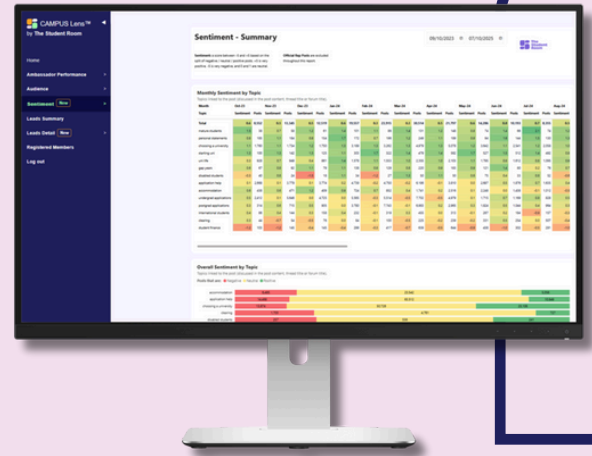


NEW

Sentiment Report

Real-time insight into student perception and reputation.

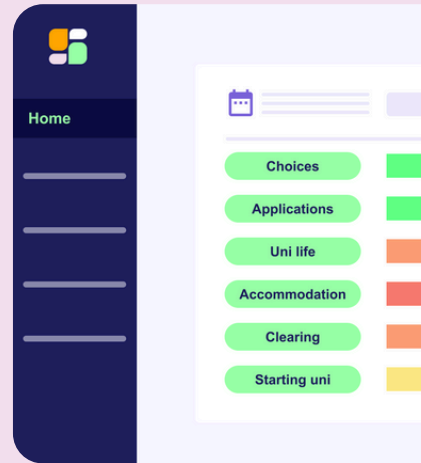


What is the Sentiment Report ?

The Sentiment Report is a new feature in **CAMPUS Lens™** that reveals how students truly feel about your university. By examining millions of real peer-to-peer conversations about universities, courses and careers, it provides a clear view of student sentiment, and shows how your institution compares across the sector.

How it works

- ✓ **AI-powered analysis** — every relevant post is scanned for university mentions.
- ✓ **Sentiment scoring** — tone and context are evaluated from -5 to +5.
- ✓ **Benchmarking** — compare results across the sector or track your own trends.
- ✓ **Live updates** — every relevant post is scanned for university mentions.



Focus area

- Brand perception
- Reputation management
- Advocacy and engagement
- Inform strategy
- Measure impact

How the Sentiment Report delivers

- Track shifts in how students feel about your university and benchmark against competitors
- Identify emerging concerns or misconceptions before they impact recruitment.
- Surface positive conversations to amplify in campaigns and comms.
- Use real student sentiment to refine messaging, creative, and targeting.
- Connect changes in sentiment with your live campaign activity in CAMPUS Lens™

Explore your university's sentiment today

If you're a University Partner, [log in](#) to explore it now. If you'd like a walkthrough or to see how sentiment insight can enhance your marketing and recruitment strategy, speak to your Account Director or [get in touch](#).

 [Explore CAMPUS Lens™](#)

 [See how your university could use sentiment insight](#)