3 WAYS TO ENGAGE STUDENTS WITH DISPLAY ADS

We asked students about client display ads on UCAS.com

HERE ARE 3 KEY FINDINGS:

1. Be clear
Students preferred simple ads which made crystal clear what they were all about:
   - "Clear and bright"
   - "Bold text"
   - Ads with a simple design and 1 call to action button perform best. We've found that ads that frame CTA text with an outline or colour box achieve 0.43% higher CTRs than those that don't, in some cases.

2. Keep text short
Many students said ads didn’t work as well on mobile e.g. if they used more than 1 text line per frame:
   - "A bit hard to read seeing as it would be on a phone screen"
   - "Too much info for a small box"
   - It’s best not to replicate desktop ad layouts for mobile. To improve readability and boost performance, consider cutting down text and spreading it across frames.

3. Use imagery
Students said that ads that used imagery engaged them more than those with just text:
   - "Imagery helps to connect better with the ad"
   - "I really like the imagery of students - more personalised"
   - Imagery can help get your message across quickly and make your ads stand out.
   - We’ve found that students like ads featuring a diverse range of other students as they find them more relatable.

For help with your marketing campaign contact:
01242 544 881 / paidmedia@ucas.ac.uk
or see our website for more creative tips & specifications.