

UCAS

**STRATEGIC
TARGETING
TO REACH THE
RIGHT STUDENTS**



STRATEGIC TARGETING FOR 2024



The challenge: You're losing market share in specific regions, and you need a growth strategy that shows you where we can focus your efforts. Or perhaps your geographical reach is shrinking and you're unsure exactly where to target?



Our solution: We'll identify locations with the most suitable applicants and feed these directly into your media plans - reducing wastage and saving time.

You'll discover where to regain your market share, by understanding the reasons for your losses.

We'll help you build on current successes by finding out why you're winning and helping you stay ahead.

And we'll work with you to expand your reach into potentially successful new locations by postcode, schools, and application.

We'll then deliver a hyper-targeted campaign to exactly the right locations and audiences, to meet your recruitment goals.



IDENTIFY WHO AND WHERE YOUR FUTURE STUDENTS ARE

Untapped Geographies is a consultancy-style insights report – including heat maps, specific postcode areas and schools to target – to reach your ideal applicants. We'll help you recover your losses, grow your wins further and extend into new markets.



REGAIN

Recover lost share in areas you currently recruit in

Our data scientists analyse the drivers behind applicant choices. We can help you to understand the reasons for your losses – and plan activity to reverse them.



GROW

Extend your brand further in areas you're flourishing in

We explain why you're winning in your most successful areas. You can then double down on activities in these locations where to extend your recruitment further.



UNTAP

Expand your reach to new areas

We'll recommend new locations including postcodes, schools and Apply centres. You can then take your next steps, confident about volumes of suitable candidates.

WHAT PROVIDERS SAY:

"It exceeded my expectations – very robust data with strong recommendations that can be actioned immediately, whilst also allowing for mid and long term planning. We have regained market share and increased applications."

Midlands-based provider



RECRUIT THE RIGHT PEOPLE FOR THE RIGHT COURSES

With this deep analysis of your current position and future recruitment, you have the perfect opportunity to partner with us on a media campaign and prioritise the postcodes with the best growth potential.

Reach your suitable candidates with a tailored pre-applicant campaign to suit your needs – be front of mind from the very start of their journey.

THE OPPORTUNITY EQUATIONS



Using your Area Score, we can create a pre-applicant media campaign that connects you with your next generation of students.

WHAT PROVIDERS SAY:

'We've been able to focus our digital and OOH in a very targeted way, using drive times, bands, target lists – we're using the data in a much more sophisticated way than ever before. It's a real phenomenon – it's shaped our work and thinking.' **Swansea University**



REACH THEM HOW THEY WANT TO BE REACHED

By linking the data to your media plan, you can ensure you're saving time and spending budget on the right students.

We can target pre-applicant students based on their location in the UK, among other characteristics, meaning you can put your Untapped findings to good use straight away.

MORE THAN 100,000*

pre-applicant students
have already opted in to be
contacted by providers

*As of early April 2023

**2.9X HIGHER
CONVERSION RATE**

using multichannel
campaigns versus single
channels by providers



EMAIL

Using 100s of data points, including location as determined by Untapped Geographies, precisely segment and refine your target audience.

Then boost your performance with artificial intelligence, personalising to the student's preference even further.



DIRECT MAIL / SMS

Get your message straight to their doorstep, harnessing your area score and extending your reach.



PAID MEDIA

Connect with your future students on the channels they love, delivering an enhanced ROI. Use ucas.com, a trusted source offering impartial advice to students discovering their future, to showcase your brand.



SMS

Reach a vast student audience who are rarely without their devices with a targeted message.

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IDENTIFY YOUR FUTURE APPLICANTS WITH UNTAPPED GEOGRAPHIES AND REACH THEM TODAY

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

UCAS
Rosehill
New Barn Lane
Cheltenham
GL52 3LZ

01242 544 881

