

# What is the return on your Studiosity service?

To find out, The Nous Group undertook a meta-analysis of results from our partner universities.

Developing and testing a model logic for ROI estimation calculation.



Examining university studies of Studiosity services to collect appropriate benefits data.

Collecting additional publicly available data and calculating the university and standardised ROI.

Studiosity subscription costs

## Retention

# 4%

uplift in retention



Nous estimates a weighted attributable uplift in retention by ~4% for all universities, meaning ~540 additional students are retained from the 13,000 Studiosity student users in the sample university studies.

**The report calculated an interquartile range of 6.9% - 13.8% greater retention amongst Studiosity users compared to non-users.** When fully attributing retention uplift to use or non-use of the university's Studiosity service, average retention lift was 10.6%.

When acknowledging the broader, valuable support ecosystem variables around students, and choosing to take a conservative approach, the report calculates 5.3% average uplift due to Studiosity.

## ROI

# 4.4X

return on Studiosity services



In estimating an ROI using three different average cost per student inputs, Nous estimates a standardised ROI range between 1.2 and 7.6, resulting in a standardised ROI mid-point ratio of return of 4.4. Studiosity is the preferred, ethical, academic support strategy for institutions planning for the future.

## Fixed price, for assurance and equity

10,000 or 1,000,000 students?  
The AI-powered Studiosity service enables greater participation (up to 97.2% cohort engagement at university partners, June 2024).

**This means you can support all students ethically, while ensuring your service is cost sustainable with a positive return.**

# Report extract

For the full report, [studiosity.com/contact](https://studiosity.com/contact)

## Analysis comprised examination of six studies measuring retention impact of Studiosity

Outcome and retention-specific data available in university studies is summarised below. We utilised measured changes in retention rates and student user data to calculate high-level ROI estimates for six universities from five of the studies. Confidential university specific estimates are provided in the appendix.

University Study	Summary	Retention measure	Reported uplift	Included in retention modelling	Additional outcomes
<b>Australian University 1</b> 45-50k enrolments	Provides a detailed breakdown of the treatment and control population including by specific demographic groups.	Completion or re-enrolment in subsequent year.	<b>6%</b>	<b>Included:</b> Sample size: 3,108 (2019).	<ul style="list-style-type: none"> <li>Course Weighted Average (CWA)</li> <li>Unit marks</li> <li>Course pass rates</li> </ul>
<b>Australian University 2</b> 25-30k enrolments	Contains raw numbers on retention for new students split between users and non-users of Studiosity.	Re-enrollment in subsequent year.	<b>13.8-19.1%</b>	<b>Included:</b> Studiosity user sample size: 434 (2017) & 450 (2018).	<ul style="list-style-type: none"> <li>Rate of unit failure</li> <li>Likelihood of being placed on academic probation</li> </ul>
<b>Australian University 3</b> 20-25k enrolments	Further data required to support any financial modelling.	Student progression between trimesters.	<b>5-7%</b>	<b>Included:</b> Studiosity user sample size: 1,820 (2017) & 1,930 (2018).	<ul style="list-style-type: none"> <li>GPA, incl. by support service</li> </ul>
<b>Australian University 4</b> 45-50k enrolments	Provides a detailed breakdown of the treatment and control population including by student segmentation.	Re-enrollment in subsequent year.	<b>7-15%</b>	<b>Included:</b> Studiosity user sample size: 956 (2016) & 2,871 (2017).	<ul style="list-style-type: none"> <li>GPA</li> <li>Progress rate</li> </ul>
<b>Australian University 5</b> 35-40k enrolments	Contains insights from data provided by Studiosity as well as student survey data into the demographics of Studiosity users as well as their engagement with and perceptions of the service.	Student perceived impact (likelihood) on potential retention.	<b>44%</b>	<b>Excluded:</b> Retention measure not usable for financial modelling.	<ul style="list-style-type: none"> <li>Perceived improvement in grades and learning by students</li> <li>Engagement from regional, part time and mature age students</li> </ul>
<b>UK University A</b> 35-40k enrolments, Mid-table ranking	The single study of multiple universities provides statistical analysis of two retention measures for retention on samples of Studiosity user and non-user students across multiple universities.	Progression to subsequent year and continuation.	<b>10%</b>	<b>Included:</b> Studiosity user sample size: 875 (2018-2019).	<ul style="list-style-type: none"> <li>Use of Studiosity by underrepresented student groups (non-white, disabled, disadvantaged, and part-time students)</li> </ul>
<b>UK University B</b> 30-35k enrolments, Mid-table ranking		Progression to subsequent year and continuation.	<b>13%</b>	<b>Included:</b> Studiosity user sample size: 965 (2018-2019).	
<b>UK University C</b> 20-25k enrolments, Lower table ranking		Progression to subsequent year and continuation.	<b>14%</b>	<b>Excluded:</b> Sample size (48) is too small to be extrapolated to the broader student population.	
<b>UK University D</b> <5k enrolments, Lower table ranking		Continuation rate only.	<b>n/a</b>	<b>Excluded:</b> Data for progression rates is not included. Continuation measure is inconsistent with retention measures used in other studies.	
<b>UK University E</b> 30-35k enrolments, Upper-table ranking		Progression to subsequent year and continuation.	<b>3%</b>	<b>Excluded:</b> Sample size of 54 is too small to be extrapolated to the broader student population.	

### Students first, and always in partnership:

