

**YOUR
EDUCATION
PARTNERSHIP**

EVERY YEAR OVER A MILLION STUDENTS AND YOUNG PEOPLE DEPEND ON UCAS TO EXPLORE THEIR OPTIONS DURING THE FIRST MAJOR DECISION OF THEIR LIVES.



UCAS is more visited for **educational resources** than Google



More students would **trust UCAS** with their private data than their high street bank



UCAS's **positive reputation** among young people places it on a par with the NHS, and ahead of the BBC



A person with long brown hair in a ponytail, wearing a green jacket, is seen from behind, sitting on a rocky ledge. They are looking out over a lush green valley with a winding road. The text "AND OUR ROLE IS TO MAKE THOSE CHOICES CLEARER." is overlaid on the image in yellow and white.

**AND OUR ROLE IS TO MAKE
THOSE CHOICES CLEARER.**

BUT A LOT HAS CHANGED IN THE 30 YEARS SINCE WE BEGAN. AND NOW MORE THAN EVER, MAKING THOSE DECISIONS IS FAR FROM EASY.

MORE OPTIONS

Over **40%** of 2023 students who set up a UCAS account said they would also be interested in an apprenticeship.

MORE INFORMATION

Just **17%** of 15-24 year olds trust the information they see on Social Media.

MORE PRESSURE

49% of all applicants say they have experienced anxiety as a mental health condition during the last two years.

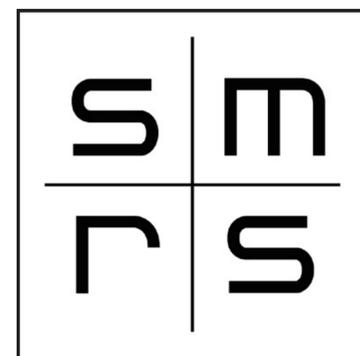




As the most recognised brand in the education sector
UCAS is uniquely placed to guide the **next generation** -
and support the people trying to reach them.

UCAS partners with **HE organisations and agencies** of every size, scale and standing. We support them to navigate the challenges of reaching the **next generation**, leveraging our trust to drive better **engagement** and make more **meaningful connections** with their audience.

The profits we generate allow us to broaden the depth of support we can offer the **HE sector**. And because we are a **charity**, every pound spent with UCAS today, is also an investment in widening access to **education and career paths** for more young people tomorrow.



Hybrid



As a partner of UCAS, you can be at the forefront of the changing landscape - understand what students think, feel and do in the moment, when it matters. Access the latest data and trends to understand the market and inform your strategies.

INSIGHT
REPORTS

CYCLE
UPDATES

STUDENT
SENTIMENT
TRACKING



And there is so much more we can do together - understand student and sector trends, review your performance and deliver high performing campaigns.

**UNDERSTAND,
DEFINE, REACH
AND CONNECT
WITH YOUR
FUTURE STUDENTS**

INSIGHT



CONSULTANCY



CAMPAIGNS



DATA AND INSIGHT.

The data we hold offers a unique view into what young people think, feel and aim for. That data can be extracted for the targeting or enhancement of UCAS campaigns, or explored for deeper insights into your audience.



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.

