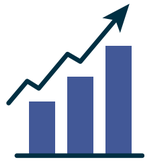
collegedunia.com

BRANDING KIT

2023-24

collegedunia.com

Collegedunia is a leading search portal for higher education in India and Abroad. We curate extensive information on colleges, courses, exam and make it easily accessible. Our proficient counselling team supports students throughout the admission process. Collegedunia is among the **top 100 websites in India**.

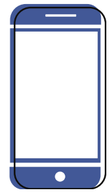


600M+

Total Visiters

450M+

Unique Visiters



5,00,000+

App downloads

2000+

Clients PAN India

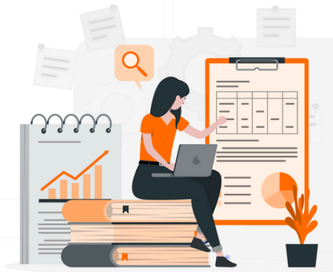
18 to 24 years

Average age group

5,00,000+

Authentic Reviews

STUDENT JOURNEY



1

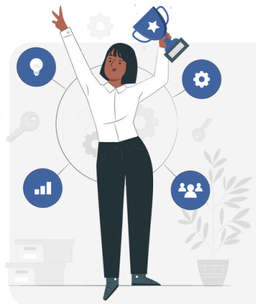
- EXAMS
- COURSES

2

- REVIEW
- HOSTEL
- FEE
- FACULTY
- ELIGIBILITY

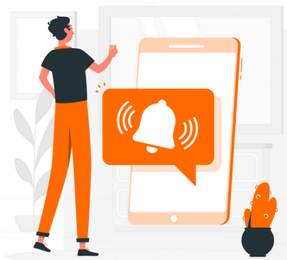
3

- EDUCATION LOAN
- COUNSELLING



4

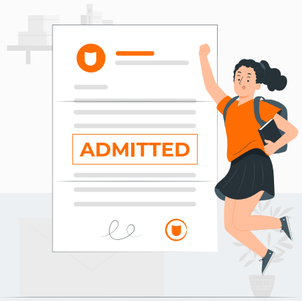
- RANK PREDICTOR
- CUTOFF
- EXAMINATION TIPS



5

- NOTIFICATION
- ONLINE PAYMENT

INSTITUTION OFFERINGS



Leads & Admissions

High Intent traffic from age group of 18-24

Networking Events

Stay up-to-date with the industry, share best practices

Counselling

With a dedicated calling team, we help you **pitch your institution** in multiple languages

Branding

Enhanced Digital visibility to closely **600M+ yearly visitors.**

Digital Agency

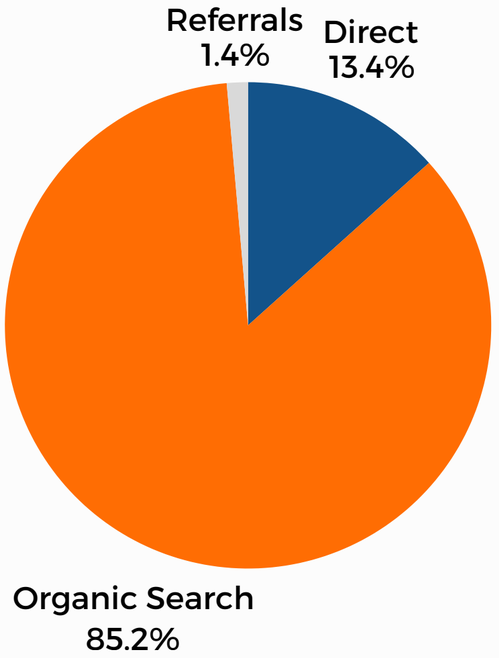
Top your **SEO searches** for organic traffic

Counselling

Help you increase your **conversions**

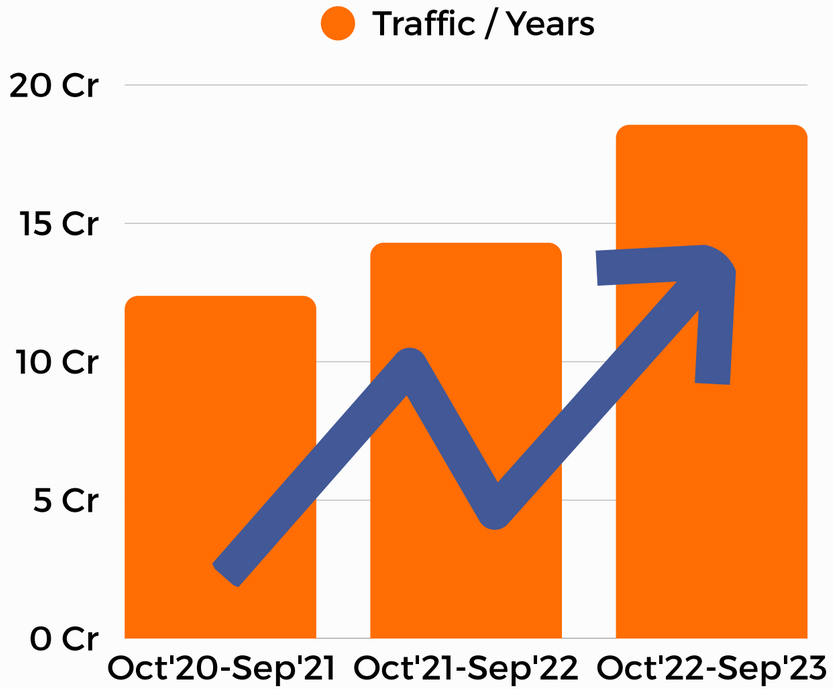
COLLEGEDUNIA TRAFFIC- I

TRAFFIC TYPE



Collegedunia's **leading Search-Engine-Optimisation (SEO)** and **credibility** with Students is reflected in the **85% of Traffic** coming from Organic Searches.

