

UCAS

CREATE CONNECTIONS WITH POTENTIAL APPLICANTS

Connect with **pre-applicants** now -
build relationships with your next
generation of students



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UNLOCK THE POWER OF UCAS' PRE-APPLICANT DATA

Our pre-applicant database (PAD) is comprised of people researching their next steps to higher education. They've registered with UCAS but haven't yet applied.

With our pre-applicant data you can reach next year's students – months before they apply.

Connect with them from the beginning of their journey when they're exploring their options and thinking about what to do next.



More than **100,000*** pre-applicant students have already opted in to be contacted by providers

*As of early April 2023

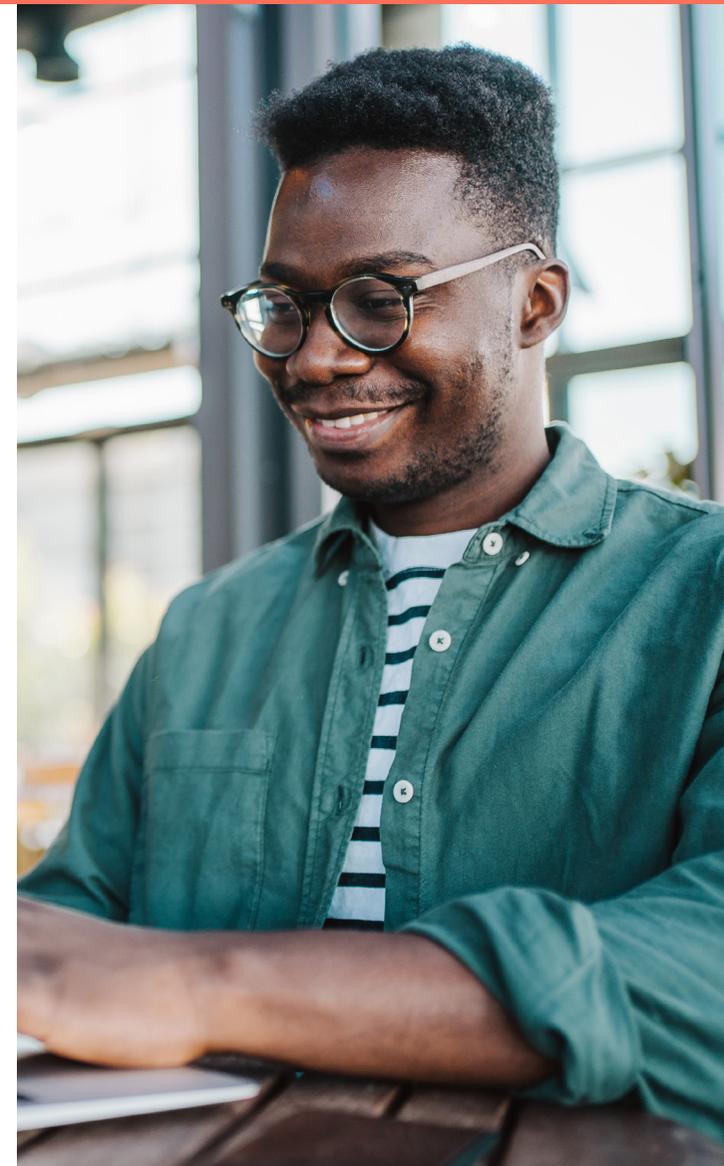
Our campaigns give a clear, measurable return on investment.
In the last full cycle:



Pre-applicant campaigns delivered between **10 and 15% more** applicants than would otherwise have been expected



Every extra £1k spent on pre-applicant campaigns were worth between **15 and 25 extra** applicants (£40 - £65 per applicant)



PRECISION TARGETING

TOP 5 SUBJECT AREAS STUDENTS ARE INTERESTED IN*

MEDICINE
BUSINESS STUDIES
LAW BY AREA

ART AND DESIGN
PSYCHOLOGY

*As of April 2023

With our pre-applicant data you can reach thousands of students – and we can help target your communications – making sure reach the people.

