

UCAS

CLEARING 2023

**ACCOMMODATION
SOLUTIONS**



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INTRODUCTION: WE'RE WITH OUR AUDIENCE FROM THEIR FIRST STEPS TO FINDING THEIR FEET

Our unparalleled dataset allows us to segment and target audiences with incredibly specific detail – across location, tariff university selection, and subject interest – giving you pinpoint accuracy to find the best audience for your property.

And our media ecosystem provides multiple opportunities to reach and engage them – whether it's bespoke social campaigns, display across our platforms or targeted content.

Clearing is a crucial time for students to find their place at university, and finding accommodation is high on their priority list.

Raise brand awareness during this time of opportunity and attract this audience to your property as they make these decisions.

Accommodation is the
THIRD BIGGEST
driver of University
selection.

57% OF STUDENTS
who receive direct mailings
claim to feel more valued

£641 AVERAGE
UK spend per month
on rent.



LESSONS FROM 2022: EARLY ENGAGEMENT IS ESSENTIAL

Last year, we saw further proof that Clearing applicants get prepared and make decisions earlier. Our Clearing 2022 survey showed:

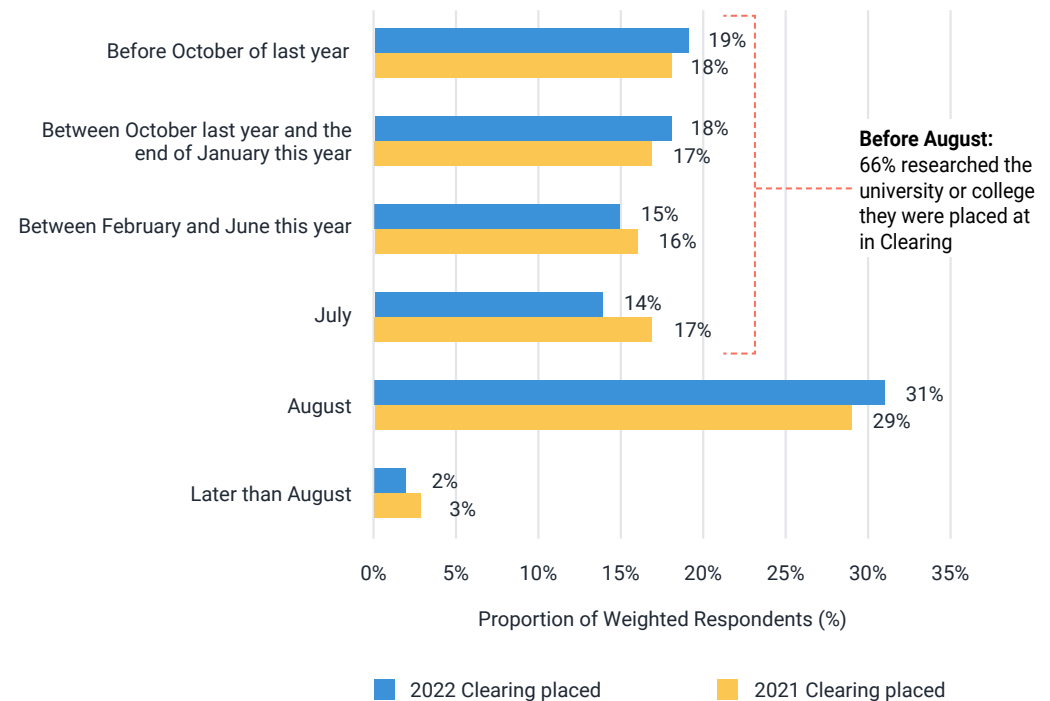
- ▶ Two thirds of students started researching the provider they were later placed at before August.
- ▶ Students applying direct to Clearing increasingly plan this in advance – 38% said they always intended to use this route.
- ▶ 57% of students who used *decline my place* started considering this option before August.

This means that brand awareness ahead of and during this crucial time will make the difference between filling those beds early, and empty rooms come October.

66,845 STUDENTS

were accepted through
Clearing 2022.

