

1991  
2026

35



masterin.it

ATTRACTING STUDENTS IN THE ERA OF **ARTIFICIAL INTELLIGENCE**

## MASTER SEARCH

# The way students search for **information** has changed forever

The approach to searching for educational information is radically different compared to just two years ago.

**ChatGPT, Google AI Overviews** and other AI tools have profoundly changed how students research educational programs.

**67%** Prefer ChatGPT over Google

→ Everspring 2025 AI Trend Report

**1**

### Conversational Search

Students talk and chat with AI

**2**

### Zero-Click Search

Direct answers without visiting websites

**3**

### Multi-platform

ChatGPT, Gemini, Claude, Perplexity...

# Google drives less and less organic traffic

The **AI Overviews** provide answers directly on the page, with no need to click.

**AI** decides who to show and does not trust:

- Ad Landing Pages
- Self-referential websites

**AI** prefers to cite sources that are:

- Authoritative
- Stable over time
- Rich in comparison and context

**69%** Searches with zero clicks

→ SimilarWeb 2025

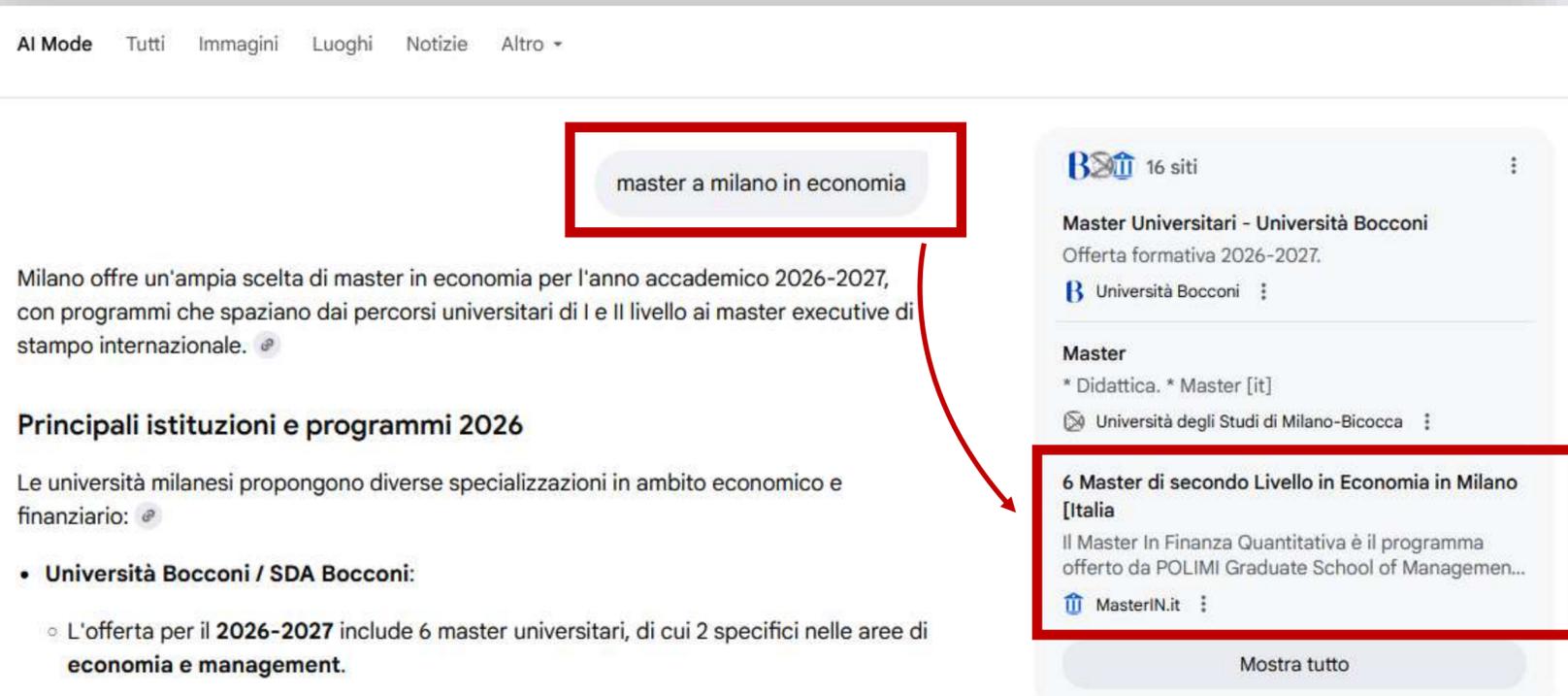
**83%** Zero-Click when **AI Overview** is present

**61%** CTR Drop with **AI Overview**

**48%** Screen space occupied by **AI Overview**



# Citation Marketing: from indexing to authority



The search for a master's program now goes through AI-generated summaries that drastically narrow down the options considered. **ChatGPT**, Google **AI Overview** and similar AI tools cite only a few names, selected based on relevance, reputation and presence in authoritative contexts.