YEARLY TRAFFIC GROWTH



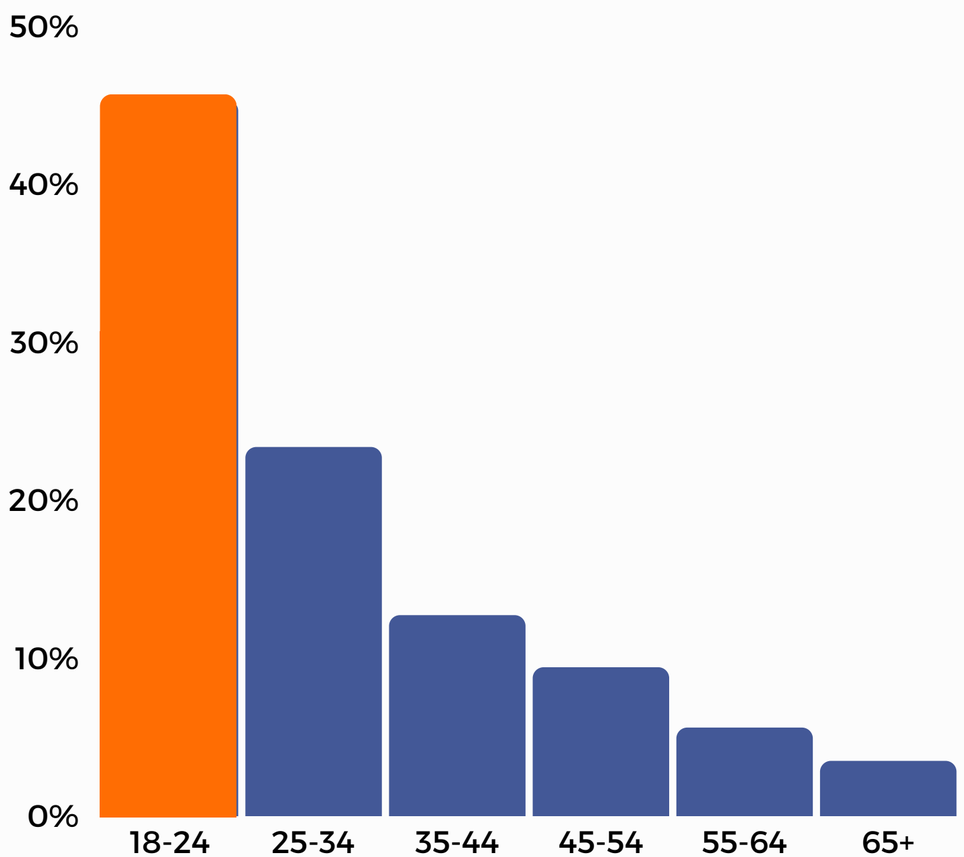
We have seen an average **traffic growth** of over **20%** Year on Year. This leads to a greater number of Leads being generated.

COLLEGEDUNIA TRAFFIC - II

AGE & GENDER DEMOGRAPHICS

Our website has **High Intent Traffic**, the majority coming from Student Age Groups of 18-24.