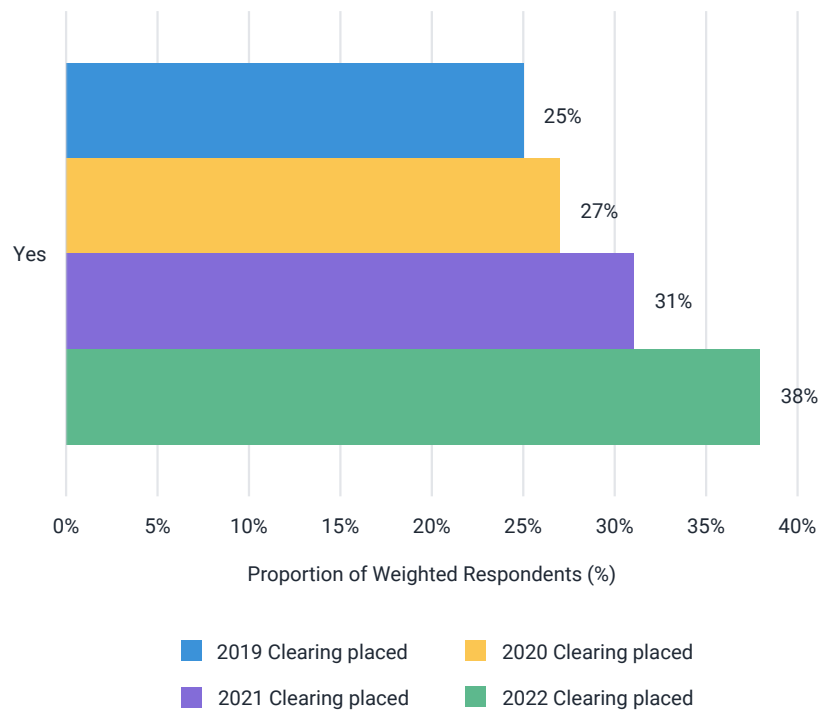
When did you start researching the university or college you were placed at through Clearing?



Source: UCAS Clearing Survey September 2022 survey; No. respondents: 1,292

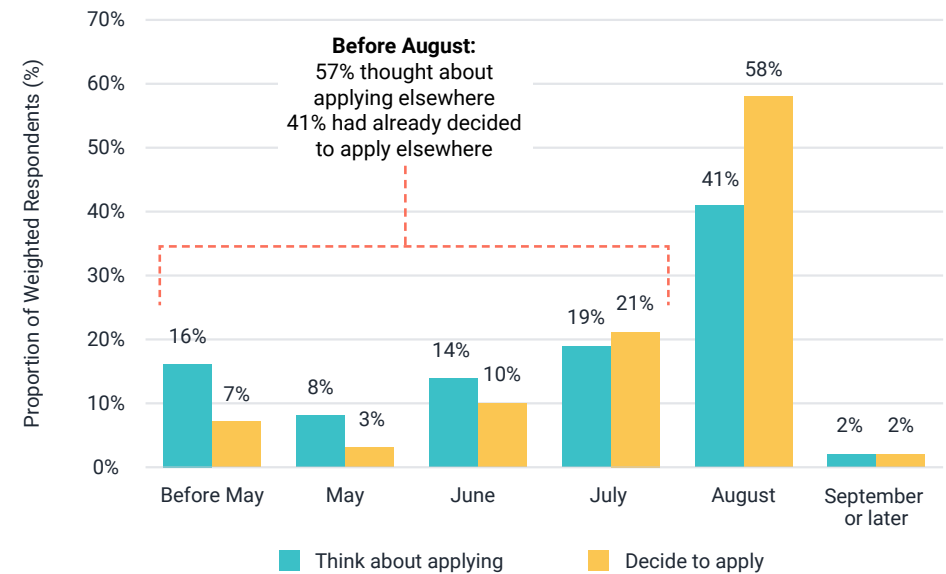
CLEARING IS INCREASINGLY A PRE-PLANNED ROUTE

Did you always plan to apply directly to Clearing?



Source: UCAS Clearing Survey September 2022; No. respondents: 284

When did you start thinking about applying somewhere else?
When did you decide you would apply somewhere else?