**69%** of students trust AI's answers, offering only **AI 3** or **4** citations. You need to be among them.

## MARKETING MIX

# The Synergy of Social Media and Vertical Portals

Social media generates attention and curiosity.

A vertical portal converts curiosity into a decision, offering details, opinions and comparison tools.

The **lead** may come from a **reel**, a **story**, a **WhatsApp**.

But before clicking, the student has searched, compared and evaluated.

“Marketing is a journey. And every step counts.”

Philip Kotler



Multi-channel Advertising

Discovery

In-depth Research

Comparison

Decision

Contacts

## THE PRIVACY MINDSET

# Gen Z protects their personal **data** like never before

Young graduates are increasingly wary of traditional contact forms.

Ignored calls, unread emails, phone numbers never shared: traditional direct marketing loses effectiveness every year.

**Gen Z** asks for advice, seeks confirmation, reads reviews and compares alternatives

**87%**

Don't answer calls from unknown numbers

**60%**

Don't fill in the phone number field

**3x**

More likely to engage via chat



# A Showcase for Your Master's Program

We offer a digital ecosystem where every detail of the listing is designed to address students' questions and guide them towards requesting information.

## Visibility

Appear Where Students Make Their Decisions

## Essential Information

Logo, testimonials, location, enrollment dates, etc.

## User Experience

Listings optimized for mobile (71% of browsing)

## Qualified Lead Generation

3 soft ways to get in touch with you

## TOP Layout

Integrate video, podcast, case studies and social channels



masterin.it



# Strategies to Build Digital Authority

For over twenty-five years we have been the go-to reference for anyone searching for a master's program. An editorial source that AI **recognizes as authoritative**, indexes and continuously cites. Integrate **masterin.it** into your communication plan.

**Artificial Intelligence** highlights only what the market recognizes as excellence

## AI-Ready Visibility

Our "master listings" are optimized to be found and cited by AI.

