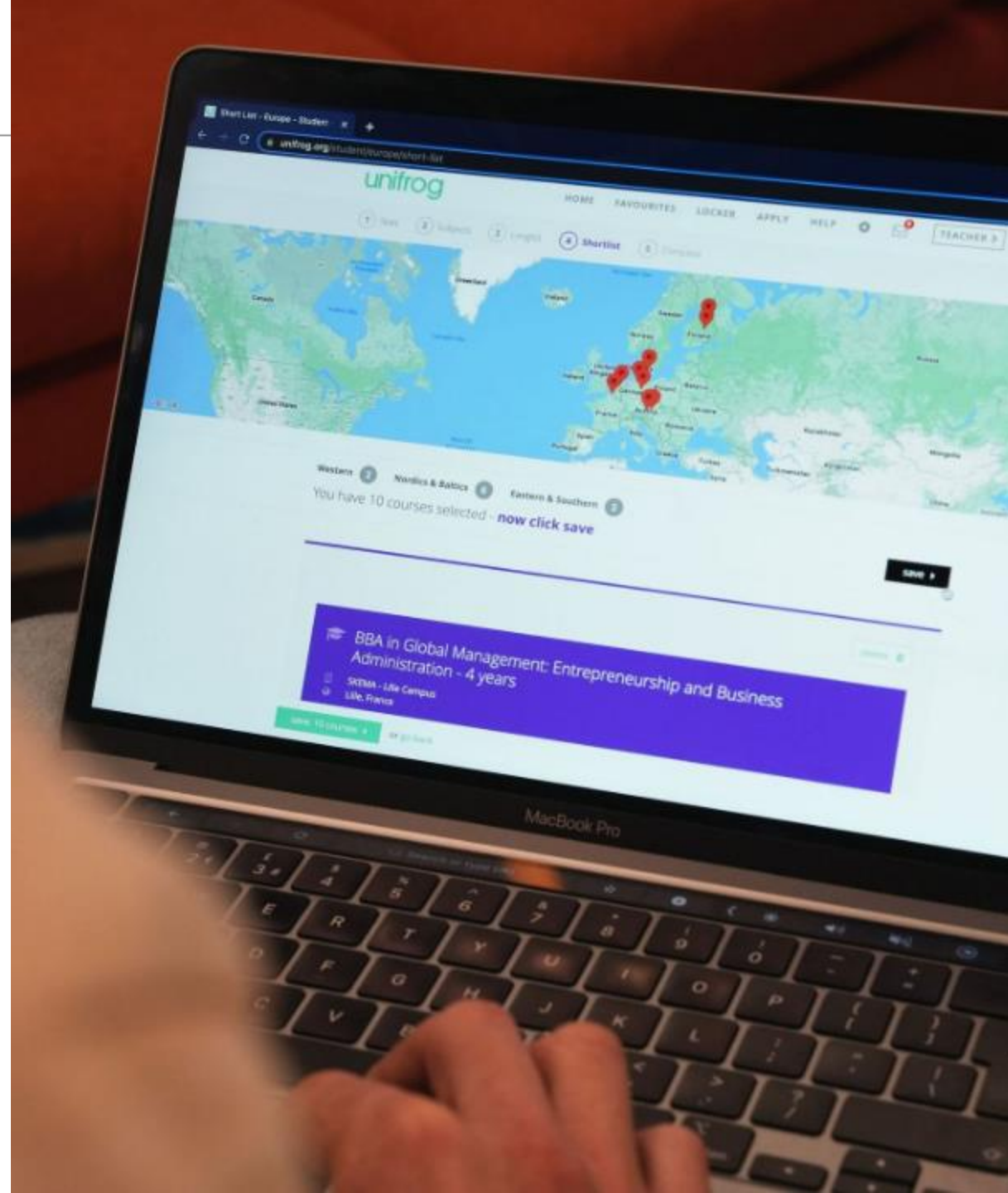
**86%**

UK students express  
**interest in studying**  
abroad



**87,000+**

documents sent via our  
**Common App** and **Parchment**  
integrations in 2023



## WHAT OUR PARTNERS SAY

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I recently switched platforms for document sending, and have found Unifrog's **Common App integration** very easy to use. The colour coding traffic light system is very clear, and the **Parchment integration as a catch-all for almost all other universities** works without any difficulties."