Questions only asked to those who released themselves into Clearing
Source: UCAS Clearing Survey September 2022; No. respondents: 408

DELIVERING WITH MULTICHANNEL CAMPAIGNING

By combining multiple touchpoints in our Clearing campaigns, we can help:

- ▶ build brand awareness throughout the Clearing period
- ▶ put you front of mind for our audience of engaged verified applicants, who have a greater intent to apply
- ▶ deliver more conversions through results day and beyond, with tangible ROI

**2.9x BETTER
CONVERSION
THAN SINGLE
CHANNEL**

**100s OF
DATA POINTS
FOR PRECISE
TARGETING**

**TRACKING
THROUGH TO
APPLICATION
& ACCEPTANCE**

A MULTICHANNEL CAMPAIGN CASE STUDY

A UCAS Clearing 2022 campaign including email, display and paid media (£118k spend):



70,492 unique applicants contacted



250 applied via Clearing



0.35% proportion applied



214 accepted

Only UCAS can track exactly how your campaign translates into applications and accepts



CLEARING AND PRE-CLEARING PACKAGES 2023

Build up to Clearing with these simple, powerful multichannel packages are carefully designed to include:

- ▶ Multiple products across multiple channels in every package – using the right combinations to reach different types of students at touchpoints throughout the build-up to and during Clearing.
- ▶ Products that build awareness throughout this period to help maximise engagement and conversion later.
- ▶ A range of options with different price points – offering choice and meeting needs of different types of accommodation providers with different objectives and budgets.

Our solutions-based media offer is based on 3 core principles:



1. RESPONSIVE – meeting current customer needs and market trends



2. EFFECTIVE – coherent and powerful packages that amplify performance



3. TRANSPARENT – simple and without unexpected product combinations

Package type	Package option	Price	Quantity available
Build up to Clearing Packages	Gold	£52,500	2
	Silver	£31,500	3
	Bronze	£14,500	10
Complete Clearing Packages	Gold	£44,900	2
	Silver	£22,200	3
	Bronze	£9,500	10

BUILD UP TO CLEARING PACKAGES 2023

Be present in the research phase before Clearing and gain brand recognition when it matters.

Pre-Clearing packages run between April and July.

76% OF PLACED APPLICANTS
had started researching their accommodation options before they had a confirmed place at university or college.

89% OF THOSE APPLICANTS
were researching April-June.

GOLD X2:

Channel	Detail	Price
Email	Send to 50,000 students across multiple sends with pinpoint targeting of your choice.	£40,000
Paid Media	A multi-platform campaign of your choice running up to 10 weeks during this time.	£12,500
Package price	£52,500 + VAT	

SILVER X3:

Channel	Detail	Price
Email	Send to 30,000 students across multiple sends with pinpoint targeting of your choice.	£24,000
Paid Media	A two-platform campaign of your choice running up to 8 weeks during this time.	£7,500
Package price	£31,500 + VAT	

BRONZE X10:

Channel	Detail	Price
Email	Send to 15,000 students across multiple sends with pinpoint targeting of your choice.	£12,000
Paid Media	Retarget your email audience on one channel for four weeks.	£2,500
Package price	£14,500 + VAT	

COMPLETE CLEARING PACKAGES 2023

Choose from one of our multi-channel packages to amplify your brand and maximise the number of high-impact touchpoints. Clearing packages run 5 July – 8 September.

GOLD X2:

Channel	Volume	Price
Results Day email	8000	£8,000
Post-results weekend (Sat - Mon) email	6000	£6,000
Post-results week 1 (Tues - Thurs) email	5000	£5,000
Post-results week 2 (Fri, Tues - Thurs) email	3000	£3,000
Paid Media	2 platform campaign running up to 8 weeks	£12,500
Clearing hub homepage	300,000 impressions	£4,800
Placed applicants in the Hub	350,000 impressions	£5,600
Package price	£44,900 + VAT	

SILVER X3

Channel	Volume	Price
Post-results Friday email	6000	£6,000
Post-results week 1 (Tues - Thurs) email	5000	£5,000
Post-results week 2 (Fri, Tues - Thurs) email	3000	£3,000
Paid Media	1 platform campaign running up to 8 weeks	£5,000
Clearing hub homepage	100,000 impressions	£1,600
Placed applicants in the Hub	100,000 impressions	£1,600
Package price	£22,200 + VAT	

BRONZE X10

Channel	Volume	Price
Post-results week 1 (Tues - Thurs) email	5000	£5,000
Post-results week 2 (Fri, Tues - Thurs) email	3000	£3,000
Paid Media	1 platform campaign running up to 4 weeks*	£1,500
Package price	£9,500 + VAT	

And if none of these packages quite meet your needs this Clearing, we endeavour to support our customers in reaching their objectives however works for them, so here are the individual products to choose from.

