

PLANNING FOR CLEARING 2024:

KEY INSIGHTS AND INVENTORY

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UCAS



CLEARING: A SNAPSHOT

92%

Of people placed through clearing were confident they'd made the right decision for them

59%

Of students placed through clearing considered it as an option before August

10%

Of applicants have found a place in clearing this year (74,990, +12% on 2022)

39,620

A record number of uk 18 year olds secured a place using clearing (+14% on 2022)

38,590

People used decline my place, a record number. This is 38% up since decline my place was launched in 2019

THE FIVE CLEARING PERSONAS

Direct to Clearing

Applied directly into Clearing, usually mature applicants

+25% vs 2022

Disappointed on Results Day

Didn't achieve the grades for their Firm/Insurance offer

+21% vs 2022

Mind-changers

Declined their offers – changed where or what subject they will study

+17% vs 2022

No offers going into Clearing

Applied in the main scheme but either didn't receive offers or declined them

-3% vs 2022

'Decline My Place'

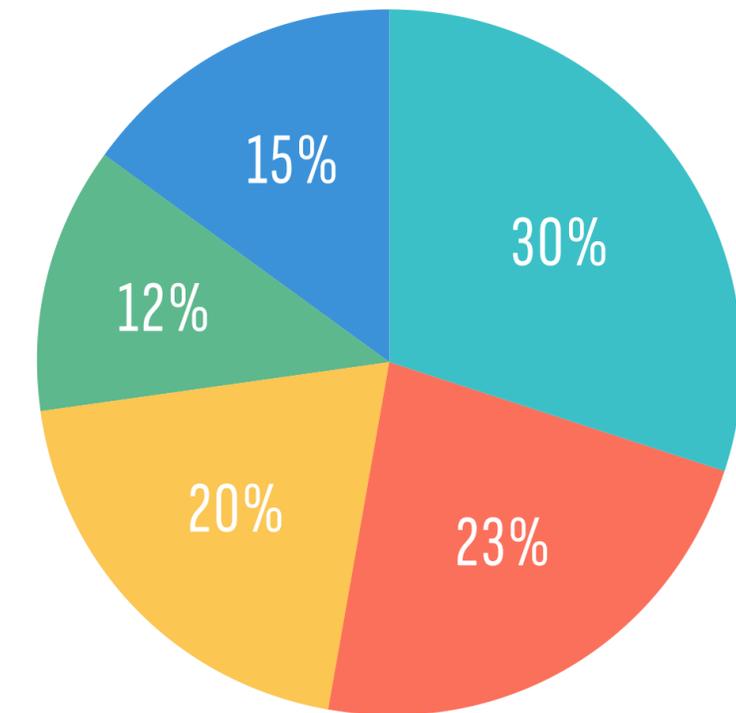
These declined their original choice and deliberately self-released into Clearing

Trade-ups

Declined their offers – changed where or what to study based on achieving higher grades than expected

+1% vs 2022

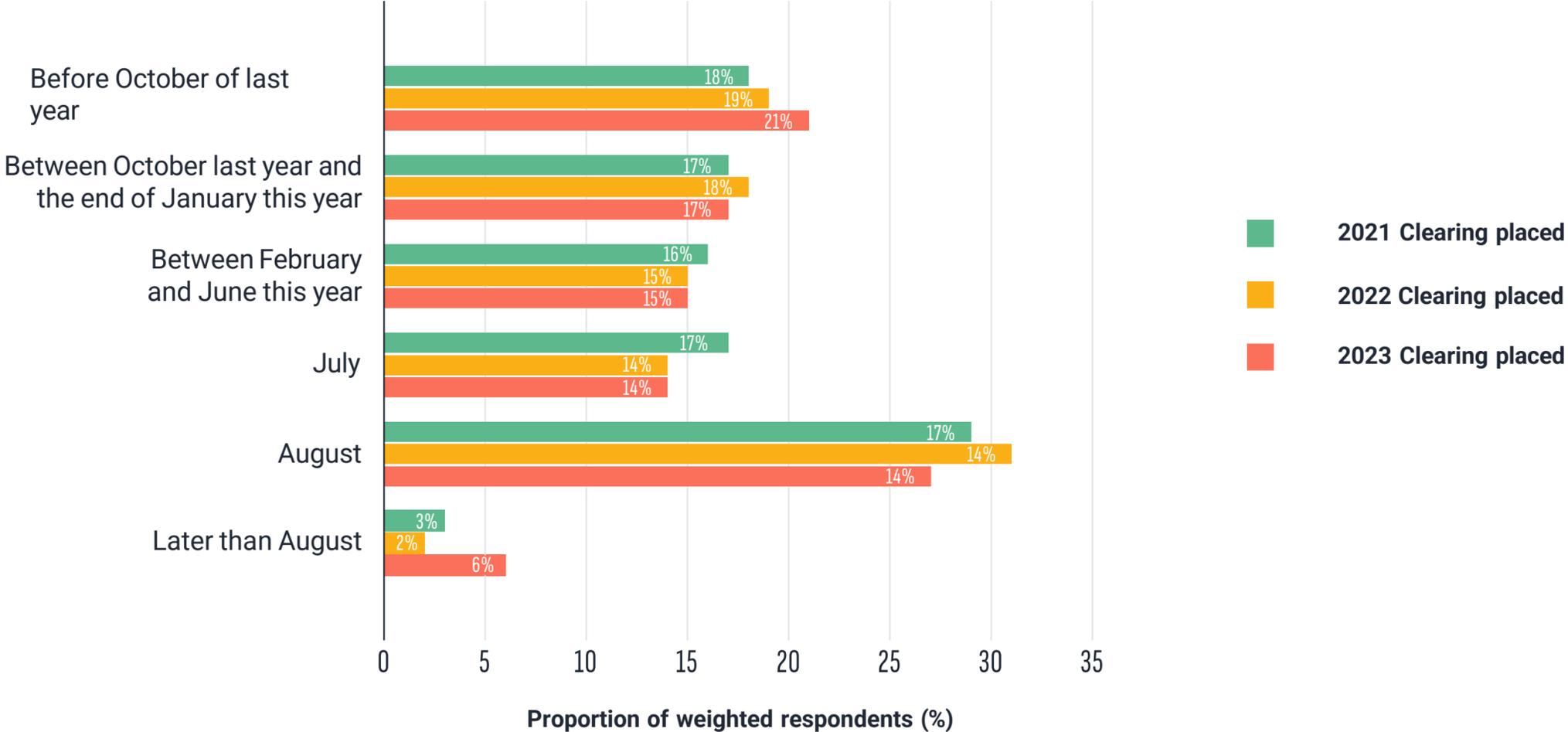
PERSONA SPLIT



- Direct to Clearing
- Mind changers
- Trade-ups
- No offers going into Clearing
- Disappointed on results day

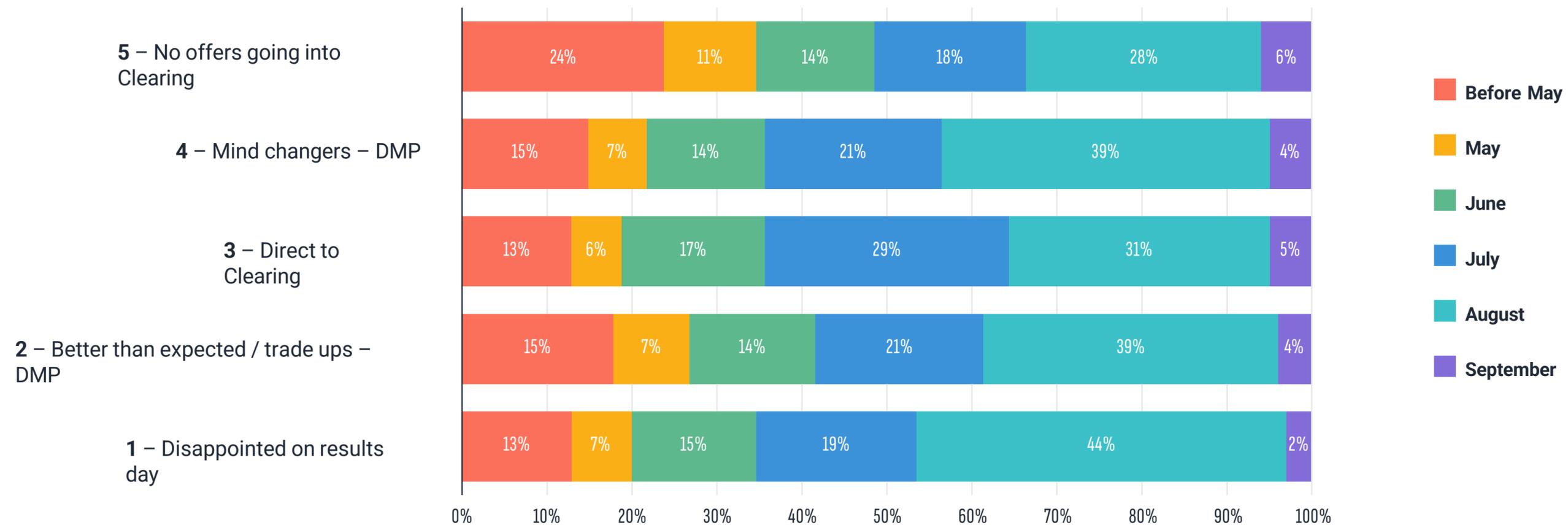
Total volume of applicants = 67,990

CLEARING STUDENTS ARE MORE PREPARED THAN EVER



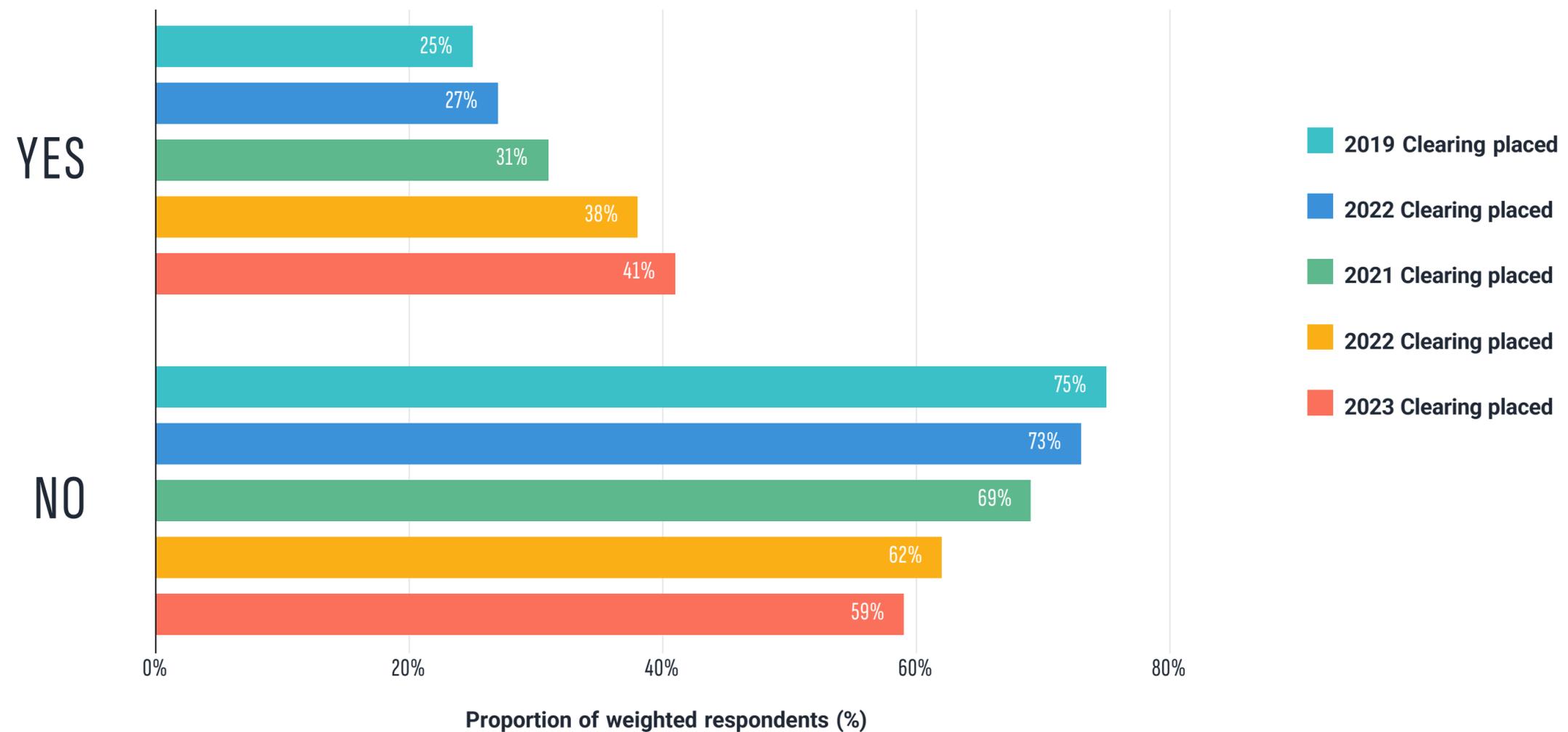
Q.6 When did you start researching the university or college you were placed at through Clearing? No. respondents: 6,119