59.82%



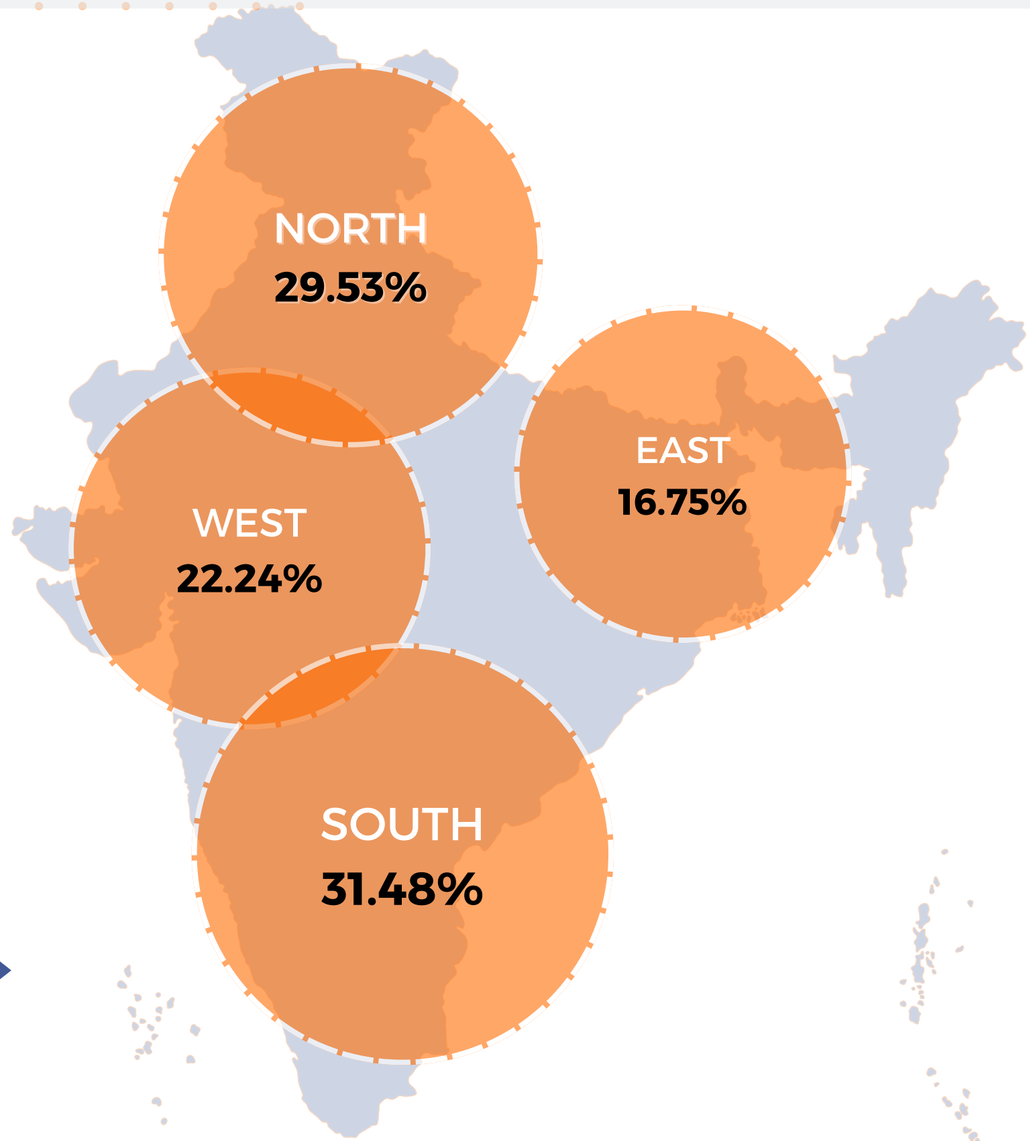
40.12%

DID YOU KNOW?

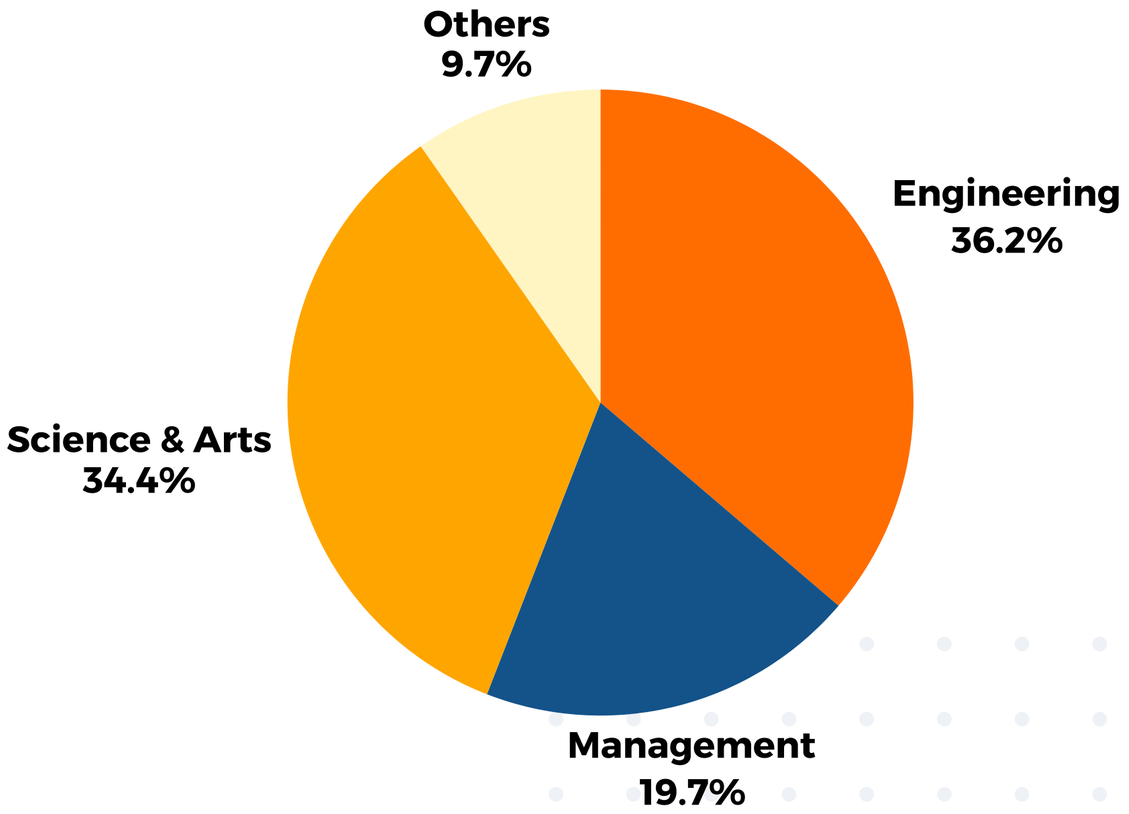
COLLEGEDUNIA RANKS NUMBER 1 IN THE EDUCATIONAL DOMAIN IN INDIA AND NO# IN THE WORLD!