We can target students based on:

- ▶ Their top subjects
- ▶ Their location in the UK
- ▶ Country (international students)
- ▶ University
- ▶ School
- ▶ Demographics, including POLAR data (to help with your widening participation goals)

89% OF STUDENTS

in the last full cycle went on to apply for the subject they registered their interest in



WITH UCAS YOU CAN...



TARGET STUDENTS SO EARLY IN THE CYCLE

Reach a huge database of engaged future applicants, often before they've begun exploring their options – or made any decisions about what or where they want to study.



RECRUIT THE RIGHT PEOPLE FOR THE RIGHT COURSES

89% of our pre-applicants later apply to a subject they told us they are interested in – you can be confident the students will be interested in what you have to say.



TRACK CAMPAIGNS THROUGH TO APPLICATION AND ACCEPTANCE

Only UCAS can provide tangible ROI - showing how many students you attracted and converted into applicants/acceptances across multiple channels.

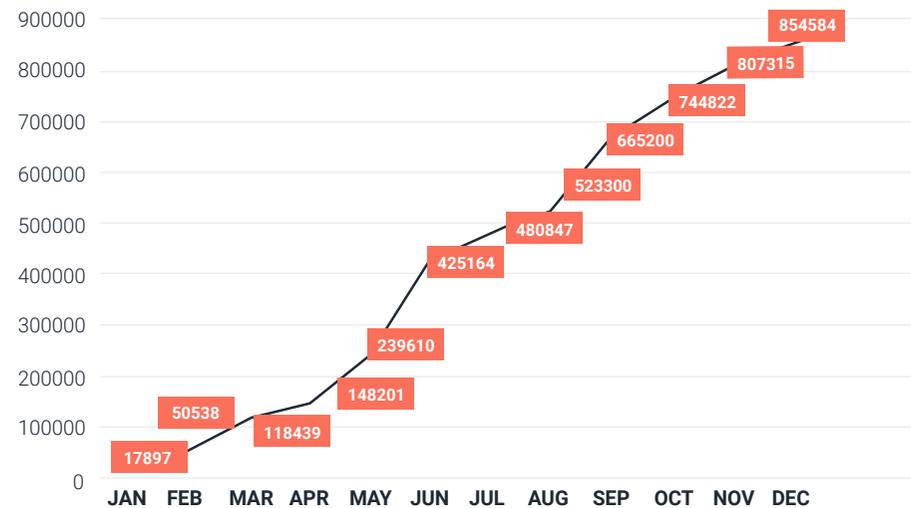


REACH TOMORROW'S APPLICANTS TODAY

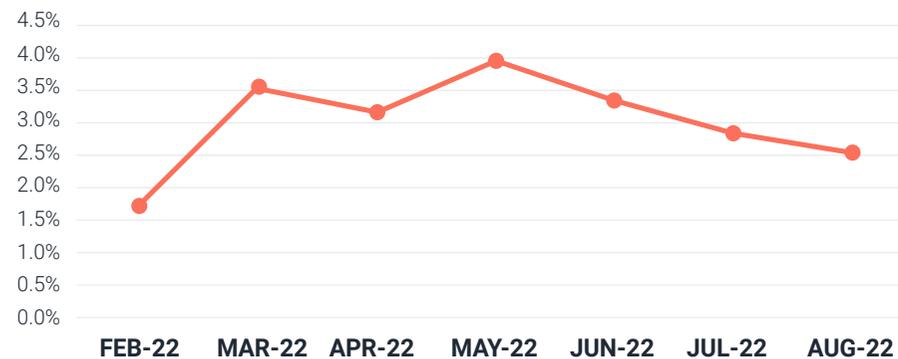
Now is the perfect time to grab students' interest and build a connection with them over time. Last year, we saw that click through rates for pre-applicant campaigns peaked in May. This demonstrates that students are ready to find out more early in the cycle.