STUDENTS CONSIDER CLEARING AT DIFFERENT TIMES, SO BEING VISIBLE THROUGHOUT IS ESSENTIAL



Q.13 When did you first think Clearing might be an option for your route to university or college? No. respondents: 6,115

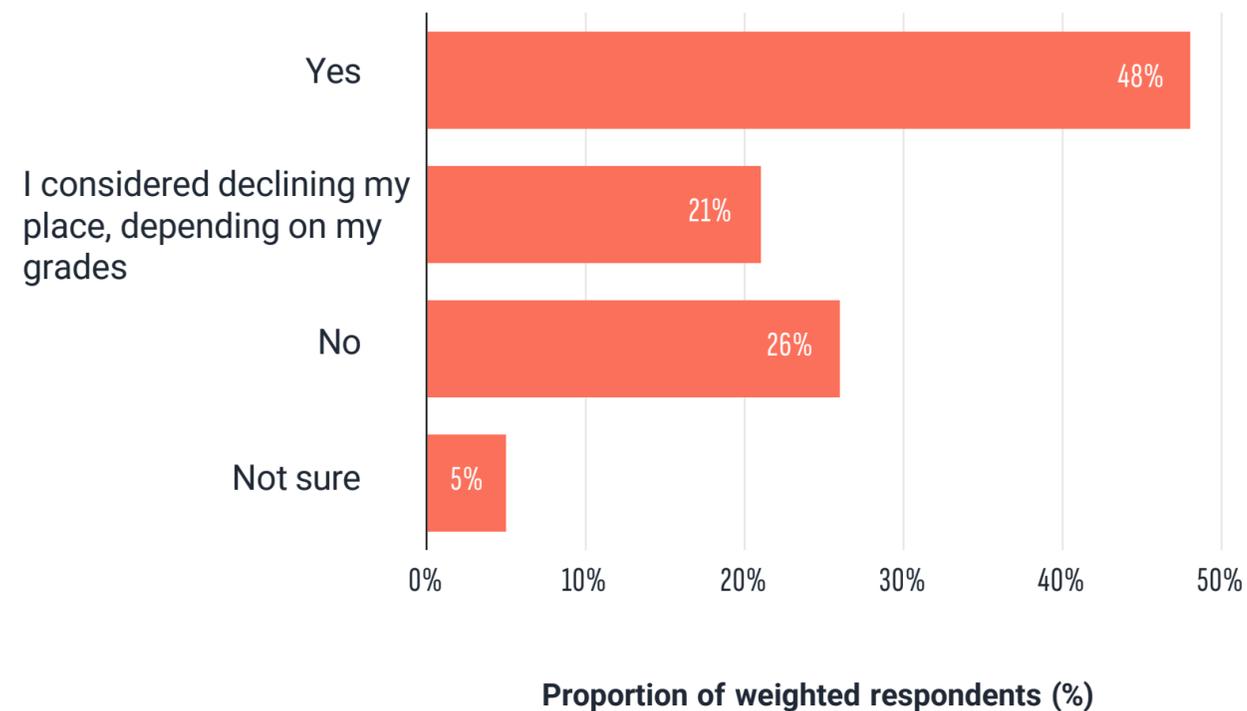
APPLYING DIRECT IS INCREASINGLY BECOMING A PLANNED STRATEGY



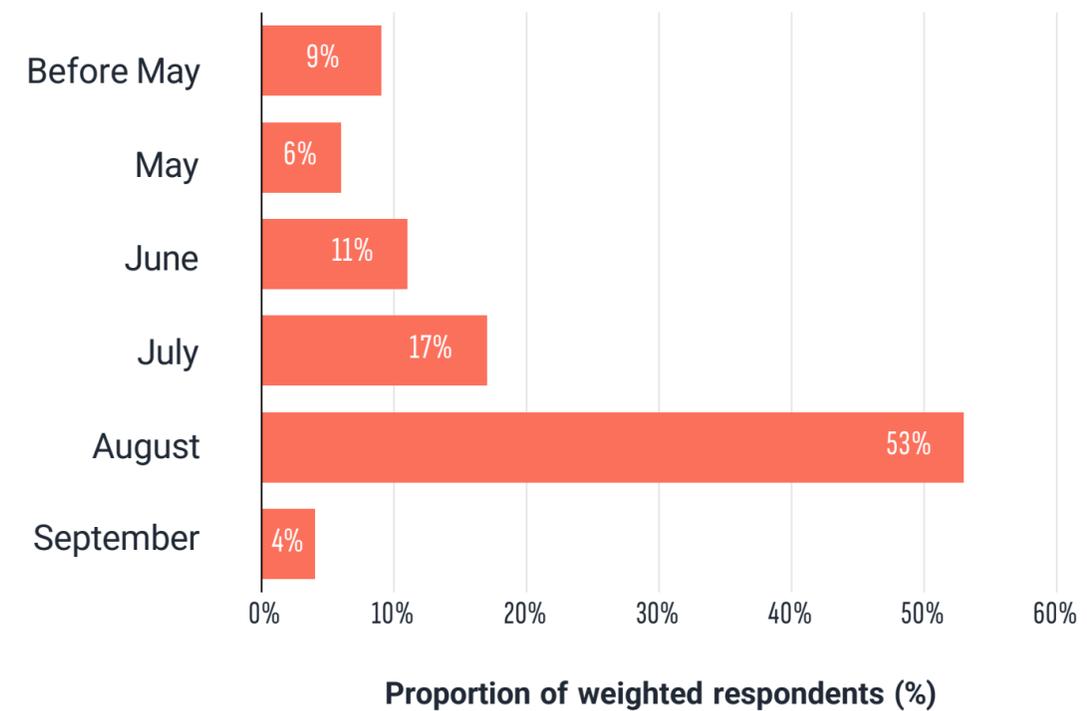
Q.10 Did you always plan to apply directly to Clearing? Question only asked to those who applied directly to Clearing. No. respondents: 1,580

MIND CHANGERS CHANGE THEIR MIND BEFORE RESULTS DAY

Nearly half (48%) who declined their place changed their mind about their original choice before results day (up from 43% in 2021)