## Frictionless Leads

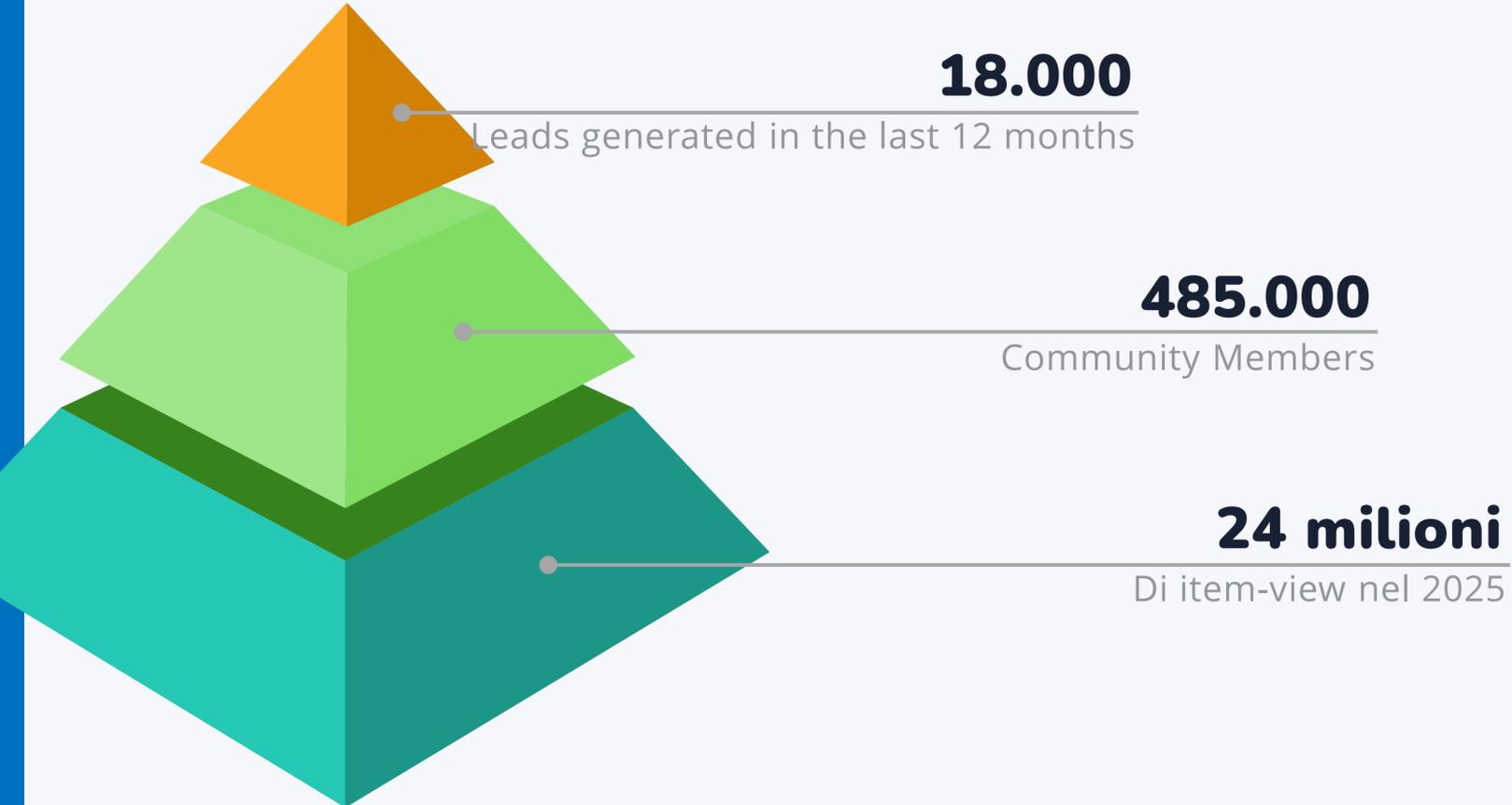
Simple forms for users who are already informed and motivated, having compared alternatives and chosen to contact you.

## Brand Positioning

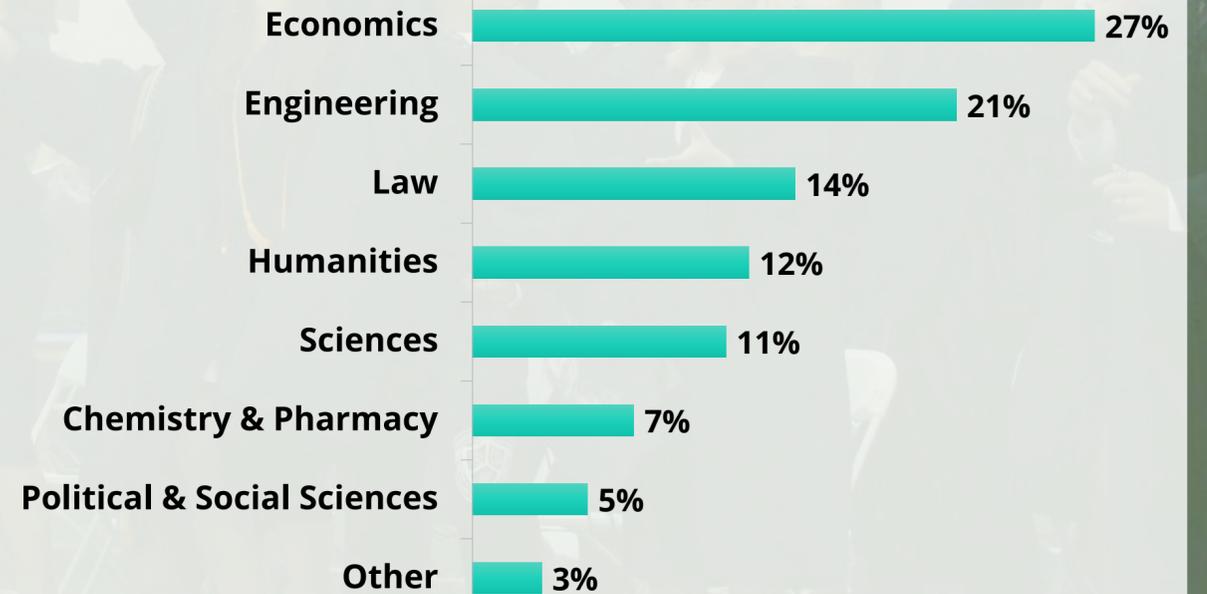
Presence in an authoritative editorial ecosystem where your program is showcased alongside the best in the field.