EMAIL PROMOTION

Relevant and engaging emails, segmented to reach your target market at a crucial point in time.

We provide location exclusivity to minimise the number of emails a student receives, to ensure maximum impact for your campaign. We'll work with you to define your specific targeting approach using criteria including location, subject and achievement.



5.7% CTR

for accommodation
emails on A Level results
day 2022

Date of send	Minimum spend	Cost per name	Records per send**
SQA results day email	£3,000	£1.30	4,616
A-level results day email	£8,000	£1.30	6,154
Post-results Friday email	£6,000	£1.00	6,000
Post-results weekend (Sat - Mon) email	£6,000	£1.00	6,000
Post-results week 1 (Tues - Thurs) email	£5,000	£1.00	5,000
Post-results week 2 (Fri, Tues - Thurs) email	£3,000	£0.80	6,250

*Dynamic email content (beyond personalisation) is not included within the packages as standard but may be possible to purchase at additional cost – speak to your Customer Manager for more information.

**This is the maximum number of records your email can be sent to that are included as part of the minimum spend. It may be possible to purchase additional records nearer the time – speak to your Customer Manager for more information.

PAID MEDIA

Using our email opt-in and targeted website data, we can extend your audience reach across a mix of platforms from Google to TikTok, so you can be confident of better brand awareness, student engagement and ROI for your business.

Use your brand and our unique data to reach audiences at the right time, to achieve your goals.

Whether it's a full strategic plan, or a simple one-off brand campaign to boost awareness or clicks, our Paid Media service will run campaigns on your behalf, on our audiences' favourite platforms.

Starting from £1,500 for one location, we can build campaigns that deliver across the full digital funnel:

- ▶ Build brand awareness optimising on key brand metrics to generate brand uplift and recognition
- ▶ Generate traffic
- ▶ Optional retargeting for conversions to hit key KPIs

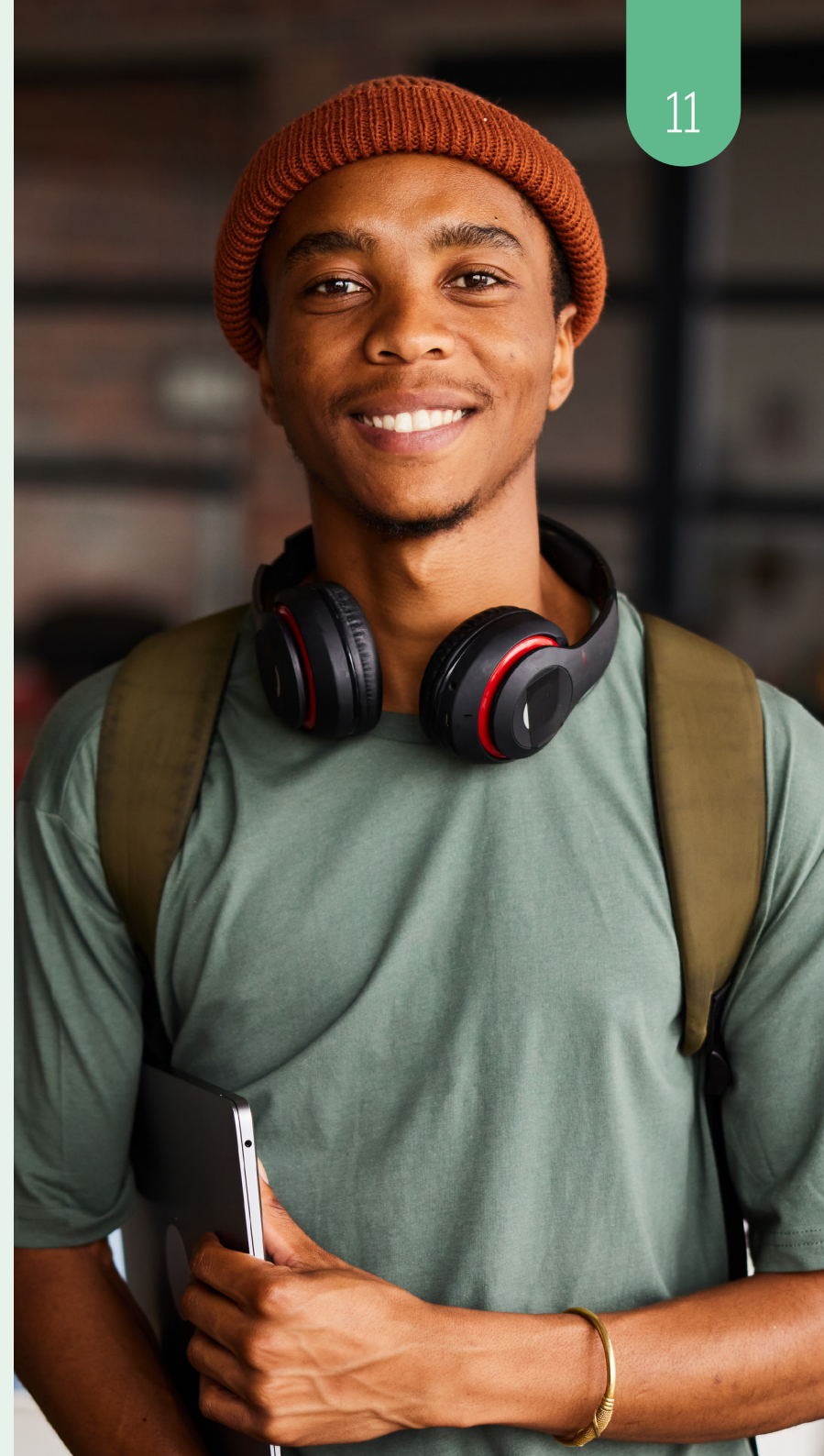
Speak with your Customer Manager about different sized packages to suit your objectives.