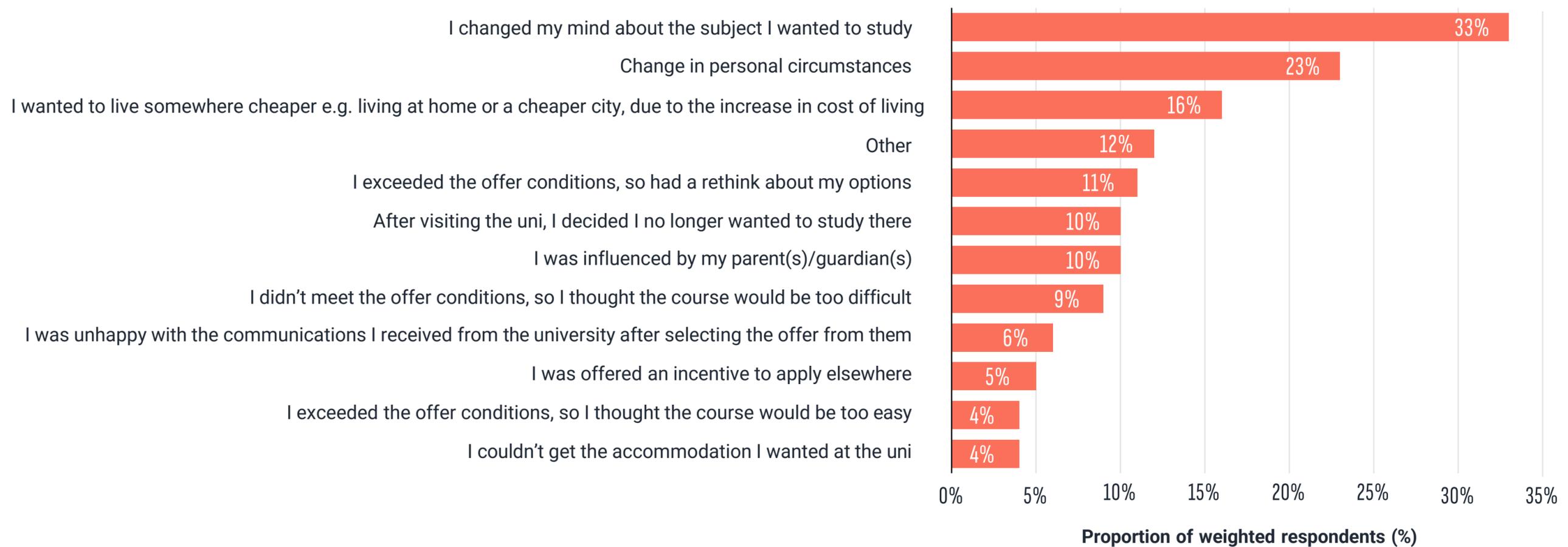
Although the decision is made in August for over half



Q.40 Did you change your mind about studying at your original choice before results day? No. respondents: 1,893

Q.43 When did you decide you would apply somewhere else? No. respondents: 1,895

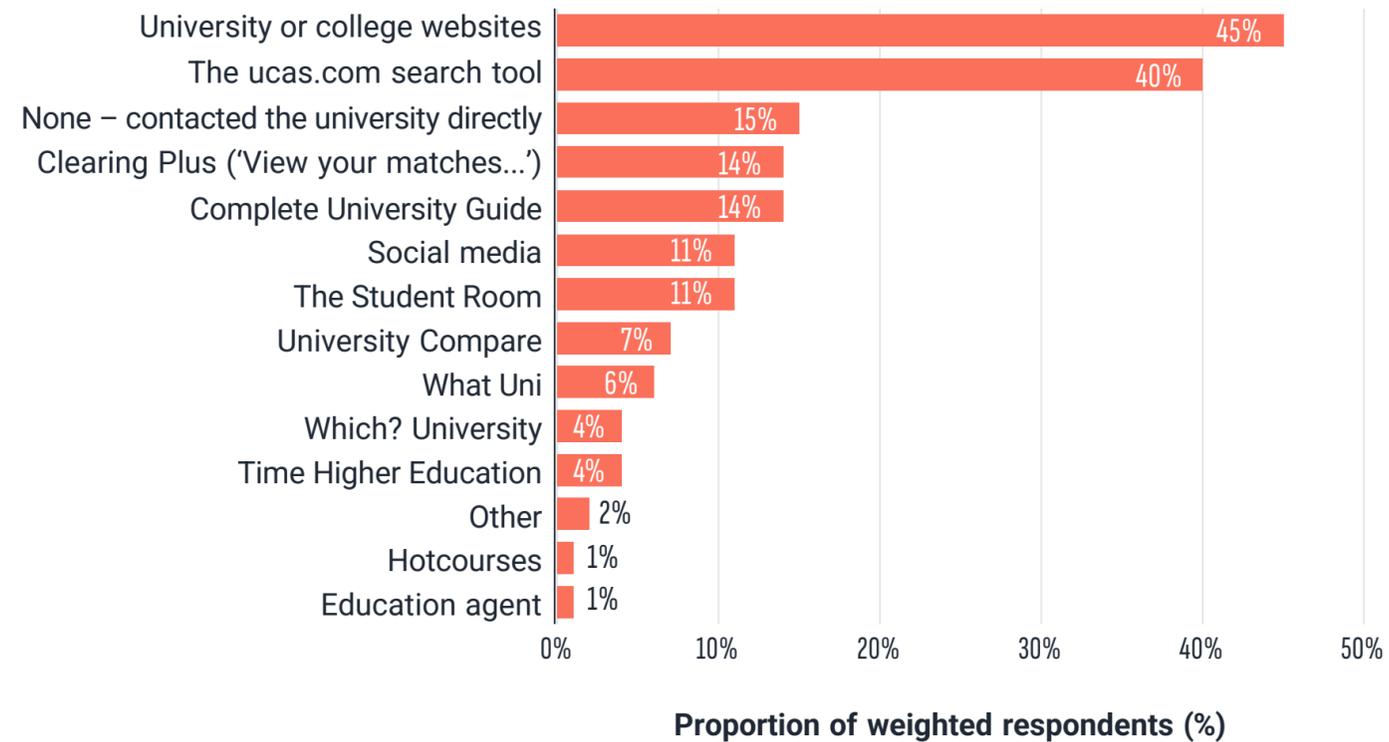
A THIRD OF THOSE THAT DECLINE THEIR PLACE CHANGED THEIR MIND ABOUT THEIR SUBJECT



Q.47 Which of the following factors, if any, influenced your decision to decline your firm choice university or college?
Please select all that apply. Those who declined their place to release into clearing. Base: 1,870