COURSE & REGION WISE TRAFFIC

ZONE DEMOGRAPHICS



COURSE DEMOGRAPHICS



TOP PARTNER UNIVERSITIES

Lovely Professional University

6357 Apps
2429 Adms

Presidency University

3887 Apps
1193 Adms

KR Mangalam University

2143 Apps
1005 Adms

Parul University

1636 Apps
872 Adms

Bennett University

1727 Apps
544 Adms

Arka Jain University

605 Apps
426 Adms

Panipat Institute of Engineering and Technology

754 Apps
403 Adms

CMR University

1401 Apps
399 Adms

collegedunia

Advertising at Collegedunia

BRANDING ON COLLEGEDUNIA

Benefit 1

25,000+ Institutions Listed

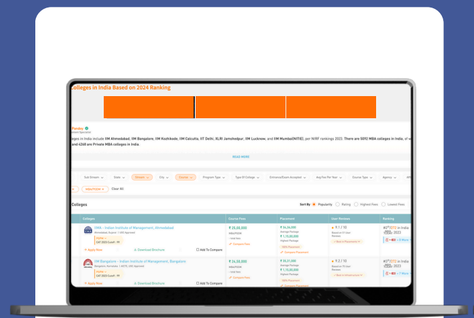
Benefit 2

High Traffic Pages

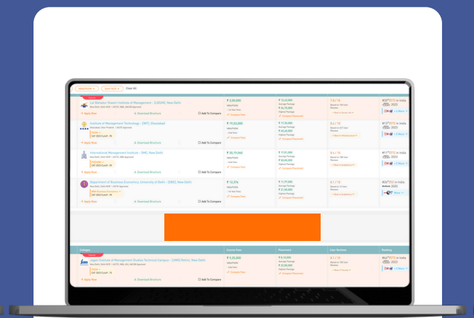
Benefit 3

Highlight your presence

INVENTORIES

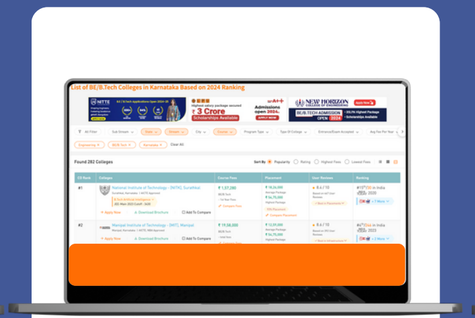


Top Drawer Banner

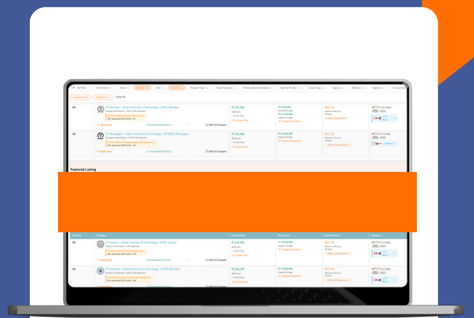


Deep Seated Banner

