

UCAS

AI-OPTIMISED EMAIL SENDS

SUPERCHARGE YOUR EMAIL
ENGAGEMENT WITH 'EINSTEIN'



BOOSTING EMAIL PERFORMANCE USING ARTIFICIAL INTELLIGENCE

‘Einstein’ is an artificial intelligence (AI) feature, which analyses the behaviour of our email audiences and gains insights that help improve email engagement. It draws on behavioural data from the hundreds of thousands of subscribers we engage with through email every single year.

You can now take advantage of this AI learning to enhance your UCAS email campaigns aimed at:

Our verified student audiences

- ▶ **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
- ▶ **Unplaced** – who’ve applied but who aren’t holding any offers from a university
- ▶ **Extra** – who’ve used all 5 application choices but aren’t holding any offers from a University (Feb to Oct)

- ▶ **Placed*** – who’ve accepted a university offer
- ▶ **Clearing*** – who are placed via Clearing (July to Oct)
- ▶ **Historically placed** – students already studying at university
- ▶ **Postgraduate pre-applicants** – students who’ve signed up for information about postgraduate study

Our influencer audiences

- ▶ **Teachers and advisers**
- ▶ **Parents**

*Audience contactable by commercial customers only



AI ENHANCEMENT 1: SEND TIME OPTIMISATION (STO)

'Einstein' STO is a tool that uses artificial intelligence (AI) to choose when's best to send your email, with send times personalised to every member of your chosen student audience.

Key benefits:

- ▶ Your emails sent at a time personalised to each subscriber's preferences and behaviour
- ▶ Be top of student inboxes at exactly the time they're most likely to engage
- ▶ Send times based on AI learning from our wealth of engagement data for each student



**81% AVERAGE INCREASE
IN OPEN RATES***



**105% AVERAGE
INCREASE IN CLICK
THROUGH RATES***

How it works:

Boosting the performance of your UCAS email sends using STO is simple:

1. On booking your email send with us, let us know that you'd like to add STO
2. We'll ask for your preferred start time and timeframe for the send – from a minimum of 6 and up to a maximum of 12 hours
3. Each member of your audience is assigned an individual time when your email will be sent to them, based on their past email engagement (or the behaviour of our wider audience)

For example:

You might decide to add STO to your student email, using a 12-hour timeframe on the date of your send.

If your email campaign starts at 8am, different audience members would receive your email at different times between 8am and 7pm, depending on their individually assigned send slot.

This ensures individuals receive your email at the time of day they're most likely to interact with your content, improving your campaign performance.

*For UCAS emails using send time optimisation, compared with standard UCAS emails

AI ENHANCEMENT 2: ENGAGEMENT SEGMENTATION

'Einstein' segmentation uses artificial intelligence (AI) to predict how each member of our student audience is likely to interact with email and selects those most likely to engage to send your message to.

Key benefits:

- ▶ Your emails sent to members of your chosen audience most likely to engage
- ▶ Reduces wastage and improves your campaign's return on investment
- ▶ Includes send time optimisation, so your email is sent at the best time for each student



**102% AVERAGE INCREASE
IN OPEN RATES***



**156% AVERAGE
INCREASE IN CLICK
THROUGH RATES***

How it works:

It's easy to use engagement segmentation to send emails to the most engaged audience members:

1. On booking your email send, let us know that you'd like to add engagement segmentation
2. We'll work with you to ensure your chosen targeting and the number of contacts you want to reach is compatible with engagement segmentation**. We'll also ask for your preferred start time and send timeframe (6 to 12 hours) for the included send time optimisation
3. Audience members are filtered using AI data such as their persona, likelihood to engage and the amount of emails they've recently received. Those with the most potential for engagement will be chosen to receive your email, at the send time that suits them best.

For example:

You might want to add engagement segmentation to your email targeted at 10k students in particular regions. You choose an 8-hour timeframe for the send time optimisation starting at 11am.

The starting dataset of over 20k students will be narrowed down to 10k, perhaps to include only those with a 'loyalist' persona (who regularly engage with UCAS emails) and others likely to click on email links. This filtered audience will be sent your email at an individually assigned time, between 11am and 6pm.

As students most likely to engage with your emails are targeted, at the time of day that suits them best, your campaign's performance and return on investment is boosted.

*For UCAS emails using engagement segmentation, compared with standard UCAS emails.

**There needs to be at least double the subscribers in your starting dataset, than your target number. For example 50,000+ subscribers meet your criteria and you wish to target up to 25,000.

PRICING AND SETUP

Our AI enhancement options are available to use on qualifying emails, at an additional cost:

SEND TIME OPTIMISATION (STO)

Availability:

- ▶ Can only be added to emails with a minimum value (before adding STO) of £5,000
- ▶ Cannot be added to emails on JCQ or SQA results days
- ▶ Cannot be used in conjunction with AB testing

Price*: 15% of your email value

Pricing example: If the cost of your email campaign is £5,000, the additional cost of STO is £750

Special introductory price:** 12% of your email campaign value – available for first time Einstein customers for up to 3 emails, if sent by end of July 2023

*The cost of the Einstein enhancement is based on the value of your individual email, before the enhancement is added. The Einstein enhancement cost is charged in addition to the standard cost of your email

**Special offer price is available on up to 3 uses of Einstein email enhancements in total, for customers who have never previously used either enhancement option. The maximum of 3 discounts may include a mix of use of STO and/or engagement segmentation (not 3 discounts on both options).

ENGAGEMENT SEGMENTATION

Availability:

- ▶ As engagement segmentation has a limited availability and can only work effectively where large volume audiences are targeted, it can only currently be used by customers committed to annual media campaigns of £100k or more with UCAS
- ▶ Can only be added to emails with a minimum value (before adding segmentation) of £5,000
- ▶ Only 1 slot per day is available for an email send with engagement segmentation, available to customers on a first-come first-served basis
- ▶ Cannot be used during August
- ▶ There needs to be at least double the subscribers in your starting dataset, than your target number.
- ▶ Includes send time optimisation (STO) as standard as part of the price (STO cannot be used in conjunction with AB testing)

Price*: 30% of your email value

Pricing example: If the cost of your email campaign is £5,000, the additional cost of segmentation is £1,500

Special introductory price:** 24% of your email campaign value – available for first time Einstein customers for up to 3 emails, if sent by end of July 2023

SUPERCHARGE YOUR EMAIL ENGAGEMENT TODAY

Contact your Customer Manager / Customer Success Director, or email:

- ▶ educationservices@ucas.ac.uk (HE Providers)
- ▶ commercialservices@ucas.ac.uk (Commercial customers)

Why UCAS?

UCAS is an independent charity, which is here to make choices clearer for anyone taking their next step in education or career development.

- ▶ We have a captive audience who listen to us – we're trusted to only promote relevant products and opportunities.
- ▶ We have a strong ethics framework – we'll only work with organisations who align with our values.
- ▶ 100% of profits from commercial activities go directly back into the business to improve services for customers and clients.

Get in touch

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