Total pre-applicant 2023 sign up growth during 2022 cycle



Pre-applicant 2023 email clickthrough rates



WHAT PRE-APPLICANTS WANT TO HEAR FROM YOU...



Now more than ever it's important you understand what pre-applicants want to hear from you.

The cost-of-living crisis is an ongoing issue facing prospective students – **66% are worried about the cost of living at university***

Students are eager to hear what support, part-time work and finance is available to them when looking where to study.

Prospective students are also having to make challenging choices when it comes to researching their options. The cost of travelling to and attending open days means **39% have cut down the number of open days they would attend.**

This reinforces the importance of getting your message out there early – building brand awareness, showcasing your USPs and creating meaningful connections – as pre-applicant students explore their options and decide how to invest in their research journey.

*Cost of living survey, 2023 prospective applicants

39%

Have cut down on the number of open days they would attend



THIS RISES TO 42%

for those from POLAR Quintiles 1+2

"(Open days) are really expensive and I couldn't afford the trains so I only got to visit one"

Focus group respondent, UK

"I have always wanted to go to university, and it is what my family would have wanted too. Increase in price doesn't change my decision but only makes the journey a little harder."

Focus group respondent, UK



CHANNELS TO REACH PRE-APPLICANTS



PAID MEDIA

Only UCAS can target verified pre-applicants across a mix of paid media platforms. Gain brand awareness, student engagement, and ROI – everywhere from Google to TikTok – and retarget those who've shown interest.



EMAIL

Data-driven targeted communications will help you meet your campaign goals, with options including demographic, location, and academic subject targeting.



SMS

Reach a vast student audience who are rarely without their devices. SMS is a quick way to reach students with content to help them with their next steps.



DIRECT MAIL

Stand out from your digital-only competitors. Send creative collateral, that effectively communicates your message, all delivered in UCAS branded envelopes.



UNLOCK THE FULL POTENTIAL, WITH A MULTICHANNEL CAMPAIGN



Reach our students, as they're exploring their options, across the different channels we know they use.

The top two performing pre-applicant campaigns in the last cycle, which generated the most additional applicants, adopted a multichannel approach.

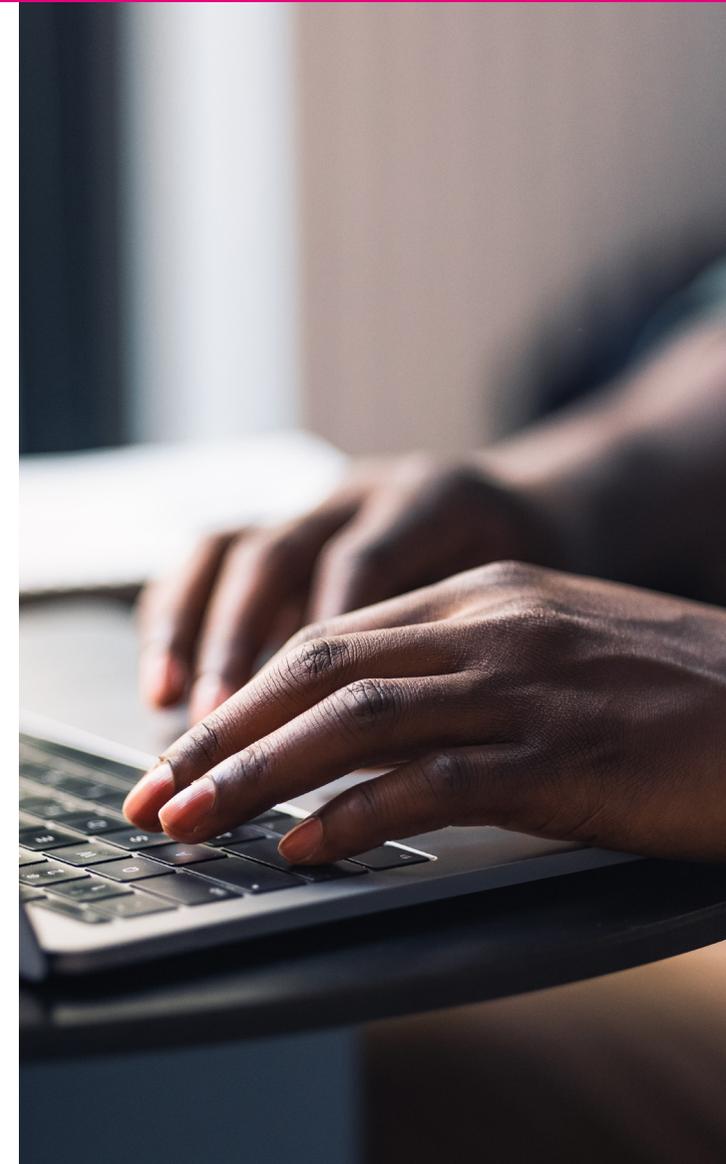
Campaign	Channels used	'Additional' applicants (above 'expected' return)	Cost per 'additional' applicant
Provider pre-applicant campaign - 2022	Email and paid media	4,123	£1.83
Provider pre-applicant campaign - 2022	Email and paid media	3,692	£8.54