Jason Mungles, Head of University & Careers Guidance,  
Sotogrande International School, Spain

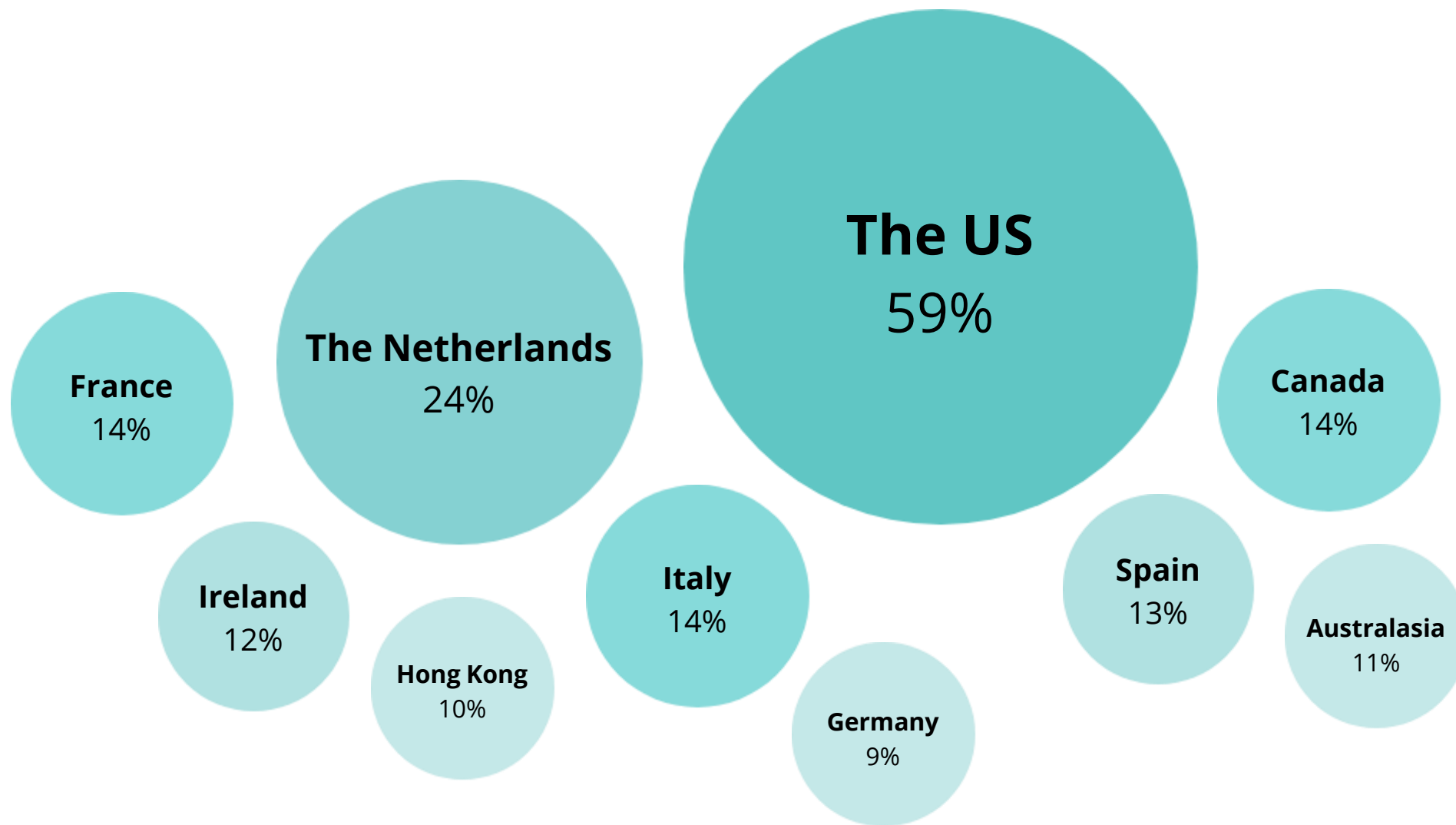


# Kahoot!

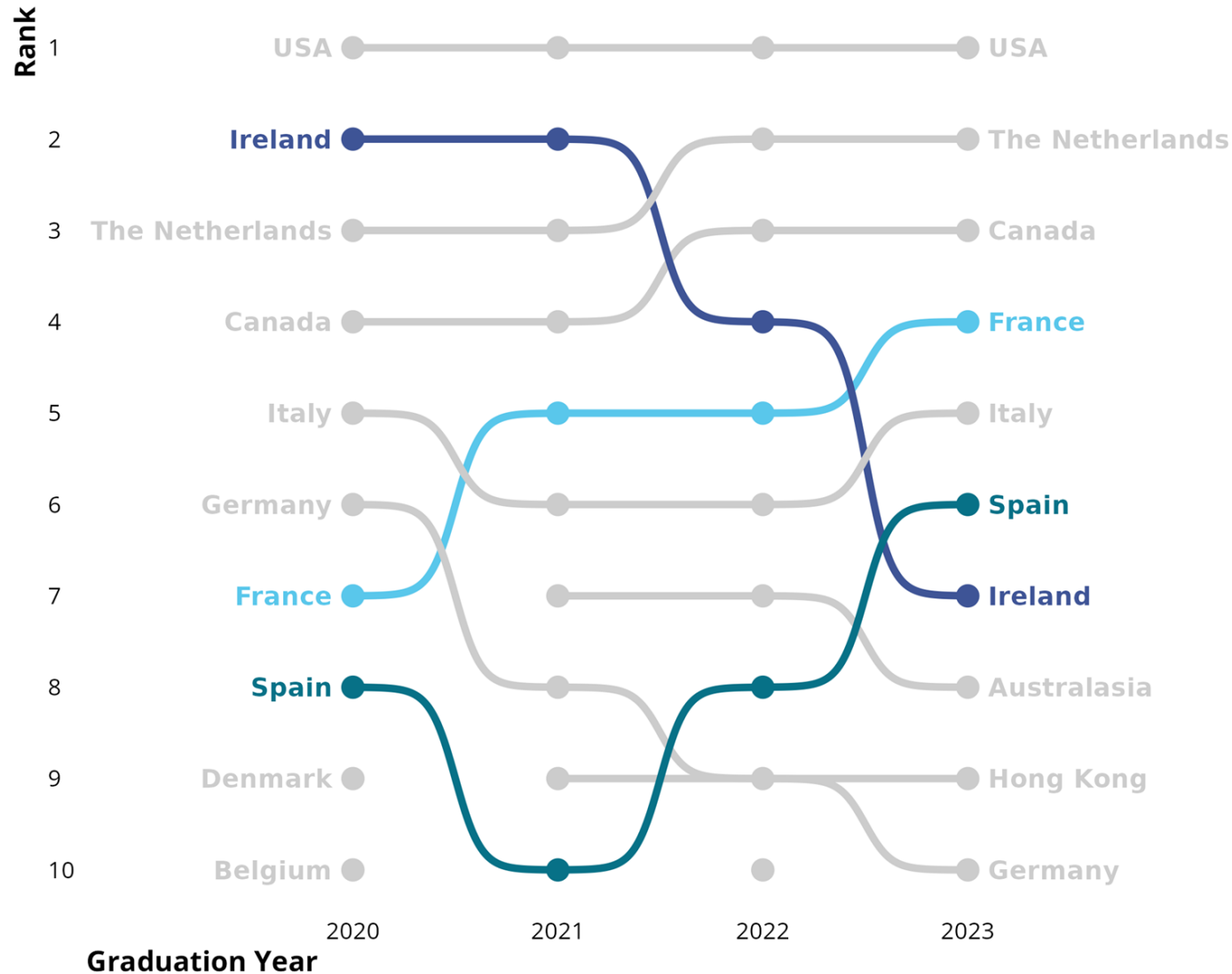


## DATA DEEP DIVE: WHICH **DESTINATIONS** ARE STUDENTS MOST INTERESTED IN?

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## DATA DEEP DIVE: HOW HAVE **COUNTRIES' POPULARITY RANKINGS CHANGED** OVER TIME?