Microsite Banner

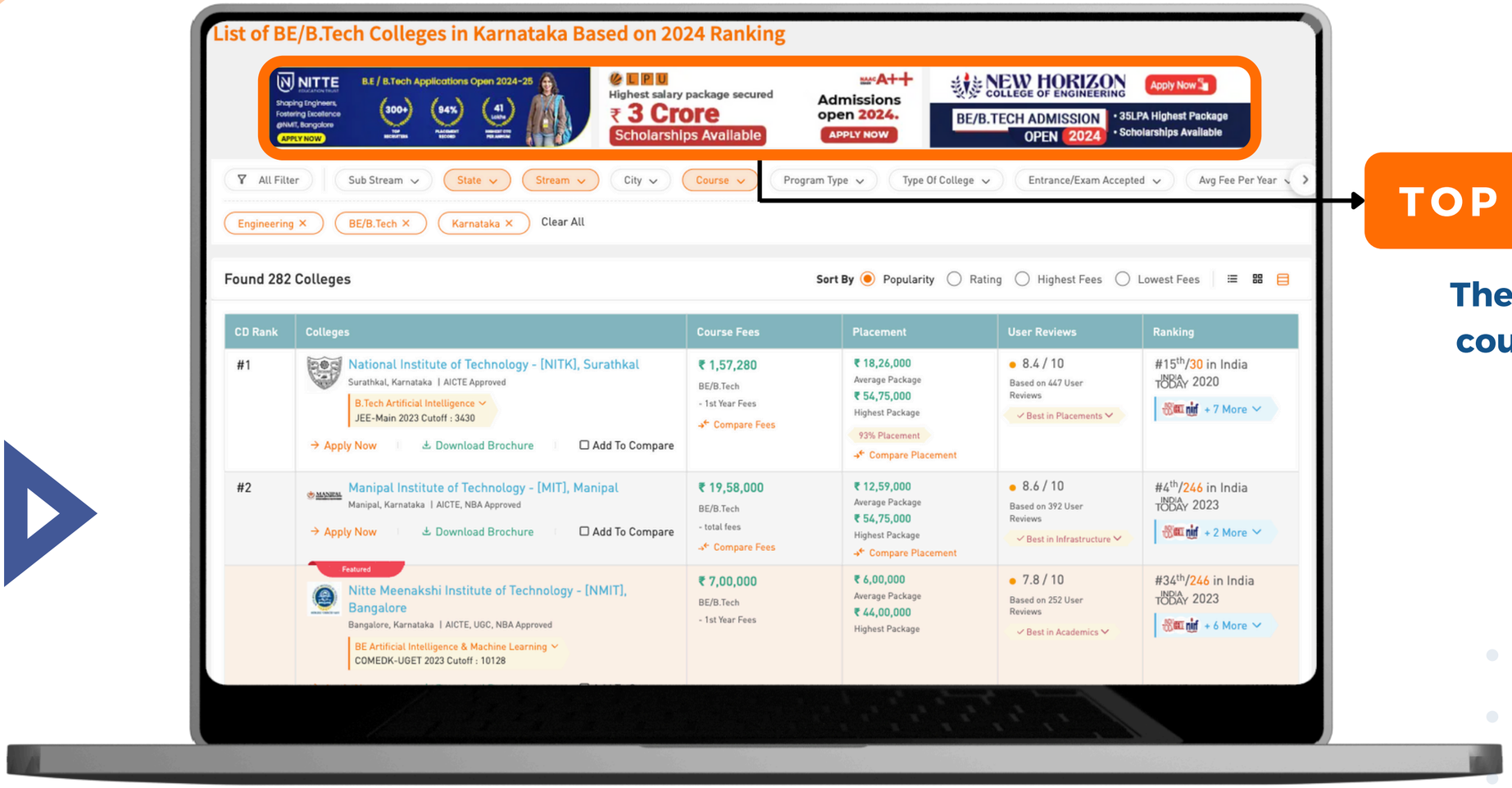


Featured Listing



Live Form

BANNERS ON LISTING PAGE



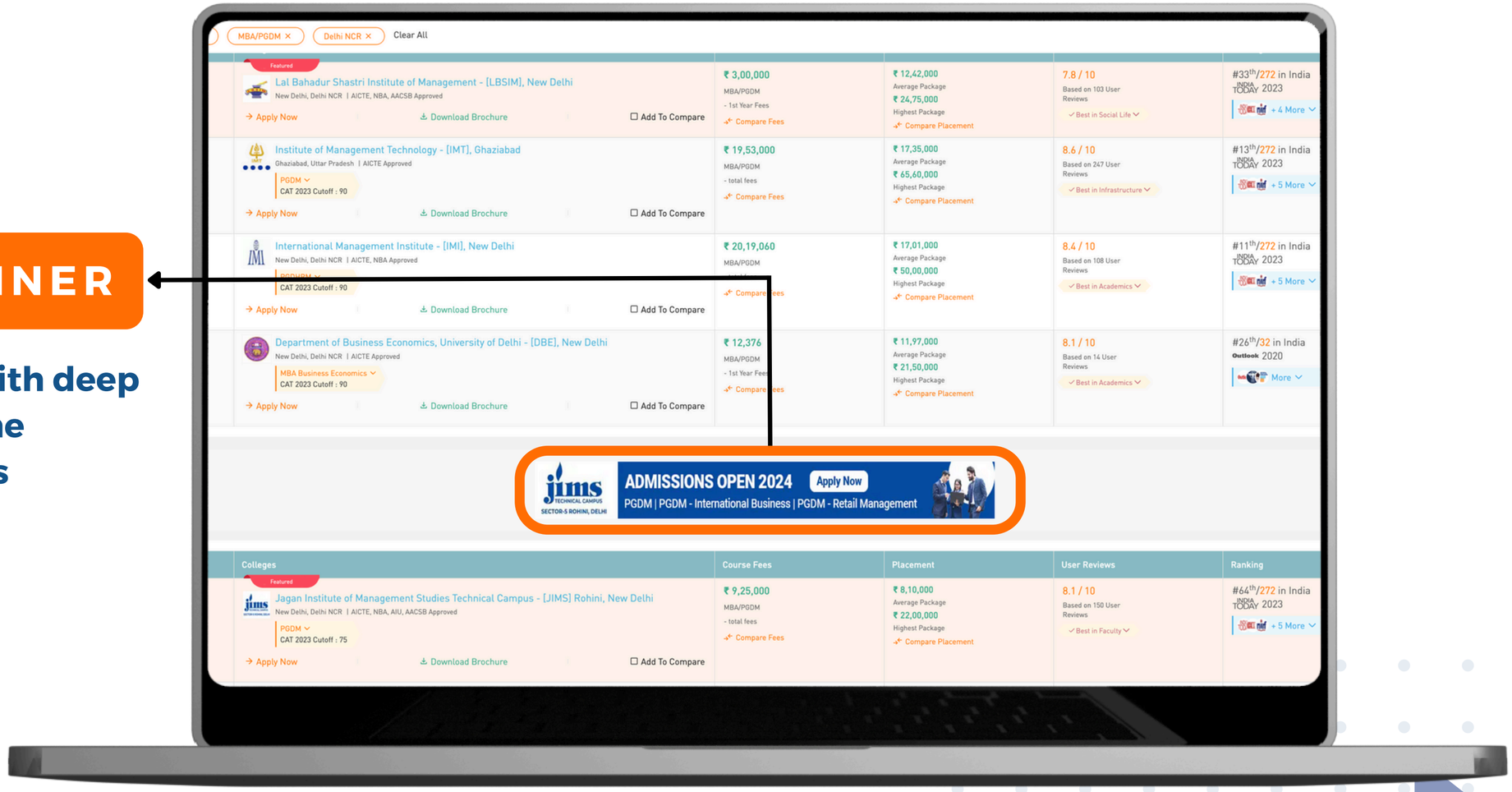
TOP DRAWER BANNER

The first visible banner on a course/location page offers maximum visibility

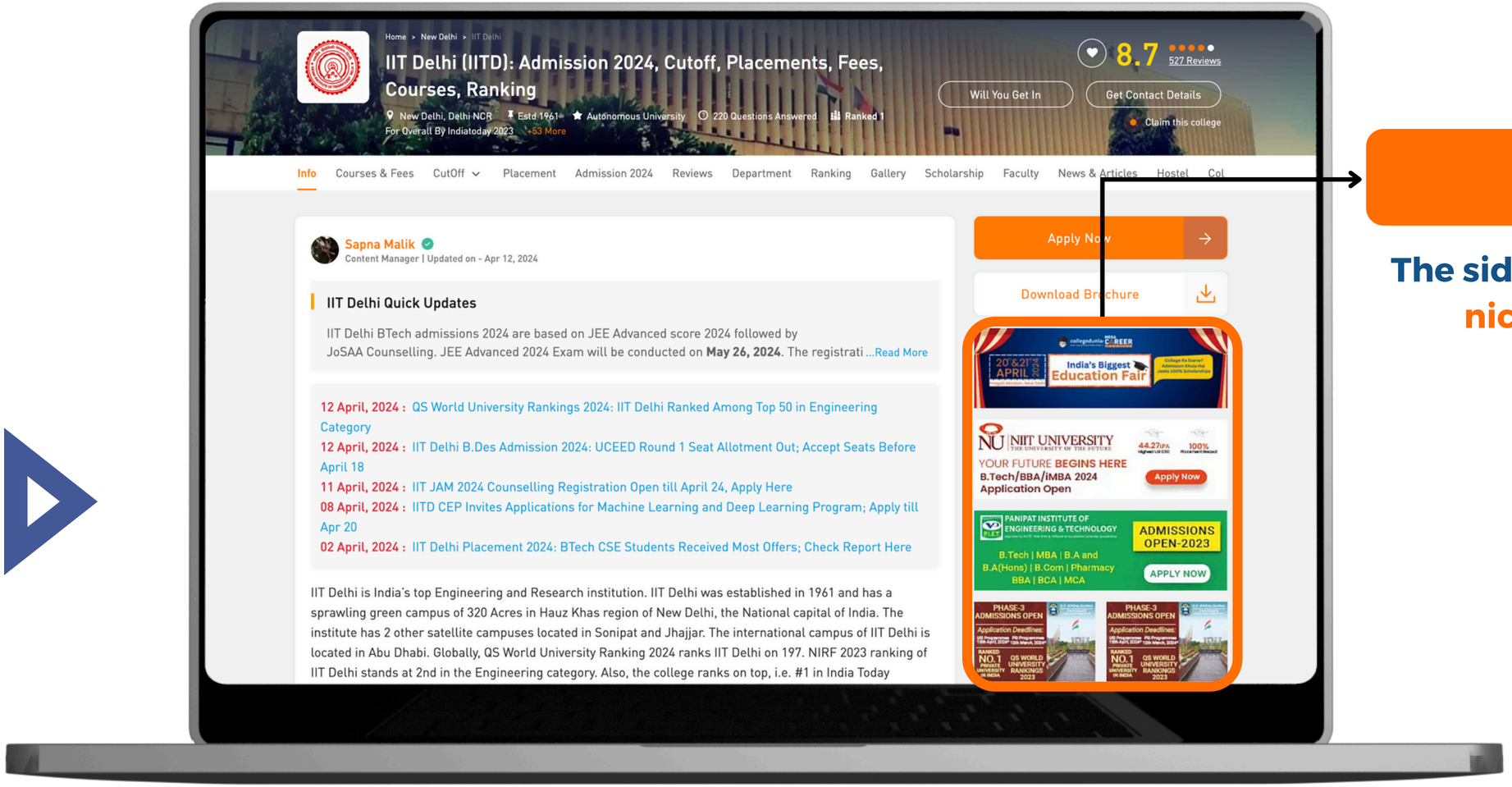
BANNERS ON LISTING PAGE

DEEP SEATED BANNER

Attracts High Intent traffic with deep situated banners on the course/location pages



