STUDENT ACCOMMODATION

2022

PROVIDER PACK

- Trusted brand
- Verified students
- In-cycle promotion

UCAS
A BRAND STUDENTS KNOW AND TRUST

Here at UCAS we’re known for our insight into higher education. We engage with hundreds of thousands of applicants each year, as well as current students, teachers and parents, providing all the support and guidance they need.

Accommodation is a key consideration pre-application, during the application stage and as they make their way through their studies. It’s no surprise they turn to us for help and information on all things student accommodation.

By working with us, we can match your accommodation offers up with the right audience, ensure your message is tailored to their needs and is delivered in the most effective way. You’ll not only get our expert knowledge of the audience, but will benefit from association with a brand students trust to get them the best deal.

We have a wealth of data to help you identify and connect with just the right audience. Using targeting options such as demographics, location and university you’ll be able to engage the right pool of people.

**OUR VERIFIED STUDENT AUDIENCES INCLUDE:**

- **Pre-applicants** – who’ve registered with UCAS but are yet to start an application
- **Registrants** – who’ve started but are yet to complete their application
- **Applicants** – who are holding offers from a university
- **Placed** – who’ve accepted a university offer
- **Clearing** – who are placed via Clearing (July to Oct)
- **Students** – already studying at university
- **Postgraduates** – looking for information about postgraduate study

**REACH KEY INFLUENCER AUDIENCES:**

- Teachers and advisers
- Parents

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73% of applicants started accommodation research before their university place was confirmed*

83% of applicants’ parents/guardians were involved in researching and choosing accommodation*

UCAS’ unique place in higher education means we have a special connection with students spanning their early research, their application and their time at university. We’re there to support and guide them during each step in their journey, especially at crucial decision-making moments.

We understand what students want and when, making us perfectly placed to help you reach the hundreds of thousands who apply each year and the millions of current students, at key milestones across the cycle.

61% of applicants planned to move into new accommodation at the start of university*

51% of applicants started accommodation research more than 6 months before their studies began*

ACCOMMODATION CYCLE TIMELINE

- **OCT 2022 cycle applicants**
  - Application deadline for medicine, dentistry, veterinary, Oxford, and Cambridge
  - University open day season
  - Applicants are researching accommodation – one of top 5 reasons for choosing where to study!

- **NOV**
  - Application deadline for all other courses and universities
  - Current UG students
    - Short term break
    - Home for Christmas

- **DEC**
  - Universities are making offers – students narrow down their offers to one firm and one insurance choice
  - Current students are researching and booking accommodation for next September

- **JAN**
  - Applicants are booking accommodation
  - Home for Easter

- **FEB**
  - Late applications apply straight to Clearing
  - A level / SQA results

- **MAR**
  - Last deadline for applicants to narrow down their offers
  - Start uni life

- **APR**
  - Start next academic year

- **MAY**
  - Home for Summer

- **JUN**
  - Home for Summer

- **JUL**
  - Home for Summer

- **AUG**

- **SEP**

**Important Dates**

- Late applications apply straight to Clearing
- A level / SQA results
- Start uni life
Along with the know-how and data, we have the channels to help you connect with the right audience, not just at the right time but in the right way.

Working together, we'll create a channel mix that best connects you to individuals in our audience, using the best mediums for where they are in their university journey as well as their journey with your brand.

82% of first year students regularly use Instagram – their favourite social media site*

95% of first year students use their smartphone for email – the most popular use for their phone*

Our Accommodation Search is a trusted, independent site which brings together nationally accredited university and private student accommodation in one place. Created in direct response to calls from students, the site enables you to feature alongside rich informative content on finding the right accommodation and on living away from home.

The platform is promoted to our audiences at the moments when they want to find out more about accommodation during their student journey – starting well before they even apply. It’s your chance to build a strong connection with our audience over time – informing and influencing them early in their decision-making process.

PROPERTY LISTINGS
List and manage your available rooms and showcase all your property has to offer. Intuitive search functions mean your accommodation can be easily found by applicants and students looking for a specific university, campus or location, with results relevant to their year of study.