Adding paid media unlocks the potential of a campaign – combining awareness messaging on pre-applicants' favourite social channels with direct calls to action via email, driving engagement and maximising conversions.



2.9X

higher conversion rate using multichannel campaigns versus single channels



TARGET PRE-APPLICANTS WITH EMAIL



Benefit from our first-party verified data to connect directly with the right pre-applicants, at the right time.

Target students:

- ▶ Using 100s of data points, including age, gender, location, academic subject interest and more to precisely segment and refine your target audience
- ▶ Delivering your messaging alongside the UCAS brand – trusted and recognised by students – for maximum engagement

Follow up with SMS

Once you've started building a connection, utilise SMS for follow up communications such as:

- ▶ Reminders about upcoming open days
- ▶ Details of webinars and virtual events
- ▶ Relevant prompts throughout the cycle



AVERAGE 3.4% CTR

(April 2022 – May 2022)



37% OPEN RATE

based on last full cycle.



OVER 19,200

unique opens and 1,600 unique click throughs* (April 2022 – May 2022)

**Email open rates may be skewed by some mail clients' privacy settings following an iOS update



BOOST EMAIL PERFORMANCE USING ARTIFICIAL INTELLIGENCE

We can further enhance your engagement and conversion rates with our audience using email send time optimisation, powered by artificial intelligence (AI).

We can harness AI to ensure your emails are sent at a time **personalised to each student's preference**, within a defined timeframe.

'Einstein' is an 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.



81% average increase in open rates*
105% average increase in click through rates*

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



TARGET PRE-APPLICANTS WITH DIRECT MAIL



Get your message across in a flexible format which cuts through with pre-applicants and can reach parents and family as well. Send them something that they'll keep, and remember, when they apply.

- ▶ We'll harness our student data to send your creative in UCAS branded envelope
- ▶ We'll manage the production and delivery too – taking the stress out of the process for you

10.4 days is the average time direct mail is kept in the home by young people before being thrown or filed away – more than **2** days longer than the general average*

*JISCMail data on 17-34-year-olds, 2019-20



15 TO 24 YEAR OLDS*

trust content delivered by mail more than any other age group

* Royal Mail MarketReach



TARGET PRE-APPLICANTS WITH PAID MEDIA



We have the data, reach and expertise to put you in front of the right pre-applicants, on the channels they use regularly.

Using our email opt-in and targeted website data, we can extend your audience reach across popular social media and Google products.

Our **70%** audience match on Google and hyper-targeted campaigns deliver you enhanced ROI

Using our 100s of data points, you can reach and remarket to the right individuals with tailored messages, based on their demographics, interests and interactions – driving engagement and conversions.