# The **94%** of our audience holds a **degree**

The master's selection process lasts an average of **6 months**.  
During this period, **masterin.it** receives over **400,000** visits from young people aged **24** to **34** years old.



## Degree Fields



# Contacts by Choice, without pressure

Our **form** asks only for the essentials and gives users full control. No invasive fields, no pressure, no mandatory phone number.

We respect **Gen Z's** privacy to deliver genuinely interested contacts.

Whoever contacts you has truly chosen you.

Today's student wants to decide **when** and **how** to be contacted

## The Form

The **form** form is initially collapsed, discreetly presenting **4** options to request information

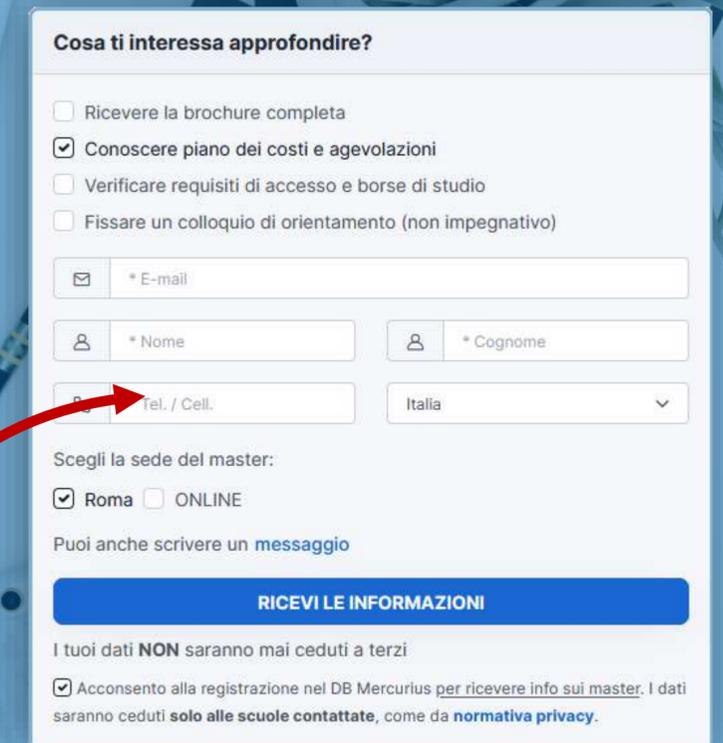


Cosa ti interessa approfondire?

- Ricevere la brochure completa
- Conoscere piano dei costi e agevolazioni
- Verificare requisiti di accesso e borse di studio
- Fissare un colloquio di orientamento (non impegnativo)

**RICEVI DETTAGLI**

I tuoi dati **NON** saranno mai ceduti a terzi



Cosa ti interessa approfondire?

- Ricevere la brochure completa
- Conoscere piano dei costi e agevolazioni
- Verificare requisiti di accesso e borse di studio
- Fissare un colloquio di orientamento (non impegnativo)

\* E-mail

\* Nome      \* Cognome

Tel. / Cell.      Italia

Scegli la sede del master:

Roma     ONLINE

Puoi anche scrivere un [messaggio](#)

**RICEVI LE INFORMAZIONI**

I tuoi dati **NON** saranno mai ceduti a terzi

Accenso alla registrazione nel DB Mercurius [per ricevere info sui master](#). I dati saranno ceduti **solo alle scuole contattate**, come da [normativa privacy](#).