UCAS.COM AND UNIVERSITY WEBSITES TOP FOR ACTIVE AND PASSIVE DISCOVERY

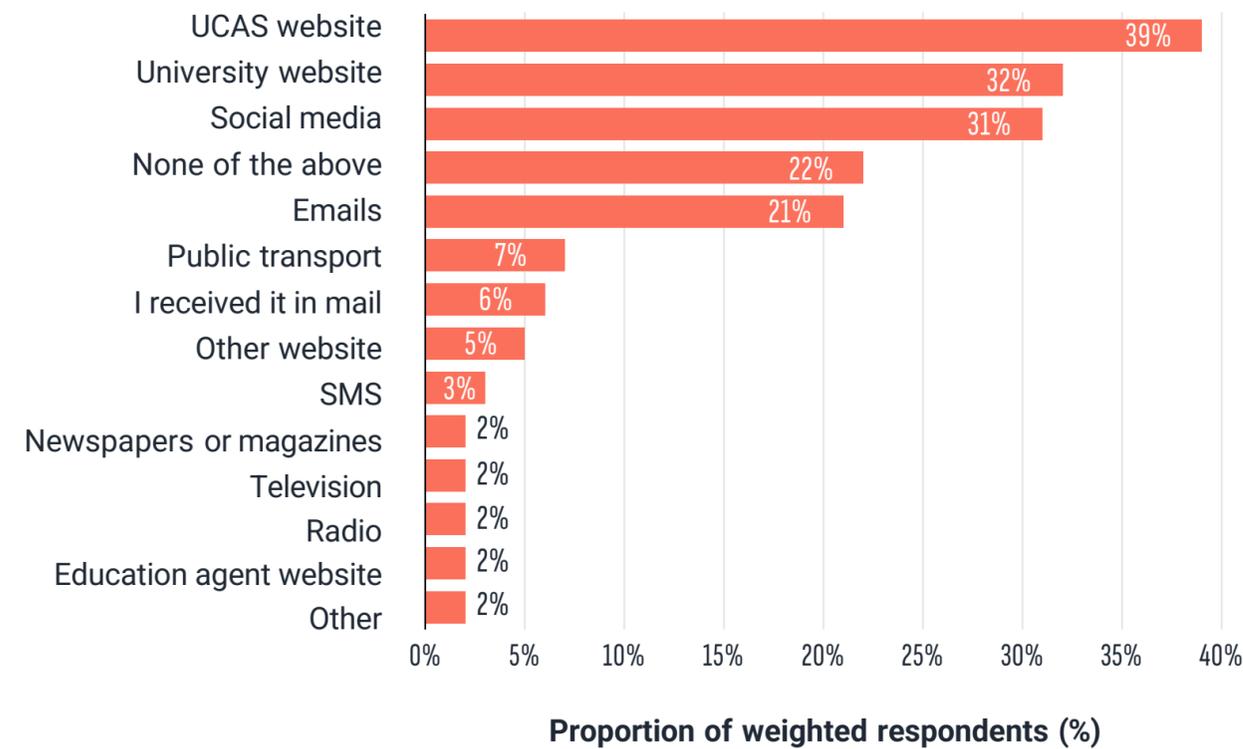
UCAS and university websites are where they actively carry out research



Q.37 When you were looking for a place in Clearing, where did you search for places? Please select all that apply. No. respondents: 6,059

UCAS.COM AND UNIVERSITY WEBSITES TOP FOR ACTIVE AND PASSIVE DISCOVERY

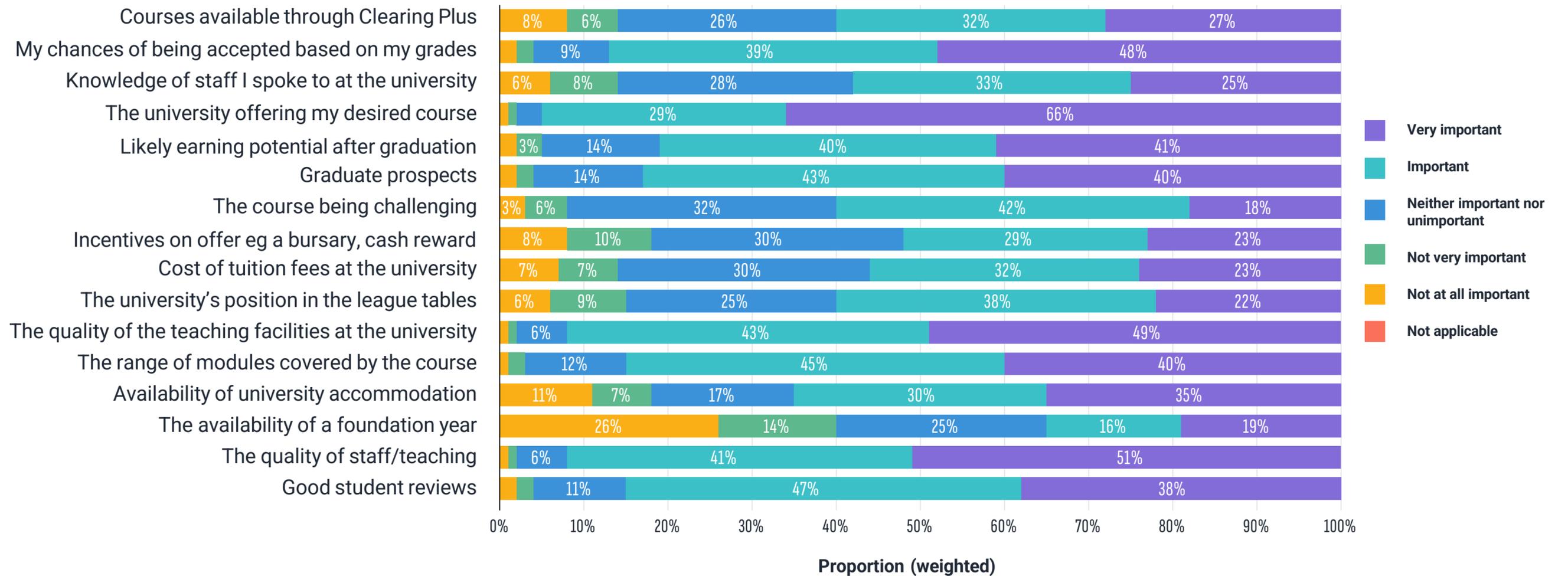
But they are passively discovering universities and colleges via social media and email too



Q.36 In which of the following places, if any, did you see advertisements from the university or college you're currently placed at during the Clearing period? Please select all that apply. No. respondents: 6,070

STAFF/TEACHING QUALITY AND TEACHING FACILITIES MATTER TO OVER 90% OF APPLICANTS

COST OF TUITION FEES HAVE GROWN IN IMPORTANCE (55%, +7%pts FROM 2022) AS HAVE INCENTIVES ON OFFER (52%, +5% pts FROM 2022)



Q.17 How important were the following factors when choosing your place in Clearing? Base: 6,077

CHANGES FOR 2024:

What's changing for 2024

- New Clearing Plus enhanced options, with bespoke or templated email
- Flexible choices built into all packages
- A clear paid media offer, with channel choices made upfront
- Bookings allocated in the order they are received

New:

- Unplaced Sector Forecast
- Strategic media support (Complete Platinum package)
- Clearing Provider Insights



STRATEGIC MEDIA SUPPORT AVAILABLE FOR PLATINUM PACKAGES ONLY

Benefit from:

- an initial creative consultation before you submit your campaign creatives
- a mid-campaign check-in call
- a post-campaign check-in to visualise and analyse your results and performance
- a complete campaign media plan.