DISPLAY ADS
Feature your display ads on Accommodation Search, including the homepage, to boost visibility of your brand to a student audience actively researching accommodation.

PAID MEDIA REMARKETING
Retarget the site’s audience of engaged accommodation researchers through social media ads, Google search ads and display ads via the Google Display Network.

UCAS ACCOMMODATION SEARCH

- Trusted brand
- Verified students
- In-cycle promotion

117,000 average monthly page views*
1,600 average monthly provider website visits*

Take advantage of our first party verified data to directly connect with an audience of pre-applicants, applicants, students, parents or teachers.

**SOLUS EMAILS**

We can send your creative straight to an audience refined to match your specific accommodation goals – with options including demographic, university and location targeting.

We can also use changes in an individual’s application status, or key points reached in the application cycle, to trigger your emails and ensure you make a connection at exactly the right moment in their university journey.

- **36.6%** average open rate*
- **2.7%** average CTR*
- **51%** average Clearing open rate**
- **3.6%** average Clearing CTR**

**Accommodation Clearing emails, Aug 2021.

**STUDENT JOURNEY ADS**

Present your brand alongside trusted information sent by UCAS, with your adverts placed in our student journey emails.

This means you can reach our audiences as they receive key updates and advice during the application cycle, or at the point when a student’s application status changes.

- **82%** top open rate*
- **0.84%** top CTR**

**Highest journey email commercial ad, 2021.
Get your message across in a format which has fantastic cut-through with students, is kept longer than other forms of communication and is more likely to be seen by parents and family too.

BESPOKE MAILING

Using our quality data, we can send your creative in a UCAS-branded envelope to the audience you need to reach – managing the production and delivery for you too.

CONGRATULATIONS SHARED MAILER

Partner with us in our mailing to all newly accepted university applicants – positioning your brand alongside UCAS at a key moment of celebration in their higher education journey.

*JICMAIL data on 17-34-year-olds, 2019-20.*
Showcase your brand across our websites including UCAS.com – the only place where undergraduates can track their application. We’re also a vital source of impartial advice for pre-applicants and students, and a great place to reach student influencers too.

**UCAS DISPLAY ADS**

Feature your ads on UCAS.com or our Accommodation Search site alongside trusted advice for applicants doing early research, information for students while at university, and through to guidance on postgraduate study.

Targeting options by location and study level allow you to refine your audience, while you can also serve ads as students track their application – to feature your brand at the very moment they see their confirmed university place.

- 0.14% average CTR*

**SPONSORED CONTENT LINKS**

Sponsored content links run across UCAS.com and allow you to include your branding and messaging amongst articles and advice on going to university.

- 436 average clicks per creative**

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Using our email opt-in and targeted website data, we can extend your audience reach across popular social and Google products or remarket to individuals with tailored messages based on their previous interactions with your activity. Targeting can be refined by application status, university, location and more to drive engagement and conversions.

**SOCIAL MEDIA ADS**

Choosing the best platforms and ad types to maximise campaign performance, we’ll use our data to target your ads through the social sites we know our audience love.

- 60% audience match rates on Snapchat and Facebook/Instagram*
- 0.69% average CTR**
- 0.16% average engagement rate**

*SUCAS.com visitors for accommodation campaigns, Nov 2021.
**Across accommodation social campaigns, 2020/21.

**SEARCH ADS**

Reach a predefined audience that suits your needs just as they are actively researching student accommodation, with Google Ads.

- 50% audience match rates on Google*
- 32% of placed applicants used Google to find out about student accommodation**

*UCAS.com visitors for accommodation campaigns, Nov 2021.

**OFF-SITE DISPLAY ADS**

Reach your perfectly defined audience with digital display ad placements across popular websites through the Google Display Network.

- 50% audience match rates on Google*
- 0.20% average CTR**

*UCAS.com visitors for accommodation campaigns, Nov 2021.
**Across accommodation campaigns, 2020/21.
By partnering with us to deliver rich informative social content, you can position yourself clearly alongside our trusted brand as engaged pre-applicants and applicants get key advice and guidance. Connect through live and on-demand content across a range of channels, at key moments when students are discovering more about university accommodation.

