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REPUTATION DASHBOARD CASE STUDY

Founded in 1876, the University of Bristol is a redbrick research university located in south-west England. The university boasts strong connections with hundreds of employers, ranging from small businesses to worldwide organisations.

How have the data helped to inform your strategies?

We purchased this database because we want to use the data and insights to help us shape our strategies and how we run campaigns. When it comes to research marketing and how to share our research with audiences around the world, we always want a very bespoke way to identify a specific market and identify the way to reach them as every market is different. That is how this database and in-depth information helps us on a project-to-project basis.

Are there any particularly useful features of this product?

The voter analysis feature is particularly useful as it provides insights into the academics, who are a difficult audience to market to. Student recruitment marketing has been fine-tuned for a long time. However, when it comes to reaching out to academics, this is a tougher stream to tackle and using the DataPoints [reputation data] has helped us to inform strategies.

Have there been any surprises from your use of the database?

It has helped us to identify smaller countries where our reputation is good that we may have otherwise overlooked. The data then help us to delve into why this may be the case and spark conversations and collaborations with institutions we wouldn't have necessarily worked with.

What was your intended usage of this product?

Understanding what we need to do to improve our ranking, especially our international ranking, and reputation, has become strategically very important for us. THE's [ranking] is definitely one that our target audiences and academic networks would consult. Prospective students do rely on these so that's a very important source of information for them, especially for overseas students.

Data help to spark conversations and collaborations.



[Datapoints] is a very powerful tool and has helped inform strategies.

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