PROVIDER LEVEL CLEARING INSIGHTS

Our Provider-level Clearing Insights report comprises four sections

- 1. A summary of your Clearing activity in recent cycles**
- 2. Analysis of trends in self-release and switching behaviour among your applicants**
- 3. Forecasting unplaced volumes for this cycle**
- 4. Deep dives into subject areas of opportunity and risk this cycle**



UNPLACED SECTOR FORECAST

Benefit from data-driven forecasting into how Clearing will look in 2024.

Discover:

- the factors influencing Clearing 2024
- overall predictions for unplaced applicants on results day
- how many of those are likely to go on to be placed in Clearing
- predictions split by subject area and regional view.



Making an impact in Clearing

FOCUSED TARGETING AND LONG-TERM RELATIONSHIP BUILDING

Swansea University

2024 CLEARING SOLUTIONS

Three core principles:

- **Responsive** – addressing current customer needs and market trends
- **Efficient** – delivering cohesive and impactful packages based on 2023 performance
- **Transparent** – straightforward and devoid of unexpected product combinations

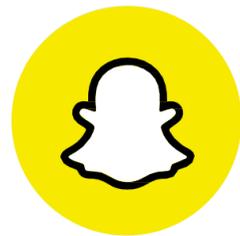


PAID MEDIA PRODUCTS

Exclusive use of verified unplaced applicant and UCAS.com search tool user data in your targeting mix.

Various creative formats can be utilised for each channel included in the package.

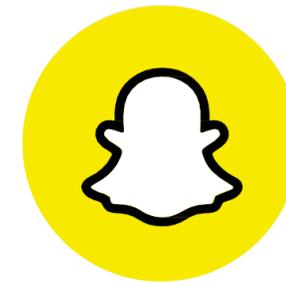
**Channel options
(depending on package) include:**



WHY MULTICHANNEL?

Building on the success of 2023's packages, combining multiple touchpoints in your Clearing campaigns to:

- enhance brand visibility across a range of channels students use regularly
- reach engaged and verified applicants – before, during and after results day
- achieve increased conversions on results day and beyond, providing tangible return on investment (ROI).



2024 CLEARING PACKAGES

Package type	Package option	2024 price	Quantity available
Complete Clearing Packages	Platinum	£98k	10
	Gold	£64k	20
	Silver	£36.5k	15
	Bronze	£15k	30
Specialist Audience Packages	Audience focus	£66k	7
	SQA results day	£13k	20
Subject-specific Packages (29 subjects)	Gold	£30k (Prem) £18.5k (Std)	1 per subject
	Silver	£22k (Prem) £16k (Std)	3 per subject
	Bronze	£13k (Prem) £7k (Std)	4 per subject

COMPLETE CLEARING PACKAGES

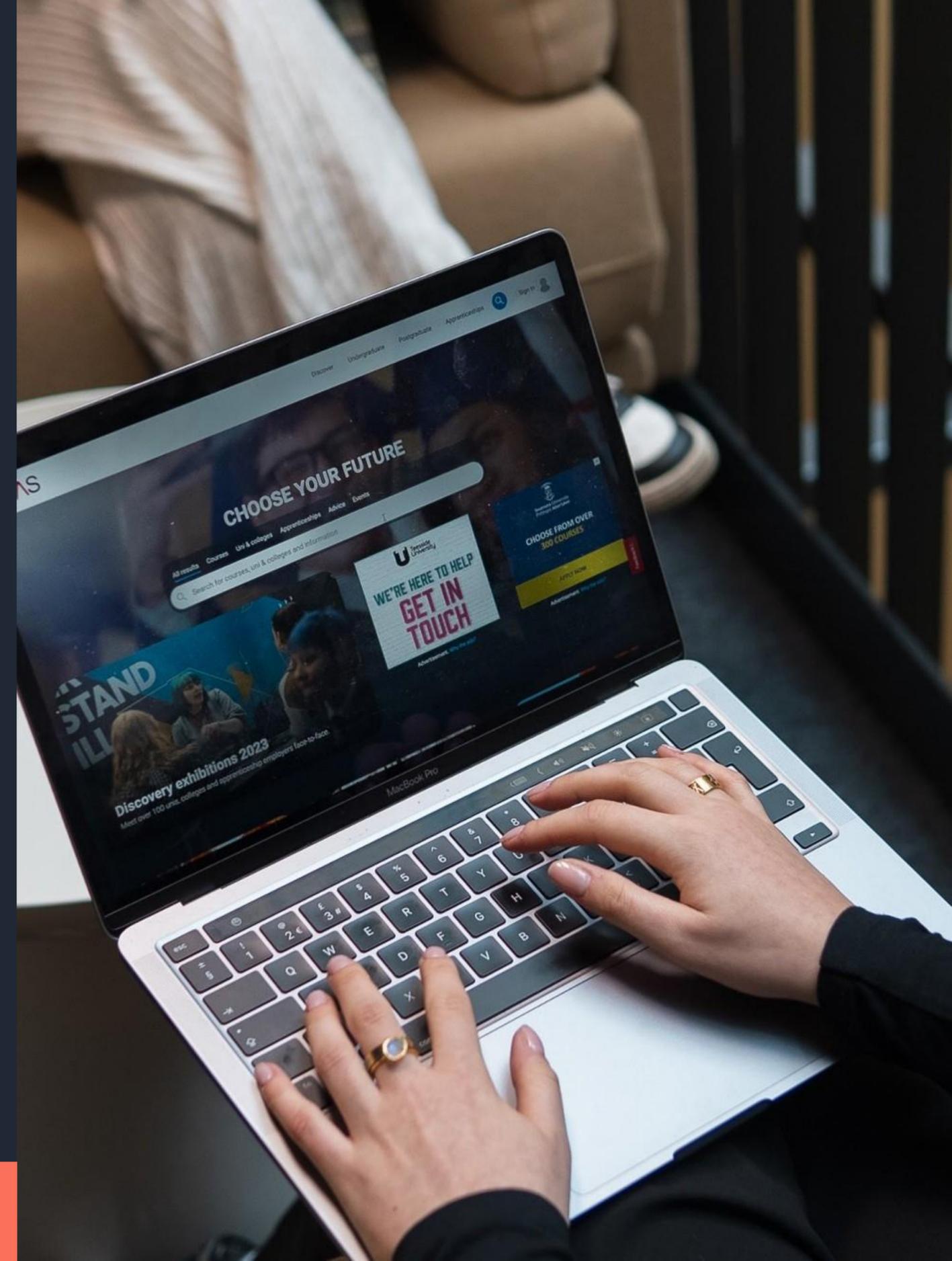
Inclusive options that cover all stages – brand awareness, intent, and conversion

Packages crafted for you to:

- showcase a comprehensive overview of your offering
- promote a diverse array of course or subject types during Clearing
- reach potential students using various criteria or combinations, including location, achievements, subjects, and more.