# We display your logos 24 million times

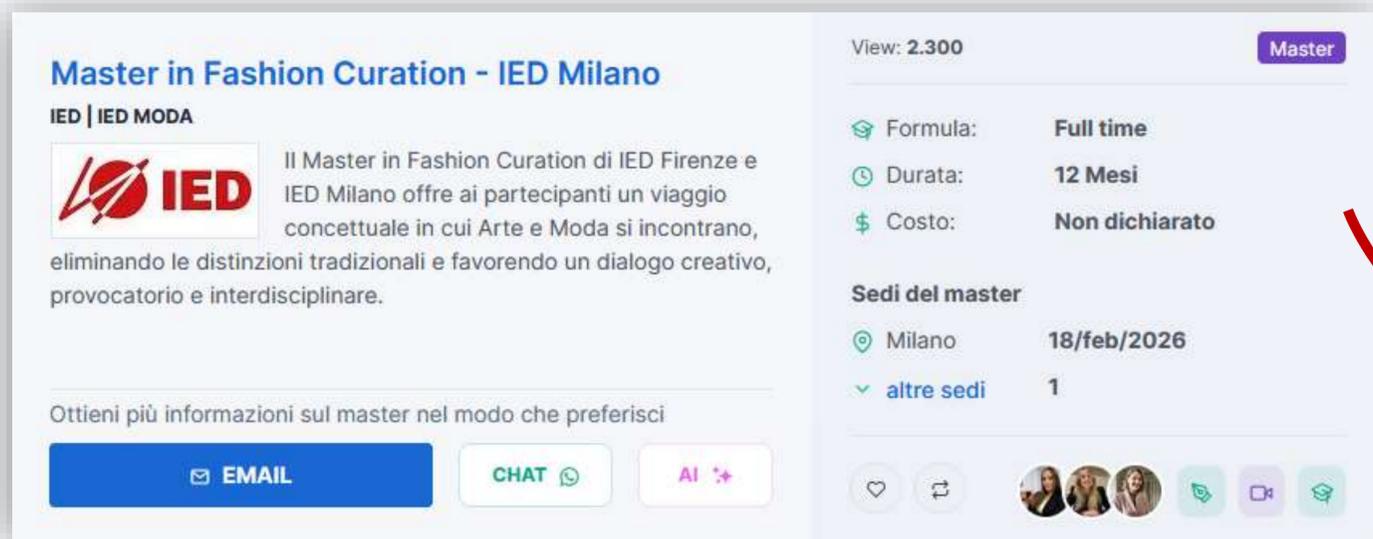
Every search, every comparison, every page visited is an opportunity to imprint your **brand** in the student's mind. The user, upon reaching the page, has a comprehensive **selection guide** with in-depth content and effective tools to understand, compare or contact you directly.

## Overview 2025

2.4 million	Page-view
24 million	Item-view
3,000	Keywords
128	Clients
4.639	Programs listed

## Master Listing

- School Logo
- Quick info (duration, cost)
- Locations and dates
- 3 contact options
- Testimonials



**Master in Fashion Curation - IED Milano**  
IED | IED MODA

Il Master in Fashion Curation di IED Firenze e IED Milano offre ai partecipanti un viaggio concettuale in cui Arte e Moda si incontrano, eliminando le distinzioni tradizionali e favorendo un dialogo creativo, provocatorio e interdisciplinare.