37%

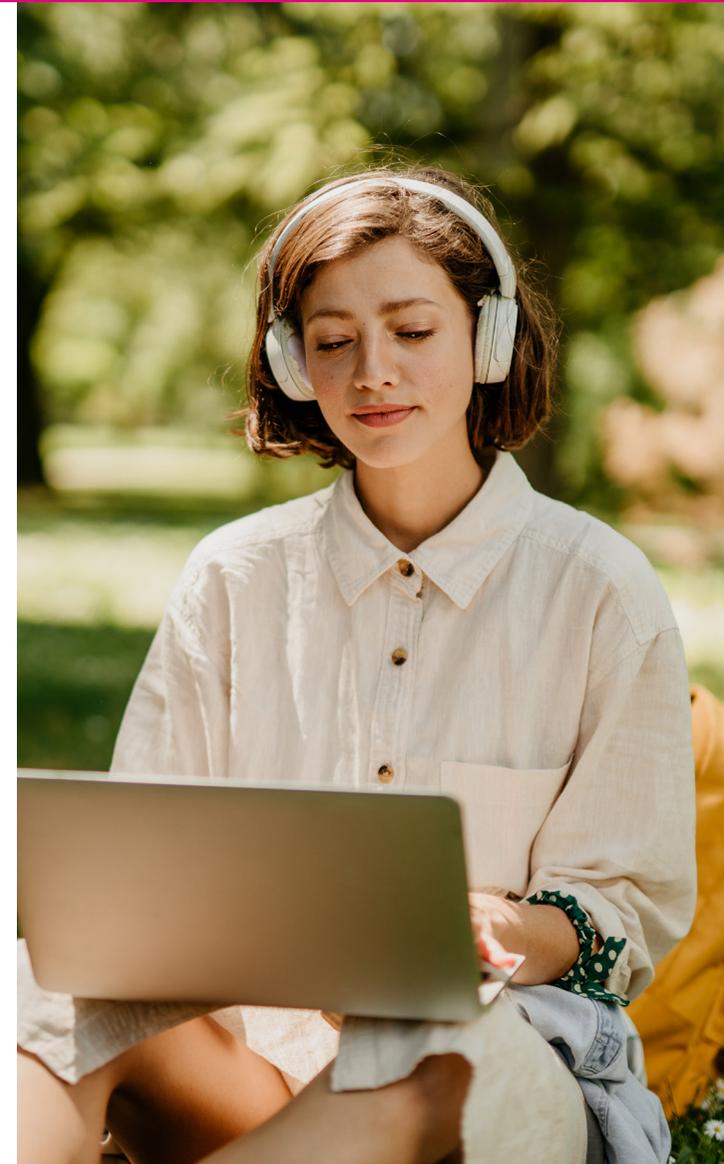
of UCAS students use social media to be inspired*



28%

of UCAS students use social media for research*

*UCAS Student Lifestyle Report 2021



TARGET PRE-APPLICANTS WITH PAID MEDIA

SOCIAL MEDIA ADS

Harnessing the most relevant platforms and best ad types to maximise the performance of your message, we'll use our data to target your ads on the social sites they love and use regularly.

- ▶ 60% audience match rates on Snapchat and Facebook/Instagram*
- ▶ 0.95% average CTR**

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

**Across commercial social campaigns, 2020/21.



OFF-SITE DISPLAY ADS

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

- ▶ 70% audience match rates on Google*
- ▶ 0.45% average CTR**

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

**Across commercial social campaigns, 2020/21.

UCAS.COM

Showcase your brand on the trusted source of impartial advice for students discovering their future.



1,184,829 STUDENTS*

registered on the UCAS Hub



117,988 STUDENTS

have set a favourite university or college on the UCAS Hub



23,118,811**

page views in the last 12 months

*Students who have expressed an interest in starting higher education study in 2023

**UCAS Hub page views for the 12 month period of 1 Apr 2022 - 31 Mar 2023

REVIEW, MEASURE AND REPORT ON YOUR CAMPAIGN



As part of any digital campaign, you'll get access to TapClicks – our reporting platform that gives you access to all marketing campaign results in one place.