BANNERS ON MICROSITE PAGE



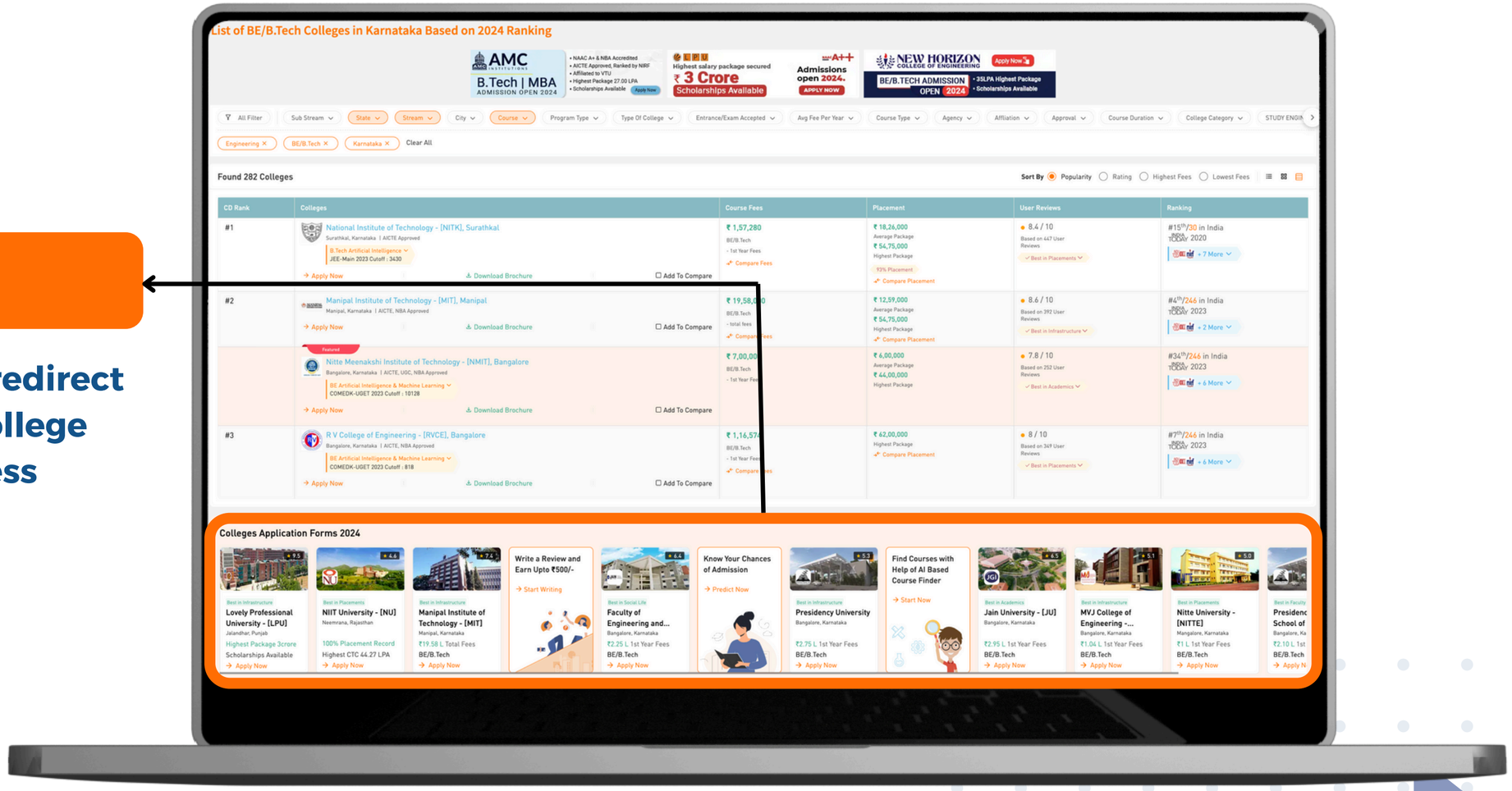
SIDE BANNER

The side banners give access to the niche traffic of a particular course/location