Package options:

- **Platinum** (10 available)
- **Silver** (15 available)
- **Gold** (20 available)
- **Bronze** (30 available)



COMPLETE CLEARING PACKAGES: CHANNEL / PRODUCT OVERVIEW

Package option	Channel					
	Email	Display	Paid media	Flex options	Price	Quantity available
Platinum	<ul style="list-style-type: none"> A-level results day Post-results weekend (Sat-Mon) Post-results week 2 (Fri, Tues-Fri) 	<ul style="list-style-type: none"> Clearing homepage In-application ads Hub homepage Clearing resource pages 	2-stage re-targeting campaign - 3 channels	<ul style="list-style-type: none"> Clearing Plus enhanced (bespoke emails) Extra email records (non-ARD) Extra paid media spend Sponsored content link Pre-recorded sponsored social video Unplaced Sector Forecast 	£98k	10

COMPLETE CLEARING PACKAGES: CHANNEL / PRODUCT OVERVIEW

Package option	Channel					
	Email	Display	Paid media	Flex options	Price	Quantity available
Gold	<ul style="list-style-type: none"> • Post-results Friday • Post-results week 1 (Tues-Thurs) 	<ul style="list-style-type: none"> • UCAS.com homepage • Content page bundle 	<ul style="list-style-type: none"> • 2-stage re-targeting campaign - 2 channels 	<ul style="list-style-type: none"> • Clearing Plus enhanced (bespoke emails) • Extra email records (non-ARD) • Extra paid media spend • Sponsored content link • Unplaced Sector Forecast 	£64k	20

COMPLETE CLEARING PACKAGES: CHANNEL / PRODUCT OVERVIEW

Package option	Channel					
	Email	Display	Paid media	Flex options	Price	Quantity available
Silver	<ul style="list-style-type: none"> • Post-results weekend (Sat-Mon) • Post-results week 2 (Fri, Tues-Fri) 	<ul style="list-style-type: none"> • Premium content pages • Hub and search bundle 	2-stage re-targeting campaign – 1 channel	<ul style="list-style-type: none"> • Clearing Plus enhanced (template emails) • Extra email records (non-ARD) • Extra paid media spend 	£36.5k	15

COMPLETE CLEARING PACKAGES: CHANNEL / PRODUCT OVERVIEW

Package option	Channel					
	Email	Display	Paid media	Flex options	Price	Quantity available
Bronze	N/A	Sponsored content links	Engagement campaign - 1 channel	<ul style="list-style-type: none"> • Clearing Plus enhanced (w/template emails) • Extra paid media spend 	£15k	30

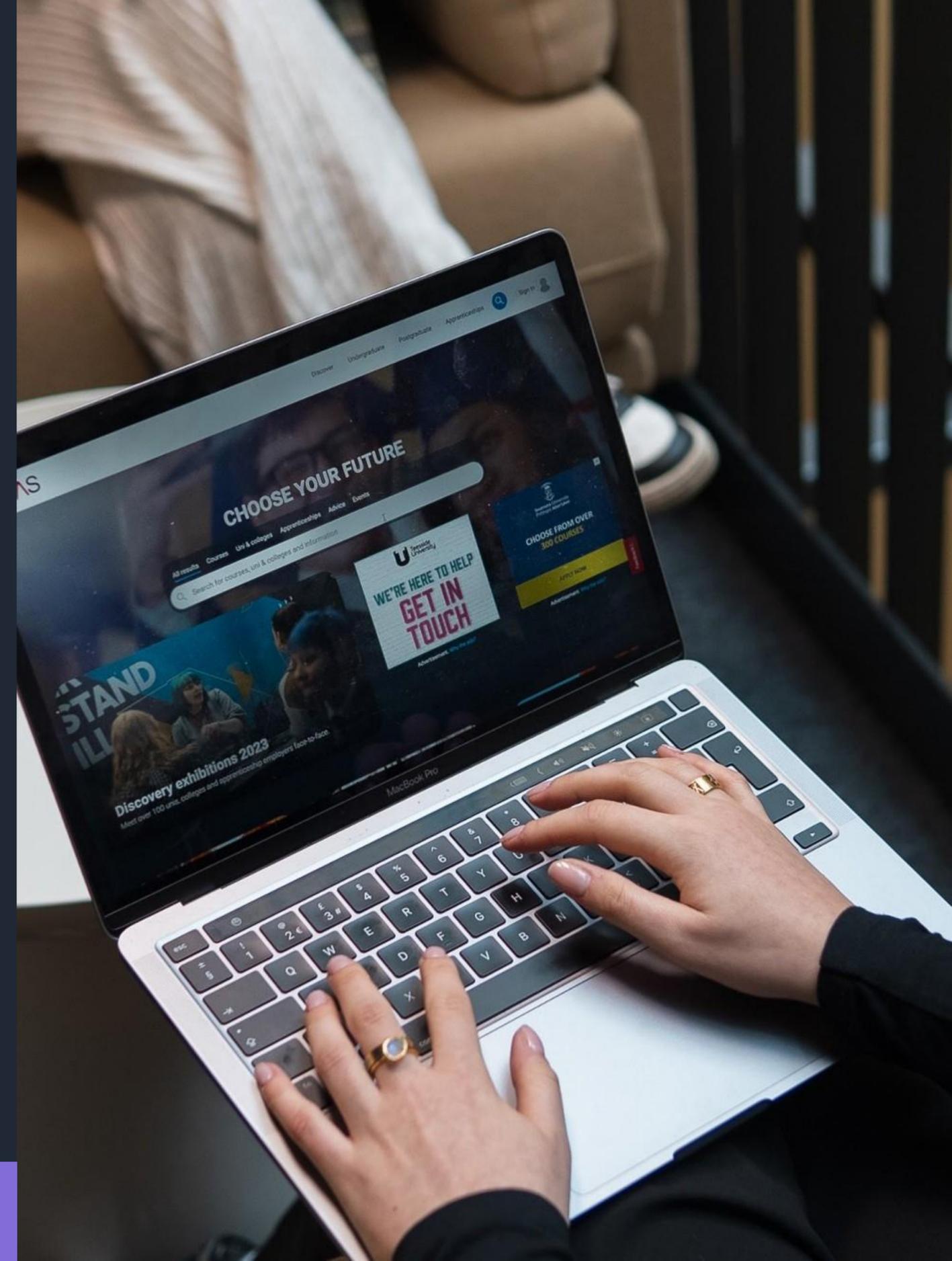
SPECIALIST AUDIENCE PACKAGES

Options for focusing activity on a specific subset of students throughout Clearing (5 July – 8 September).