With **TapClicks**, you can:

- ▶ Log in whenever you need
- ▶ Pull through data as recent as the previous day
- ▶ Filter for specific dates – giving you flexible date viewing

You can also receive **Recruitment Campaign Analysis** (RCA) to show how many students went on to apply and were placed as a result of your campaign.

Only UCAS can track campaigns through to application and acceptance for tangible ROI

DOWNLOAD AND SHARE

View online, or download different reports in multiple formats.

A quick and handy way to present the results visually and share achievements with your colleagues.



3 STEPS TO SUCCESS

Reach pre-applicants at the right time, using a multichannel approach that suits your needs and budget.

1

DECIDE YOUR TARGETING

- ▶ Their top subjects
- ▶ Their location in the UK
- ▶ Country (international students)
- ▶ University
- ▶ School
- ▶ Demographics, including POLAR data (to help with your widening participation goals).

2

CHOOSE YOUR CHANNELS

- ▶ Email
- ▶ Paid Media
- ▶ Direct Mail
- ▶ SMS

3

DEFINE YOUR BUDGET

We'll work with you to create the optimum package delivered at exactly the right time.



THE RIGHT PACKAGE, DESIGNED TO ACHIEVE YOUR GOALS

We've created a selection of example packages – to give an idea of what's possible, depending on your budget. If you'd like to find out more, in line with your specific goals and budget, speak to our team of experts.

Example Package 1 - £7,000		
Paid Media	Mix of engagement and brand awareness, on a single channel (4 weeks)	£3,500
Email	5,500 records	£3,500

Example Package 2 - £19,979		
Paid Media	For longer term campaigns (6 weeks) across two social channels. Combining brand awareness and engagement.	£7,500
Email	7,500 records	£4,650
Direct Mail	7,500 records. A5 mailing with data and PDF supplied. Print and personalise on 350g silk board. Trim to size and Admail postage 2nd class.	£7,829* + postage and fulfilment *pricing of direct mail varies depending on the creative involved. Contact our team for further details

Example Package 3 - £27,701		
Paid Media	Comprehensive campaigns (8 weeks) with dedicated objectives e.g awareness to conversion, with full platform coverage and greater optimisation	£11,720
Email (and/or SMS)	9,000 records	£5,580
Direct Mail	9,000 records. A5 mailing with data and PDF supplied. Print and personalise on 350g silk board. Trim to size and Admail postage 2nd class.	£10,401* + postage and fulfilment *pricing of direct mail varies depending on the creative involved. Contact our team for further details

PRICING – BROKEN DOWN BY PRODUCT

Speak to our team if you'd like to find out more about our products, associated costs and how we can work with you to reach the right pre-applicant audience.

Product	Cost	Minimum Booking
Email (and/or SMS)	£0.62 per email sent	£750
Einstein STO	15% of your email value	Value of email (before adding Einstein STO) must be at least £5k
SMS	£0.62 per SMS sent	£750
Direct Mail	Cost depends on product sent and number of sends	£750
Paid Media 1 Platform Campaign – 4 weeks	£2,500	N/A
Paid Media 2 Platform Campaign – 6 weeks	£7,500	N/A
Paid Media Multi Platform Campaign – 12 weeks	£12,500	N/A



OTHER WAYS TO BOOST YOUR EARLY AWARENESS...

Contact our team to find out additional ways we can help you share your message and achieve your goals, including:



PROVIDER PAGES

Millions of students come to ucas.com to research their choices – put your university or college front and centre while they're considering their options.



UNIBUDDY ON UCAS.COM

Put prospective students in touch with peers, so they can ask questions and build affinity with your institution as they do their early research.



FEATURED OPEN DAYS

Get students to your events by promoting them on ucas.com, visited by millions each year.



UCAS

REACH PRE-APPLICANTS TODAY

Contact your Customer Success Director/
Customer Manager or email
educationservices@ucas.ac.uk

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