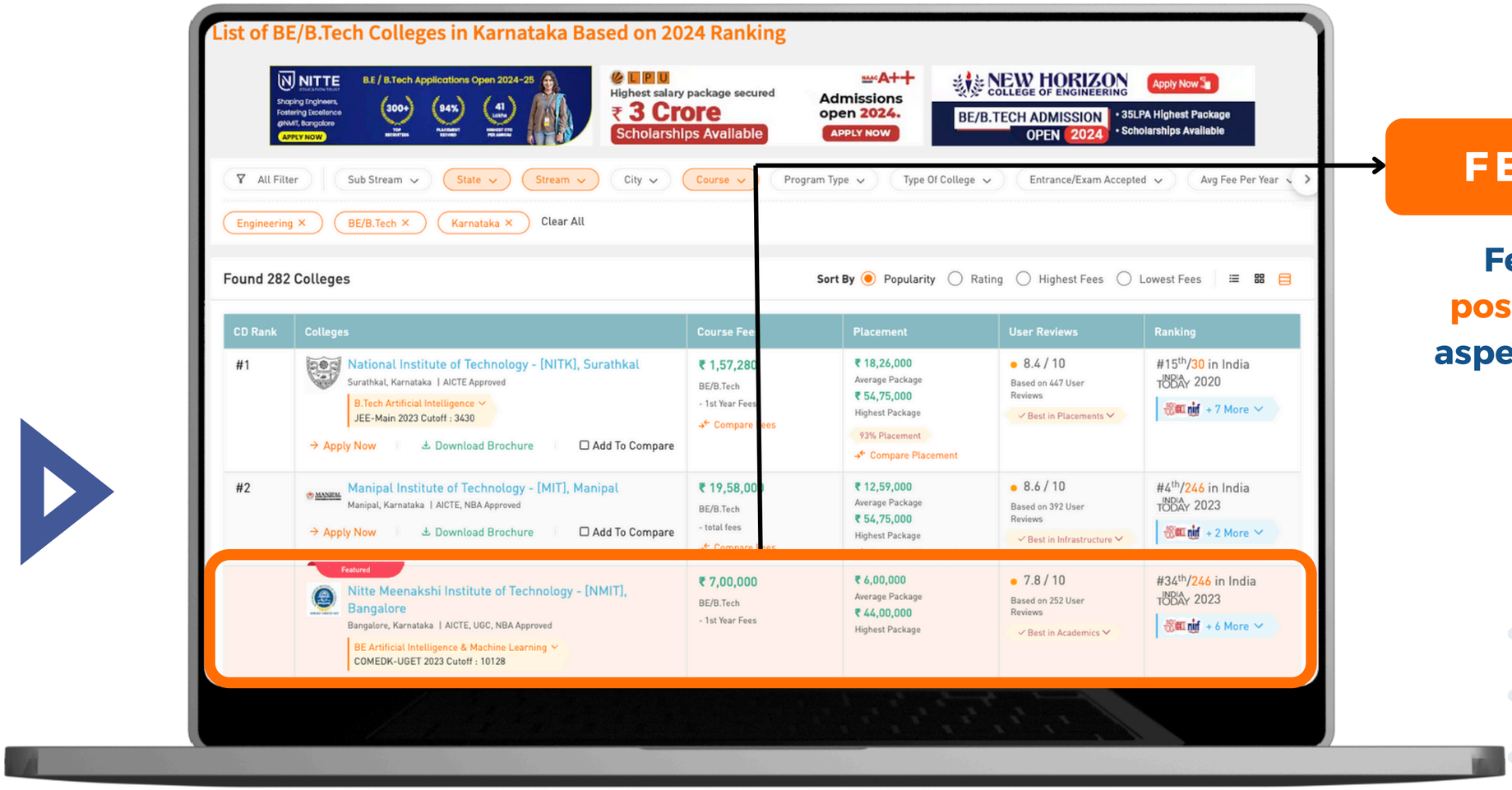
LIVE FORM ON LISTING PAGE

LIVE FORM

Quick Action Form Links to redirect students to the specific college online admission process



FEATURED ON LISTING PAGE

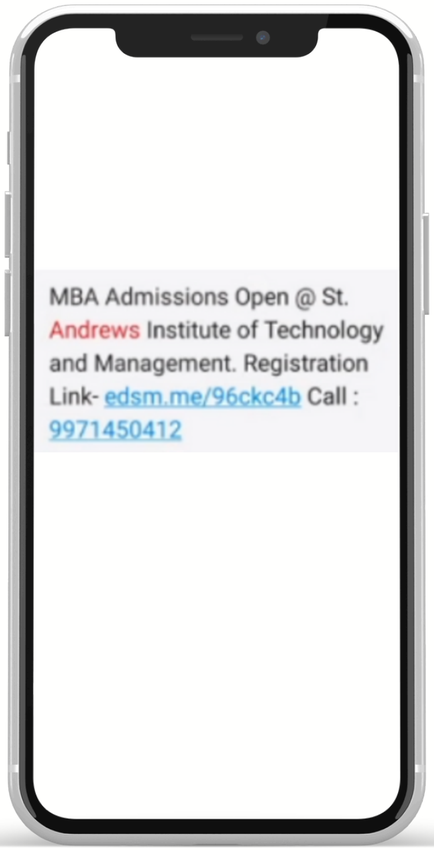


FEATURED LISTING

Featured tag improves the positioning and highlights key aspects of the college to a larger audience

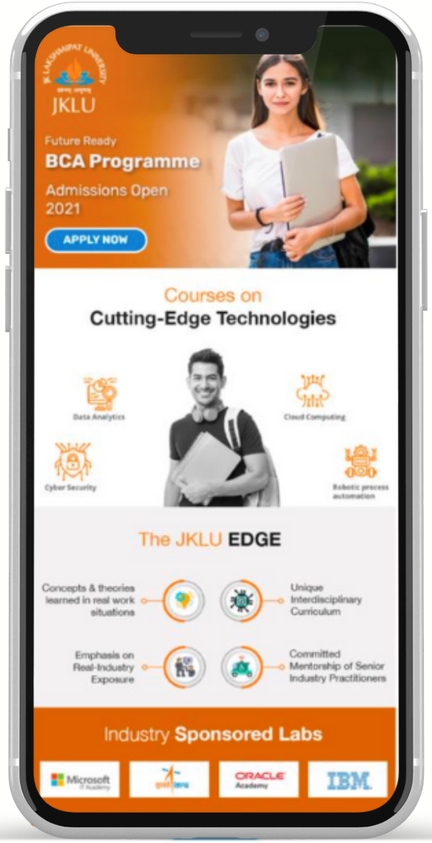
ADVERTISEMENT THROUGH MOBILE MEDIA

SMS



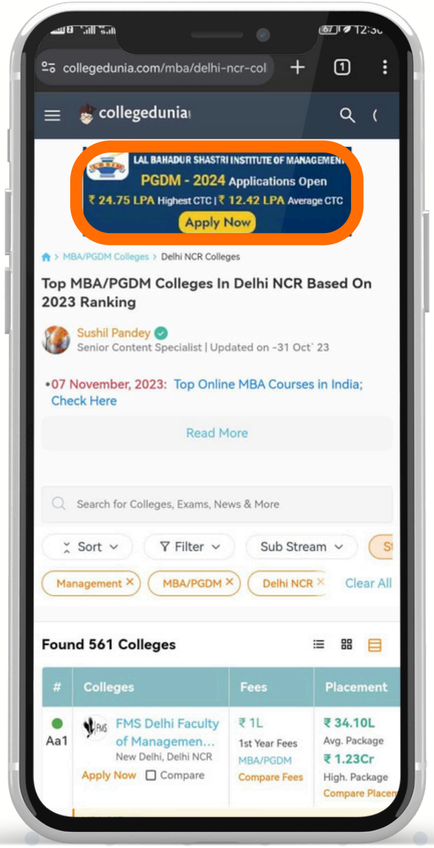
SMS with high CTR

EMAIL



Creative and tested ways to reach your audience

MOBILE BANNERS



Major Traffic uses handheld devices

THANK YOU

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