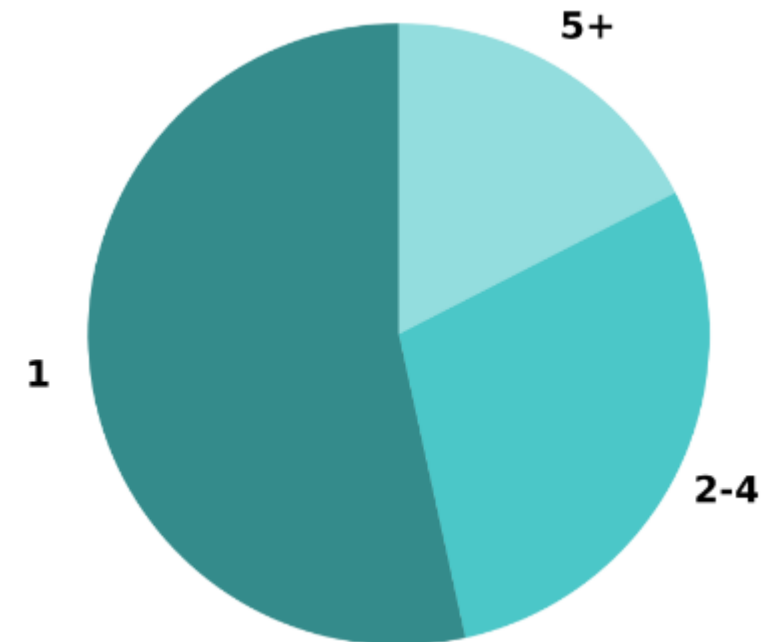
- The top 10 shortlisted countries have **remained relatively stable** over the past four cycles.
- **The US** is consistently ranked #1 for shortlisted countries.
- **Ireland's** ranking dropped to #7 last year.
- **France and Spain** are climbing the ranks in relative popularity.

## DATA DEEP DIVE: ARE STUDENTS KEEPING AN **OPEN MIND**?

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- The majority of students (53%) are **only considering one country**.
- Another 29% of students are shortlisting opportunities in two to four countries.
- There is scope for teachers to **encourage diversity of research** for international universities.

Number of unique countries  
shortlisted by students





## DATA DEEP DIVE: WHAT ARE THE **MOST POPULAR COMBINATIONS** OF COUNTRIES?

**1 The US and Canada** 

**2 The US and Ireland** 

**3 The US and Australia** 

**4 The US and the Netherlands** 

Searching for opportunities

US universities

Start >

European universities

Start >

Canadian universities (0 shortlists)

Start >

Australasian unis

Start >

MidEast & Africa unis

Start >

Irish universities

Start >


## DATA DEEP DIVE: WHERE ARE **INTERNATIONAL STUDENTS** INTERESTED IN?

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### International students

- 1  University of Toronto
- 2  University of British Columbia
- 3 University of Groningen
- 4 University of Hong Kong
- 5 University of Amsterdam
- 6 University of Sydney
- 7 Stanford University
- 8 Trinity College Dublin
- 9 New York University
- 10 Vrije Universiteit Amsterdam

### UK students

- 1 Harvard University
- 2 Yale University
- 3 Stanford University
- 4 Trinity College Dublin
- 5 Columbia University
- 6 New York University
- 7 University College Dublin
- 8 The American University of Paris
- 9 University of Groningen
- 10  University of Toronto


DATA DEEP DIVE: WHERE ARE **INTERNATIONAL STUDENTS** INTERESTED IN?

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**International students**

- |    |   |                                |
|----|---|--------------------------------|
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| 4  |   | University of Hong Kong        |
| 5  |    | University of Amsterdam        |
| 6  |   | University of Sydney           |
| 7  |   | Stanford University            |
| 8  |   | Trinity College Dublin         |
| 9  |   | New York University            |
| 10 |  | Vrije Universiteit Amsterdam   |





**UK students**

- |    |   |                                  |
|----|---|----------------------------------|
| 1  |   | Harvard University               |
| 2  |   | Yale University                  |
| 3  |   | Stanford University              |
| 4  |   | Trinity College Dublin           |
| 5  |   | Columbia University              |
| 6  |   | New York University              |
| 7  |   | University College Dublin        |
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# Demo of the platform

## KEY TAKEAWAYS FROM OUR DATA DEEP DIVE

### What's in a name?

Prestige of university was only ranked 6th, but many UK students are focused on highly-ranked US universities.