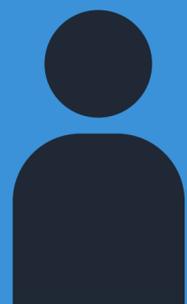
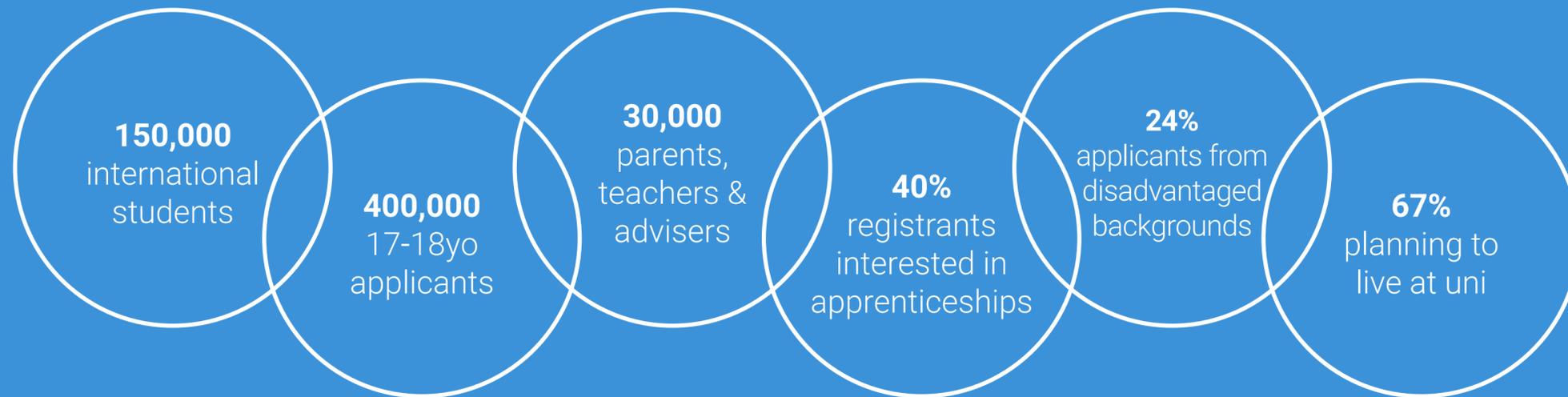
HEAD OF UNDERGRADUATE RECRUITMENT,
SWANSEA UNIVERSITY

UNRIVALLED REACH THROUGH THE UNDERGRADUATE CYCLE



TARGETING

- Application Status
- Subjects
- Location (inc. International)
- Tariff & University
- School
- POLAR



OTHER AUDIENCES WE CAN TARGET

UG & PG Applicants

Parents, Teachers & Careers Advisers

First Year Students

Historic Undergraduates (Past Five Years)



CONTENT CAMPAIGNS AND EVENTS.

Our platform, channels, and admissions touchpoints can all be accessed by our partners throughout the cycle - and our trust leveraged to drive better engagement with campaigns.

Whether it's presence at a UCAS event, multichannel campaigns across direct, digital and social, or bespoke content within our channels, we'll work with you to define the most effective outcome.

“

9% of those that we emailed during Clearing went on to enrol, with us...to be able to track that return is invaluable.

HEAD OF MARKETING STRATEGY,
UNIVERSITY OF SUNDERLAND

WEBSITE



24M+

sessions per year

10M+

average monthly
page views

Targeted display |
programmatic
Sponsored content
In-application ads
Peer-to-peer engagement

EVENTS



150K+

attendees across
UCAS discovery events

367

average provider leads

Experiential stands
Sponsored events &
workshops
Pre- & post-event
marketing

MULTICHANNELCAMPAIGNS



70%

audience match
on Google

100S

of data points for
precise targeting

Multichannel, end-to-end
campaign opportunities
Targeted social/
off-site display
Performance dashboard FOC

DIRECT



82%

open rate on student
journey emails

500K

followers/likes
on social targeting

Sponsored live shows
- ucas.com & social
Journey email ads
- inc. results day
Direct mail &
bespoke sends



CONSULTANCY

For organisations who would benefit from more guidance - or who have complex issues to solve - we offer specialist consultancy that brings together the depth and breadth of the UCAS ecosystem.

Each engagement is bespoke, drawing on the vast collective experience of our teams - with projects ranging from persistent recruitment challenges, trend analysis and forecasting, and campaign optimisation.

- ✓ **IN-CYCLE STUDENT TREND ANALYSIS**
- ✓ **DATA MINING & ANALYSIS**
- ✓ **AUDIENCE DEFINITION**
- ✓ **QUANTITATIVE & QUALITATIVE RESEARCH**
- ✓ **POLICY & SECTOR EXPERTS**
- ✓ **CAMPAIGN PLANNING & EVALUATION**

WE CAN HELP YOU AT EVERY STAGE OF THE RECRUITMENT JOURNEY

CHOICES - ASSESS YOUR COURSE PORTFOLIO

Take stock and make informed decisions about your future portfolio so you can focus where demand is projected.

