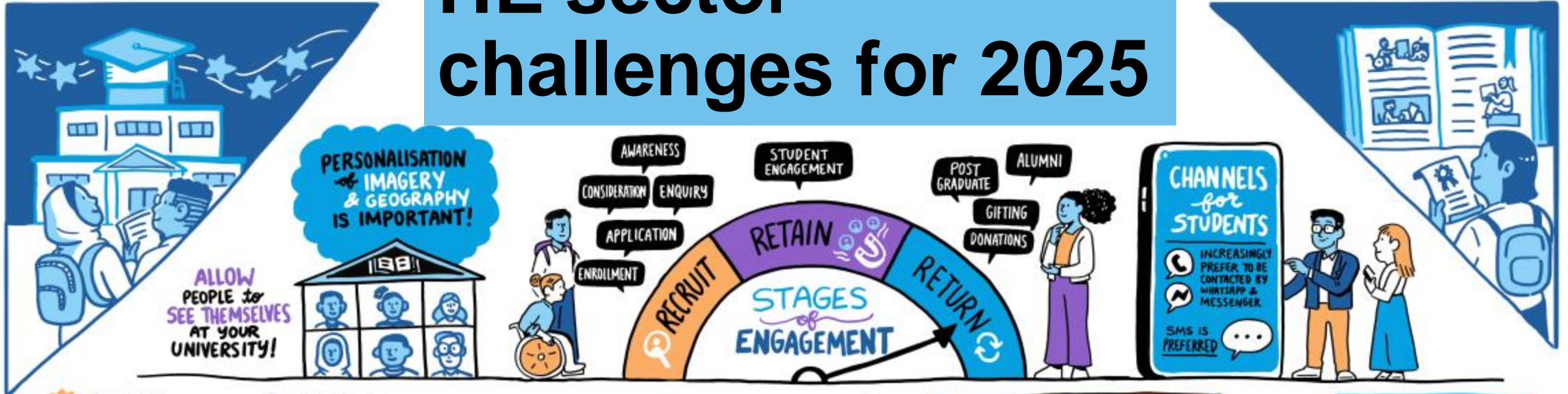# HE sector challenges for 2025

Real time insights & optimisation

Augmented and virtual reality

360 view of students

Impact on SEO and CRM: AI overviews & Apple intelligence

Hyper-personalisation at scale, omnichannel

Student information systems

Artificial Intelligence

The marketing data ecosystem is changing fast in HE

Customer data platforms

Sense of community

Peer 2 Peer

Tech is changing faster than we are

Privacy concerns, cookies changes

Digital & mobile first

Growth of first party data

Bot 2 Bot transfers

Gamification