### Look closer to home

Staying near family and friends is the top barrier to studying abroad: encourage exploring Europe.

### Get familiar with Common App

Understand the requirements and document-sending processes.

### Keep an open mind

Inspire students to shortlist more opportunities in multiple destinations in order to better compare them.

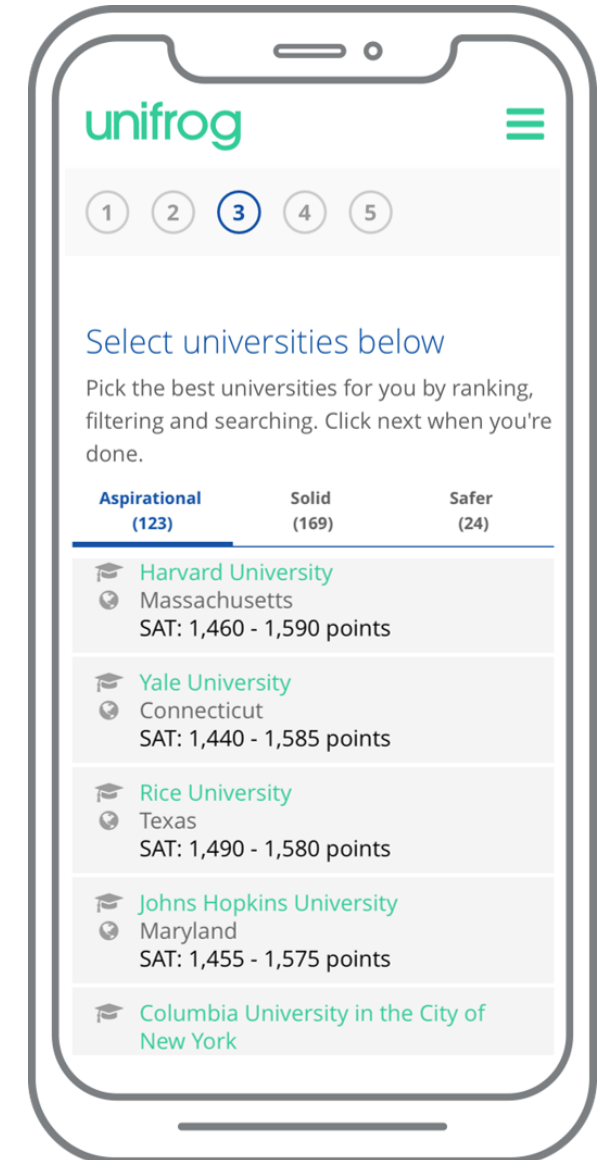
### Track destinations

The more accurate alumni destinations data you keep, the better you can support future cohorts.



### For students

- Comprehensive international university **search tools**
- Know-how **articles and videos**
- **Webinars** hosted by global universities
- Purpose-built tools to craft **Common App essays**
- **Unifrog International University Fair** (13 June 2024)



## For teachers and advisors

- Resources on **global application systems**
- Integrated **document sending** – Common App and Parchment
- Careers Year Plan: **plug-and-play lessons** on studying abroad
- **Networking** opportunities with global universities





## NEXT STEPS

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- ✓ **Boost students' self-awareness by exploring interests and skills**  
Start with Unifrog's free psychometric testing quizzes!
- ✓ **Record activities, both academic and extracurricular**  
A holistic application is especially important for US institutions
- ✓ **Check out resources and events on Unifrog**  
Sign up to the Unifrog International University Fair on 13 June
- ✓ **Get students to start shortlisting opportunities**  
The more they engage, the more tailored opportunities and guidance can be
- ✓ **Run this free lesson with your students**  
We'll share the lesson with you via email!



GET IN TOUCH



Get in touch to learn more about how Unifrog can support you and your students.



**Jacob Lovick**  
Area Manager



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