3 WAYS TO ENGAGE STUDENTS
WITH DISPLAY ADS

We asked students about client display ads on **UCAS.com**

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HERE ARE 3 KEY FINDINGS:

1. Be clear

Students preferred simple ads which made crystal clear what they were all about:
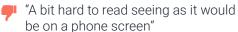
👍 "Clear and bright"

👍 "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.

CREATIVES MUST:

▸ Be crisp and clear, with no blurred images, logos, or text

▸ Have user click activated sound

▸ Must become static at 30 seconds

▸ If on a white or transparent background, feature a one pixel border (grey [#666666] or black is recommended, although any colour that clearly distinguishes the ad from the content may be used)

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