CTR: 0.31%

Facebook/Instagram
Clearing 2022 avg.

28% OF STUDENTS

use socials to aid
their research.



THE HUB

CLEARING HUB HOMEPAGE

The UCAS Hub is where students sign in to view their application. Get your message to students whilst they're planning, making notes, and organising their next steps inside the Hub. It's their personalised thinking place where big decisions are made, and this Clearing, you could be a part of it.

Your ad will feature at the top of the Hub dashboard as students see their application status and research or refine Clearing choices.

PLACED APPLICANTS IN THE HUB

A unique opportunity for you to highlight your brand at the point a student receives confirmation of their place – within the application section of the Hub.

At the very heart of the application process, your advert is visible to students placed at a university.

► **Your advert will run from 5 July – 8 September 2023.**

65% OF PLACED CLEARING APPLICANTS

in 2022 said they used UCAS.com to search for accommodation.

0.06% CTR.



UCAS ACCOMMODATION SEARCH

BECOME PART OF A HOLISTIC JOURNEY FOR STUDENTS

UCAS is a trusted brand and important source of information and advice for students and parents.

As such, we entered into the accommodation market to extend our support to students and to help them make informed choices by showing the options available to them.

Many students may have an idea of where they would like to live by the time they get their A level results – great for those lucky enough to get placed at their firm choice. However, this also allows you the opportunity to engage with students placed at their insurance choice or through Clearing who have yet to have their accommodation sorted.

