



Unibuddy and FindAMasters Partner to Power Peer-to-Peer Marketing in International Higher Ed

Unibuddy and FindAMasters have joined forces to help students looking to continue their studies make the most informed decision they can.

As the global leading student engagement platform through peer-to-peer connections, Unibuddy knows that student ambassadors are the heart and soul of an institution.

By launching on FindAMasters, universities now have the chance to showcase their student ambassadors to the 9.6 million students who use the site to find and compare postgraduate degrees.

Through this partnership, postgraduate student recruiters have the opportunity to provide prospective students with real-time access to student ambassadors. Prospects can browse ambassadors based on a similar course of study, region, or country of origin, and ask all of the questions best answered by a current student who most closely matches their experience.

By placing student ambassadors on FindAMasters, institutions can leverage this trusted platform, which millions of students visit regularly as a source of advice and guidance for postgraduate opportunities to increase engagement and boost conversion.

Diego Fanara, Unibuddy CEO, says: *"FindAMasters is a leader in the postgraduate recruitment space and we're happy to build on their offer. Masters students have tough questions that university websites can't always answer - together, Unibuddy and FindAMasters will help students get the answers they need and the careers they deserve."*

Andy Holliday, FindAUniversity Co-Founder, says: *It's clear that peer to peer engagement is an essential part of the decision making process! We are excited to be working with Unibuddy to help enable those discussions earlier in the decision-making journey and look forward to seeing how those discussions improve the experience for our users and customers.*

ENDS