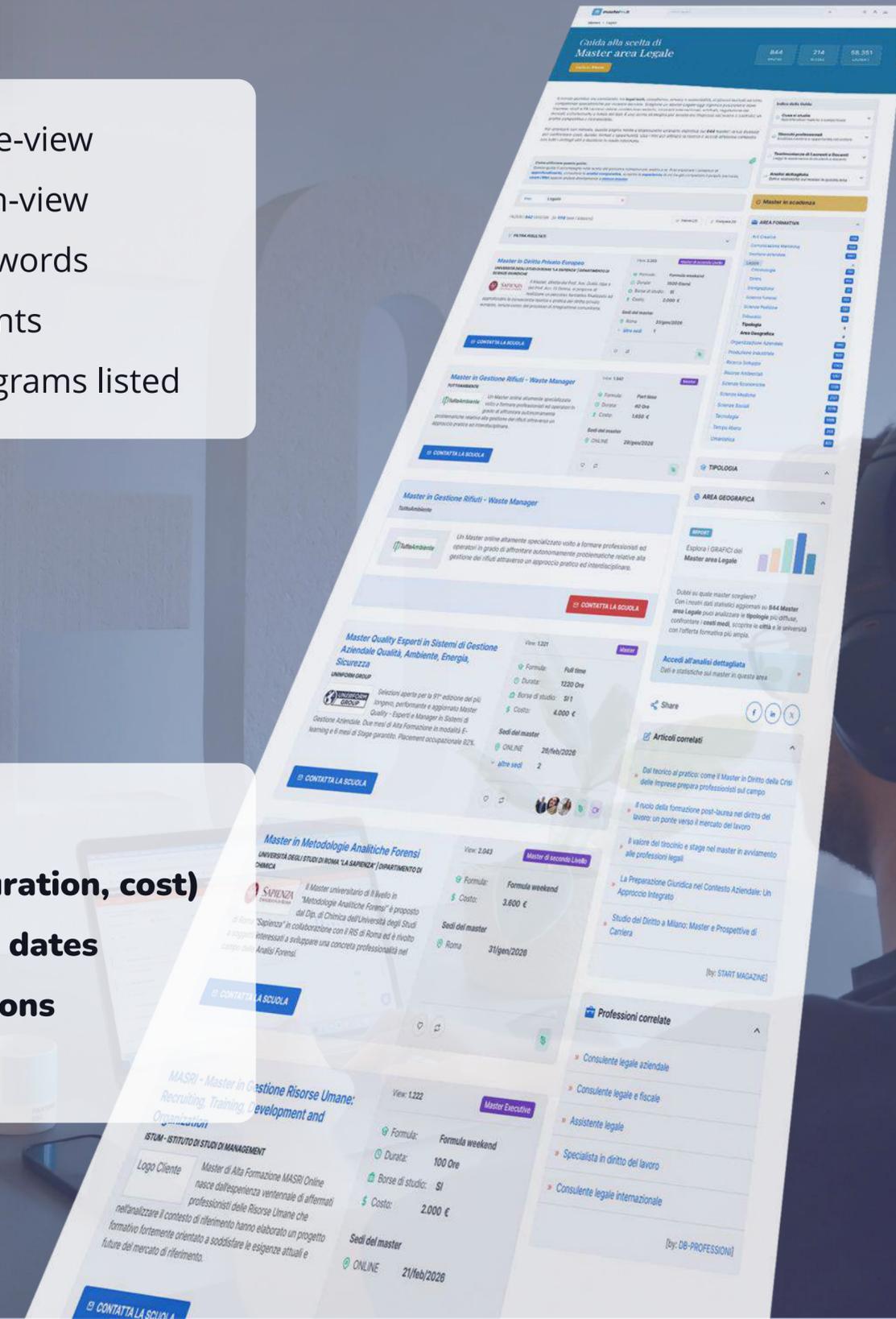
Ottieni più informazioni sul master nel modo che preferisci

[EMAIL](#) [CHAT](#) [AI](#)