OPPORTUNITIES

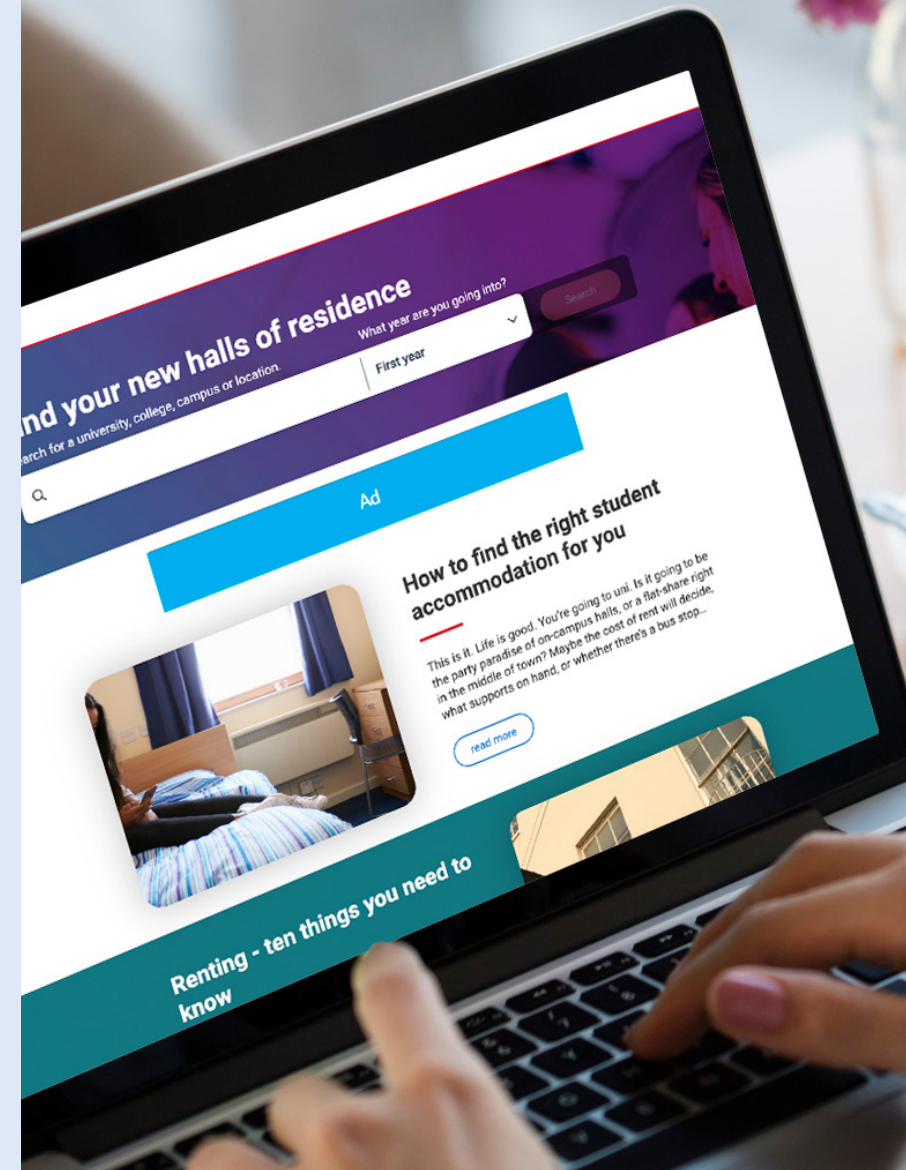
- ▶ Property listings
- ▶ Onsite Display (home, city results, content pages)
- ▶ Offsite retargeting
- ▶ Sponsored content

Prices are based on the location, using rental values per city. The cost is per building – and for the advertised listing fee, accommodation providers can promote any rooms they have available within that building.

Rooms in other buildings will incur an additional listing fee, which will be dependent on the location of the accommodation.

63% OF PLACED CLEARING APPLICANTS

told us that the availability of accommodation was important or extremely important in deciding where to apply in Clearing.



CLEARING PLUS ADVERTISING

Clearing Plus enables unplaced students to easily see which available courses and universities might be a good fit for them. Courses are matched to them where their individual circumstances and preferences align with what the HE provider looks for in students on that course. By advertising on Clearing Plus, you can be sure your branding will appear in front of highly engaged Clearing applicants ready for when they are placed at their chosen University.

THE HIGHLIGHTS

- ▶ Reach engaged unplaced applicants exclusively.
- ▶ Prominent placement within Clearing Plus.

Prices are based on the location, using rental values per city. The cost is per building – and for the advertised listing fee, accommodation providers can promote any rooms they have available within that building.

Rooms in other buildings will incur an additional listing fee, which will be dependent on the location of the accommodation.

Running dates 5 July – 8 September 2023.

0.18% CTR



NEXT STEPS FOR CLEARING 2023

Contact your Customer Manager or email accommodation@ucas.ac.uk to book your package with us, if you'd like to discuss these options in more detail or have any queries.

Get in touch with the most trusted brand in education, with unique access to over 2 million applicants, current students and graduates, we're uniquely positioned to help you connect with the next generation this Clearing. Bookings will be taken on a first come, first served basis.

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Terms and conditions apply.

Remember, anything you purchase helps us provide opportunities and education for every individual in the UK. 100% of commercial profits are reinvested into the charity to improve services for customers and clients.

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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