**LIVE SOCIAL SESSIONS**

Help shape the topic and have a representative of your brand feature in the discussion, which we’ll promote through our channels and broadcast live on Facebook or Instagram. Your brand name and logo* will be displayed during the session, which can be hosted at our TV studio, via Zoom or at your premises as appropriate. We’ll also share video snippets afterwards.

*LIVE SOCIAL SESSIONS*  
*You must have a live Facebook/Instagram account to tag.*

**PRE-RECORDED SOCIAL VIDEOS**

We’ll work closely with you to design and film a short video, either at our TV studio or your premises. The video will be hosted on YouTube with snippets shared across our social channels. We can also package up the content with your branding added for your own use.

**UCAS HUB LIVE SESSIONS**

Broadcast live to registered university applicants via our online portal. **Session topics and timings closely align with the application cycle.** Your sponsorship will ensure you are associated with the event, with options to enhance your presence including a guest spot on our discussion panel.

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5.7 hours is the average time first year students spend online each day*  
99% of first year students use at least one social media site or app*  

*Student Lifestyle Report, 2021.*
Our online and in-person events are must-attend for schools and young people across the UK, attracting tens of thousands of visitors every year. Running across the decision-making cycle, they’re your opportunity to build a long-term relationship with future students – starting at their early research stage.

With a range of innovative online marketing solutions available, you’ll not only engage with visitors during events, but can build brand awareness beforehand and continue the conversation afterwards.

**IN-PERSON DISCOVERY EVENTS**

Held at major exhibition centres and university locations throughout the UK, you can reach future students face-to-face in the areas most important to you. Along with exhibition stand options and in-event marketing products to boost your brand’s presence, our data-scanning service enables you to easily build a contact list to stay in touch with.

- Over 150,000 attendees*
- Over 40 events planned in 2022

*Last full round of in-person events, 2019.

**VIRTUAL DISCOVERY EVENTS**

Reach young people and their advisers via a mix of live sessions and on-demand content that’s available for 4 months after each event. Virtual exhibition stands, live talks, virtual tours and sponsorship opportunities are just some of the ways you’ll be able to raise your profile and connect with the audience.

- 13,000 attendees*
- 110 average exhibitor leads*

*Discovery Week, 2021.
Hundreds of thousands of students apply for university through UCAS every year. We are also in touch with pre-applicants, applicants, students, parents, advisers, teachers, schools, universities, policy makers and many more across the education sector. This means we have a huge amount of data and an unrivalled knowledge of higher education.

If you need insights to help improve your understanding or position, then we have the expertise and the information you need.

**EXACT**

EXACT is our bespoke data service which reports on historical and live cycle application data across the sector. With over 200 variables and a variety of statistics, chances are EXACT can help with whatever accommodation challenge you’re looking to solve.

Giving you raw data outputs via a one-off purchase or subscription, EXACT could help you understand migration into your priority towns and cities, help you find your next accommodation locations and much more.

**BESPOKE DATA CONSULTANCY**

Our team of data scientists, insight analysts, policy specialists and sector consultants will work with you to understand the specific accommodation problem or challenge you’re looking to overcome and build a report.

Through this collaborative and outcome-driven process, you’ll gain an action plan for success. Whether you’re looking to identify profitable new markets, are facing challenges meeting new regulations or want to overtake a key competitor, we’ll use the best of our people, data and analysis to help find the solution.
Get in touch with our team today and we’ll help you engage with the applicants and students you need to reach, at just the right moments in their university journey. We’ll work with you to craft a marketing plan with the perfect channel mix to maximise your budget and meet your targets.

**REACH MORE STUDENTS NOW**

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**Why work with us?**  
UCAS Media Limited is a wholly owned subsidiary of UCAS. By working with us, you’ll be directly supporting today’s and tomorrow’s students, because we gift aid our profits back to UCAS, the charity. This reduces the cost of admissions services for students and higher education providers alike.

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**GET IN TOUCH**  
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**UCAS**