View: 2.300 Master

Formula: Full time  
Durata: 12 Mesi  
Costo: Non dichiarato

Sedi del master  
Milano 18/feb/2026  
altre sedi 1



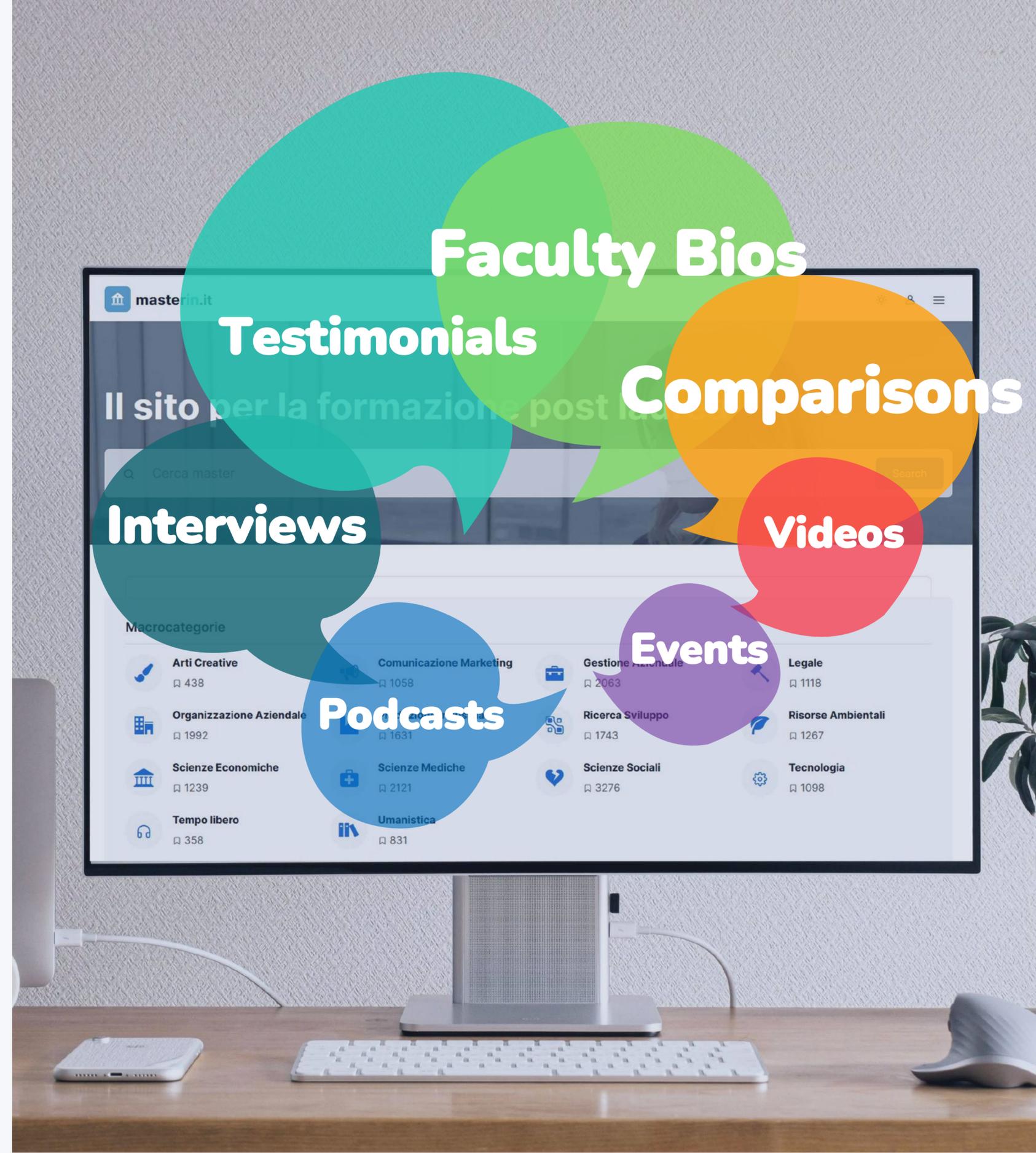


# Content that turns Interest into Trust

Students choose based on the people who teach, the stories of those who attended the program, and the results achieved.

On **masterin.it** you can publish videos featuring faculty, testimonials telling real stories, and awards certifying excellence: content that turn interest into trust. **And trust into enrollments.**

Students look for proof, not promises. Authentic content generates authentic trust.



