How Via Academica Turned Seasonal Student Recruitment Fairs into a 24/7 Leads Engine

Customer Story

Market:	Higher-Ed Recruitment (Balkans → Global)
Old Model:	2x/year in-person fairs (Belgrade, Sarajevo)
New model:	· Always-on StudyExpo Immersive Platform · Hybrid-first · Recurring monetization

About Via Academica

Via Academica is a leading education recruitment agency helping students across the Balkans access global academic opportunities. With 800+ successful admissions and 200+ university partners, their flagship event, StudyExpo, was a trusted channel for connecting students and institutions.

The Challenge

Great event. Broken model.

StudyExpo ran twice a year - once in Belgrade, once in Sarajevo. The turnout was strong. The brand was loved. But the format was unsustainable.

- **€10K+ cost per fair (venue, logistics, staffing)**
- **Limited access beyond major cities**
- **Student engagement dropped after 48 hours**
- **Universities struggled to justify one-off visibility**

> **"We weren't building a pipeline. We were resetting it every six months."**

- Dana Crnogorac, Via Academica, Co-Founder

The Solution

From fair to funnel, once and for all.

Via Academica partnered with UniExpo to launch a fully branded, always-on digital platform at a fraction of a cost of physical fair. Instead of one-time events, they now run a 24/7 student recruitment engine: scalable, automated, and built to convert.

Key changes:
- Students from across the region could now join from anywhere
- Universities stay visible 365 days a year
- Sessions are recorded, repurposed, and reused
- Automated outreach keeps engagement going after the fair
- Sponsors benefit from long-term digital placements

> ## "The fair didn't end after day 2. It went on autopilot."
>
> - Yovana Shopova, Via Academica, Co-Founder

The Impact

Turning events into a high-ROI funnel.

Metric	Old Model	New Platform
Student Reach	Major cities only	+300% (incl. underserved areas)
Booked Meetings	Manual, time-limited	+30% growth
Cost per Fair	€10,000+	↓ 90%
Revenue Model	One-off fees	Recurring subscriptions
Return on Investment (ROI)	Unclear	120x

The Business Transformation

StudyExpo is no longer a twice-a-year sprint, it's a fully monetized recruitment platform. The team now operates predictable, scalable infrastructure that drives continuous value.

- Sponsors and universities subscribe, renew, and upgrade automatically
- Event-related costs dropped dramatically
- Profit margins increased — no more CapEx burnout
- Students stay in the funnel and re-engage over time

> **"We used to organize events. Now we run a platform that grows with us."**
>
> - Dana Crnogorac, Co-Founder

For Agencies Asking "What's Next?"

This is it.

Still resetting your funnel every six months? Still chasing short-term visibility?

It's time to future-proof your model and build a recruitment engine that works all year round.

[Book a Demo]