

Candlefox Marketplace

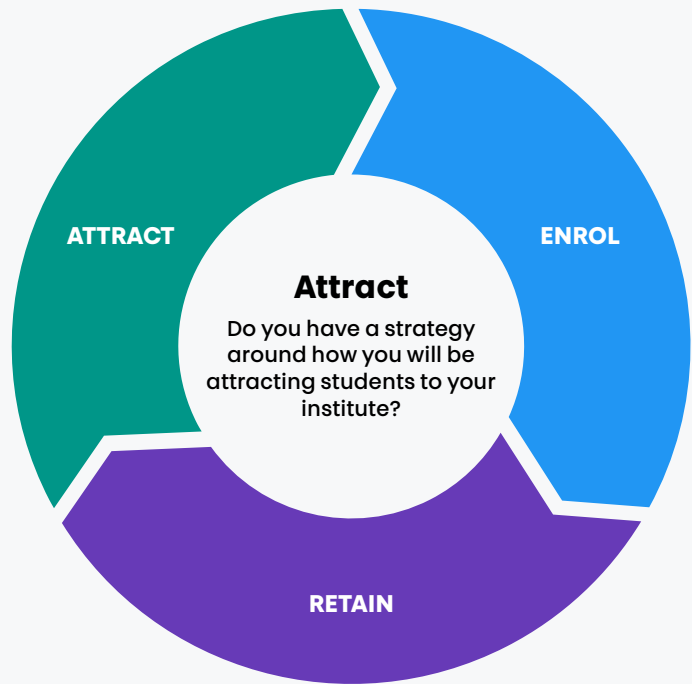
Attract. Enrol. Retain.

At Candlefox, we enable our education partners to market their individual courses and generate student enquiries for their respective courses.

Our marketplace is geared towards optimising the end to end student experience, and sending qualified prospective students to education providers.

The Candlefox Marketplace is how we **Attract** students to education providers.

With over 500,000 site visitors per month, the Candlefox Education Marketplace is the largest of its kind in Australia.



Brands

We have a network of website brands, each with their own unique value proposition and the ability to target a wide range of students.

Candlefox has a platform for every kind of provider.

training.com.au

UniversityCourses.com.au

tafe courses.com.au

Shcrtcourses.com.au

Candlefox.
Attract.Enrol.Retain.

Student Profile

Prospective students are actively seeking out education courses when they reach our marketplace. Many users reach our websites organically, and are already further down the conversion funnel.

The majority of our site visitors are career changers or upskillers, with a heavy female skew.



Streamline the student journey with clever and innovative marketing techniques

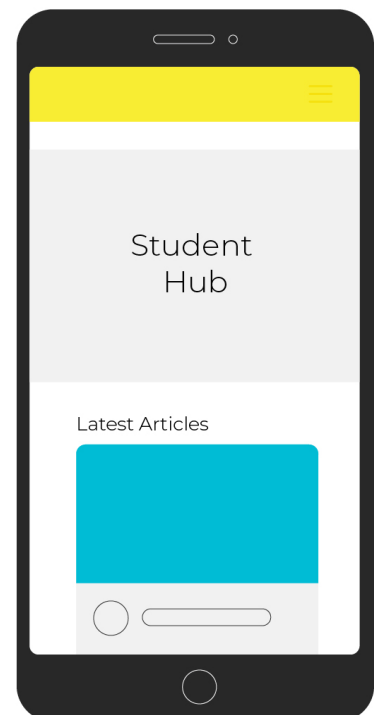
The Student Hub

The Student Hub is home to rich content for our student audience, that has been crafted specifically to help users with their studies, careers and everything in-between.

Our websites are geared towards helping students navigate their future.

Some of the topics that we write on regularly are:

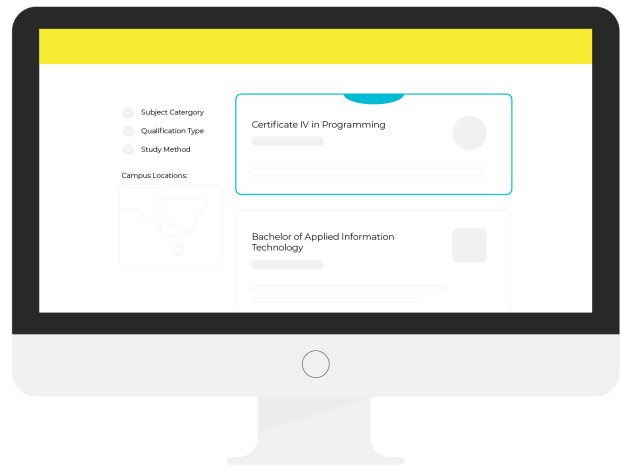
- ▶ Career Advice
- ▶ Industry Insights
- ▶ Study Tips
- ▶ Lifestyle
- ▶ Education News



The Student Journey

Education providers display information about their individual courses on our course listing pages, and students can browse the marketplace by:

- Subject Category
- Location
- Qualification Type
- Study Method









When they've found their course of choice, they submit their details via an enquiry form, which are then sent immediately to a provider.

Individual courses are listed under a provider's name and logo, including a bio for each provider that works with us. Course listings include information such as:

- Course Duration
- Entry Requirements
- Delivery Mode
- Course Features, Assessment & Subjects

Service Guarantee

Our marketplace has been built with both students and education providers in mind. We're committed to delivering high quality prospective student enquiries and much more:

Flexibility	Visibility	Support
 Budgets & Spend	 Trackable ROI + Reporting	 24/7 Content Support Team
 Course Content & Scope	 Marketplace insights	 Dedicated Account Management