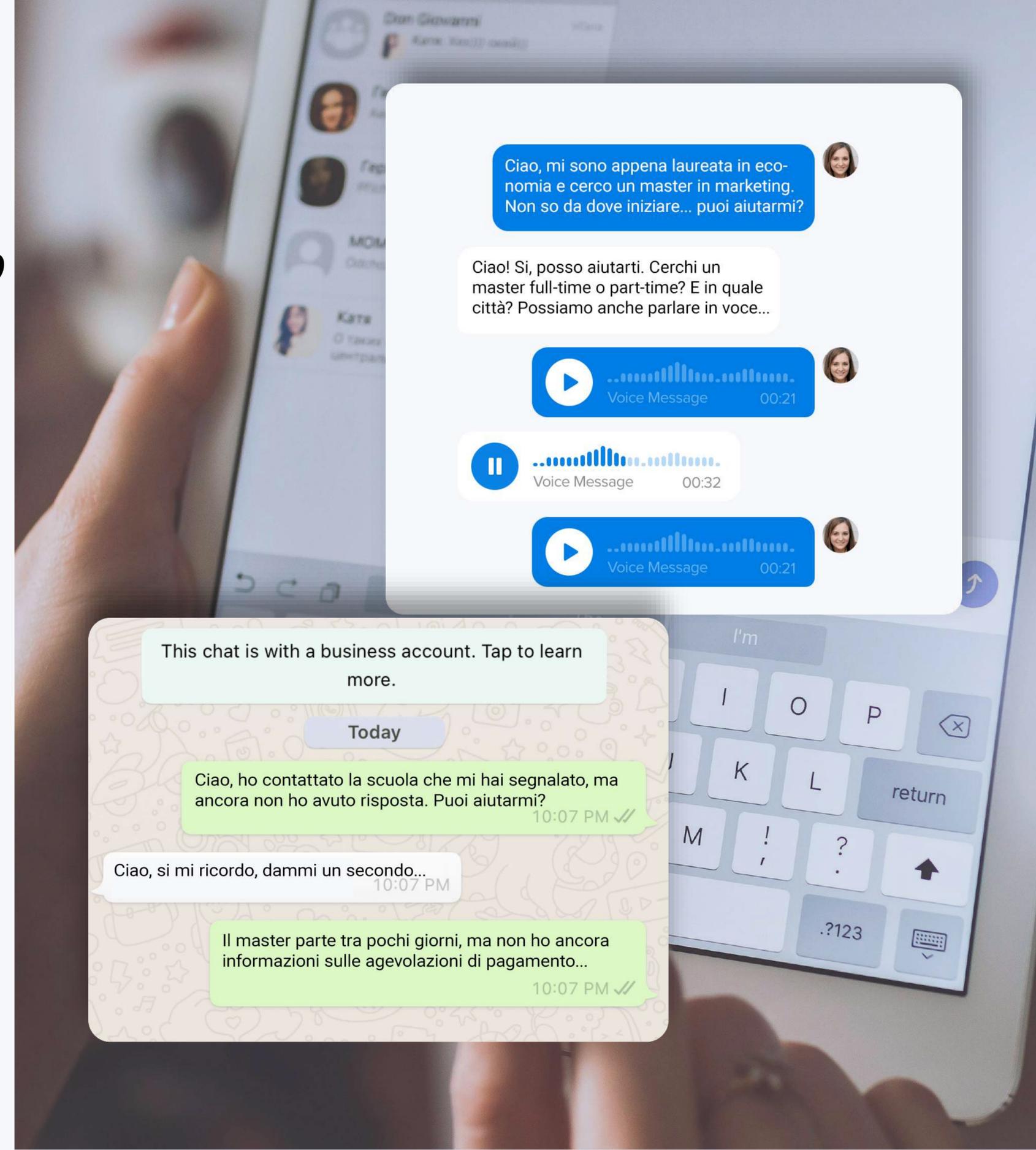


# Chat, Voice Messages, Texts: Contact the way they want **it**

We have reimagined how students can get in touch with us and with you. A modern **chat** where they can write, send voice messages and receive real-time replies.

The first contact becomes a real, natural and effective conversation. **Exactly as Gen Z expects.**

Coming soon via **WhatsApp**: Gen Z's preferred channel, directly integrated into our backend.



Ciao, mi sono appena laureata in economia e cerco un master in marketing. Non so da dove iniziare... puoi aiutarmi?

Ciao! Sì, posso aiutarti. Cerchi un master full-time o part-time? E in quale città? Possiamo anche parlare in voce...



This chat is with a business account. Tap to learn more.

Today

Ciao, ho contattato la scuola che mi hai segnalato, ma ancora non ho avuto risposta. Puoi aiutarmi?

10:07 PM ✓✓

Ciao, si mi ricordo, dammi un secondo...

10:07 PM

Il master parte tra pochi giorni, ma non ho ancora informazioni sulle agevolazioni di pagamento...

10:07 PM ✓✓



# Maximum Value, Minimum Complexity

Working with **masterin.it** means relying on a partner that simplifies every step. We update your listings automatically, design the graphics for your campaigns, and are listed on **MEPA** to facilitate purchases by the Public Administration.

All we need is your trust — we'll handle everything else

## Always Up-to-date Content

We automatically update your “master listings” thanks to our proprietary **scraping software**

## Creativity Included

We design all graphics for your promotion (*Banners, DEM, Incipit, Focus, ShowCase, TopSchool*)

## MEPA - Public Administration Electronic Market

You can purchase directly from our published catalog or by negotiating a custom offer.

CONTACT US

# Ready to Be Found?

Every school has a different story and specific objectives. We are available for a no-obligation conversation. We will show you how **masterin.it** can integrate into your communication strategy.

**CINZIA ARCURI**

MARKETING DIRECTOR

**masterin.it** is a brand of

**MERCURIUS NETWORK SRL** © 1991-2026

VIA VALPERGA CALUSO, 30 - 10125 TURIN



+39 011 669 30 54



[marketing@masterin.it](mailto:marketing@masterin.it)



**masterin.it**