“We knew we needed to reduce the portfolio and remove duplicate courses. The recommendations that UCAS gave were really clear and concise and timely and we could just make those decisions pretty quickly.”

Teesside University

Related products

- ▶ Course Feasibility
- ▶ Course Review
- ▶ Portfolio Review

COMPETITION - UNDERSTAND THE MARKET

Unlock data and insights to understand how your top and emerging competitors impact your performance, and how to gain the advantage.

“The UCAS Competitor Insight Dashboard has given us a greater understanding of who our competitors are on a subject-by-subject basis, where our successes lie, and where there are areas for improvement.”

**Director of Student Recruitment,
University of Stirling**

Related products

- ▶ Competitor Insight Dashboard
- ▶ Competitor Analysis Reports
- ▶ Student Decision Reports

WE CAN HELP YOU AT EVERY STAGE OF THE RECRUITMENT JOURNEY

CONNECTIONS - DEFINE AND REACH THE RIGHT STUDENTS

Geographical and demographic insights meets unrivalled reach – use UCAS’ unique touchpoints to engage students with targeted campaigns across the cycle.

“It’s a really good example of how it works as a partnership – as we apply the learnings to media campaigns. Our recruitment and marketing activity is informed by live data and insight.”

Swansea University

Related products

- ▶ Untapped Geographies
- ▶ Multichannel campaigns
- ▶ Outreach evaluator

CONVERSION - MAXIMISE EVERY STAGE

Understand drop-off data alongside your applicants’ experiences to maximise conversion at every stage - strengthen bonds and build trust to become a student’s first choice.

“It provided a holistic approach to the entire student recruitment cycle from initial enquirer to enrolled student and it’s rare that you have a product that can deliver insight across the whole cycle in such a focussed way.”

University of East Anglia

Related products

- ▶ Student Decision Reports
- ▶ Application & Decision Tracker



**It's easy to purchase large chunks of data,
but the value is achieved in the analysis,
context provided and recommendations.**

TEESSIDE UNIVERSITY

HARNESS THE POWER OF RAW DATA

Our bespoke data service gives you access to historical data, life cycle data or deadline data, from right across the sector. Drill down to granular detail to understand your market and competition, and answer almost any question by choosing specific variables (eg course name, degree type, grades) and statistics (eg applicants, offers, replies).

- ▶ Understand course trends, market share, geographical movements
- ▶ Rationalise your strategies
- ▶ Add-on support to help visualise the data

We know the data inside out and how to make it work for you.



SWANSEA UNIVERSITY AND UCAS

THE CHALLENGE

Swansea University wanted to grow their market share in England. Applications and acceptances in Wales were seeing a steady growth, but not so in England – and UCAS saw an opportunity within the data for the university to expand its reach and drive applications.

THE SOLUTION

UCAS approached Swansea with an insight-led strategy to grow market share across the full application journey. Multiple learnings through data and insights were combined – including propensity to apply by geography, competitor analysis, student feedback, and in-cycle changes in behaviour.

This insight was used to inform and drive hyper-targeted multichannel campaigns throughout the cycle. The approach was so successful it was continued and optimised in the next cycle – and the partnership has now been running for six years, delivering growth year on year.

“It’s a genuinely equal partnership – UCAS really feels like an extension of our team. It’s my favourite thing at work I’ve ever done – we’d never have evolved this fast without the partnership.”

Steve Minney,
Swansea University



THE RESULTS

22%

increase in acceptances over 6 years

+8%

conversion from pre-applicants over 3 years

+215%

acceptances from pre-applicants over 3 years

Continued delivery now extending to Wales

WORK WITH US

EDUCATIONSERVICES@UCAS.AC.UK | 01242 544881

UCAS