

BY THE NUMBERS

Higher Education

The Concept3D platform has been creating and designing 3D interactive maps and virtual tours for over half a decade for higher education. Using our Google Analytics, forms, shared client data and industry statistics we made this overview of the impact of our platform.

3D RENDERED CAMPUSES

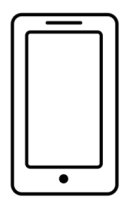
650+

USERS AGE



VIRTUAL TOUR VIEWER
AVERAGE AGE IS
16.6

MOBILE



35% OF
USAGE IS MOBILE

INCREASED CONVERSION

69.7%

YoY GROWTH

LEADS VIA VIRTUAL TOURS

MAP TIME



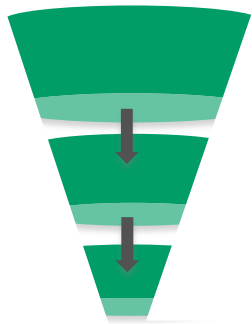
6 MINUTES 17 SECONDS
TIME SPENT ON
3D INTERACTIVE MAPS

360° PANOS

3525

VR-ENABLED
PANORAMAS

LEAD GENERATION



40% OF VIRTUAL TOUR
VIEWERS LEAVE THEIR
CONTACT INFORMATION

VIRTUAL TOURS

300+

CREATED AND CUSTOMIZED
BY EVERY UNIVERSITY

RETURNING VISITORS

66% OF 360° TOURS USERS
RETURN
WITHIN 6 MONTHS

MAP USAGE

INTERACTIVE MAP USERS

REFERENCE
THE



THE
MAP

3 TIMES

AVERAGE CUSTOMIZATION

ON AVERAGE EACH MAP HAS

1900+

UNIQUE CUSTOM DATA POINTS

BOUNCE RATE

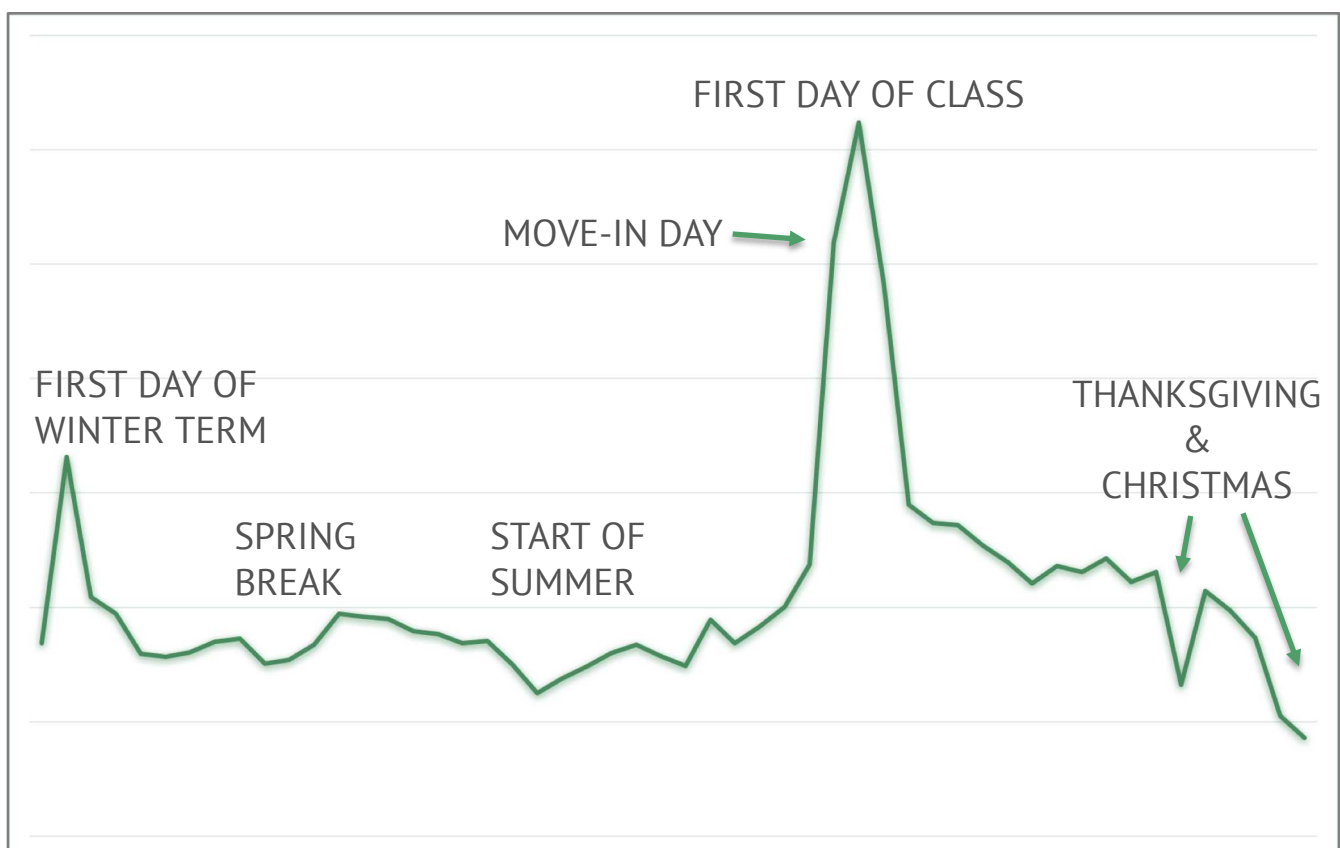
INTERACTIVE MAPS BOUNCE RATE

19.1%

INDUSTRY AVERAGE BOUNCE RATE ¹

40.5%

MAP TRAFFIC THROUGHOUT THE YEAR



1st DAY OF CLASS, CONCEPT3D'S HIGHEST TRAFFIC DAY, HANDLES OVER

150,000 UNIQUE VISITORS

RETURN ON INVESTMENT

\$1.5

MILLION ²
IN TUITION FEES

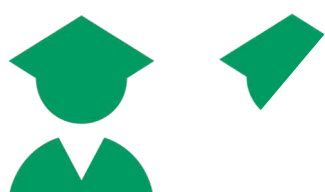
OR

69

ENROLLED ^{3,4}
STUDENTS

BASED ON ANNUAL NATIONAL AVERAGES AND CONCEPT3D DATA

1.1 STUDENTS ²



PAY FOR THE FIRST YEAR

2 OUT OF 5 STUDENTS VIEW ⁵
BOTH THE CAMPUS MAP
AND VIRTUAL TOUR

EXTERNAL SOURCES

¹ <https://blog.kissmetrics.com/bounce-rate/>

² <https://nces.ed.gov/fastfacts/display.asp?id=76>

³ <https://www.usnews.com/education/best-colleges/the-short-list-college/articles/2016-09-22/10-universities-with-the-most-undergraduate-students>

⁴ <http://www.ecityinteractive.com/blog/6-innovative-colleges-universities-using-virtual-reality-tours-enhance-recruitment/>

⁵ <http://edu.cheqq.com/seven-common-higher-ed-website-myths-busted-by-new-research-from-cheqq-and-mstoner-inc/>