- concentrate on connecting with specific students
- target by tariff, international or those based in Scotland (including on SQA results day)
- tailor your messaging to resonate with your target audience, engaging with them during optimal moments.

Package options:

- **Audience focus** (7 available)
- **SQA results day** (20 available)



SPECIALIST AUDIENCE PACKAGES: CHANNEL / PRODUCT OVERVIEW

Package option	Channel					
	Email	Display	Paid media	Flex options	Price	Quantity available
Audience Focus	<ul style="list-style-type: none"> • A-level results day • Post-results week one (Tues-Thurs) 	<ul style="list-style-type: none"> • Hub homepage • In-application ads • Clearing research pages(MPU) • Clearing resource pages 	2-stage re-targeting campaign - 2 channels	<ul style="list-style-type: none"> • Clearing Plus enhanced (bespoke emails) • Extra email records • Extra paid media spend • Sponsored content link • Unplaced Sector Forecast 	£66k	7

SPECIALIST AUDIENCE PACKAGES: CHANNEL / PRODUCT OVERVIEW

Package option	Channel					
	Email	Display	Paid media	Flex options	Price	Quantity available
SQA Results Day	<ul style="list-style-type: none"> • SQA results day 	<ul style="list-style-type: none"> • Hub homepage • In-application ads • Clearing research pages (MPU) • Clearing resource pages 	<ul style="list-style-type: none"> Engagement campaign - 1 channel 	<ul style="list-style-type: none"> • Clearing Plus enhanced (templated emails) • Extra paid media spend 	£13k	20

SUBJECT SPECIFIC PACKAGES

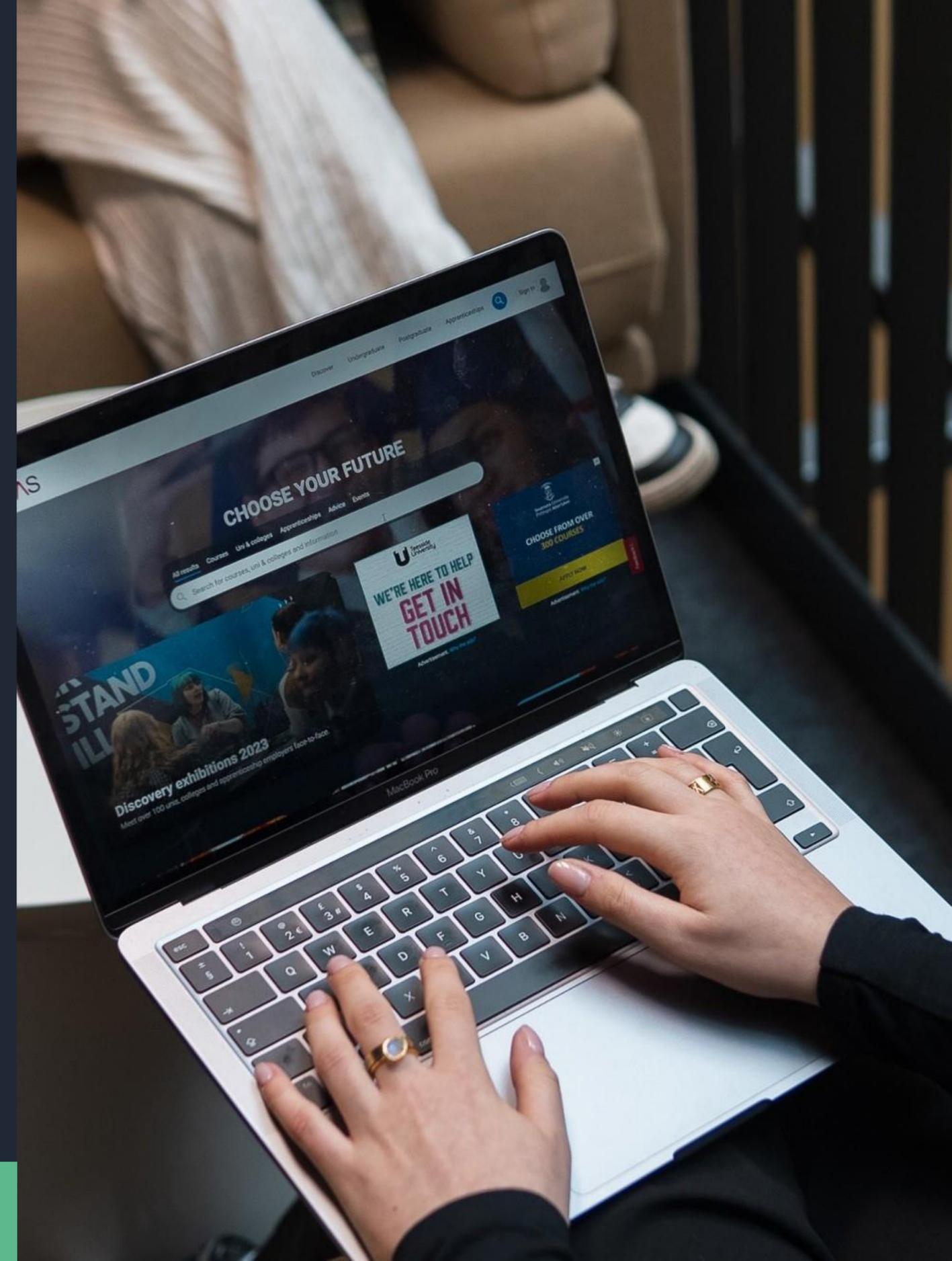
Showcase individual subject areas to the right audience in the right places across the Clearing period.

Ideal for providers aiming to:

- promote specific subject areas consistently across the awareness, intent, and conversion stages of Clearing
- build awareness of your Clearing offer primarily at the subject level, rather than on an institution-wide basis
- prioritise presenting Clearing content to potential students that centres around the specific topics they're most interested in.

Package options:

- **Gold:** (one available per subject)
- **Silver:** (three available per subject)
- **Bronze:** (four available per subject)



SUBJECT SPECIFIC PACKAGES: 28 SUBJECT AREAS AVAILABLE

Premium (9)

- Biology
- Business
- Computer Science
- Engineering
- Law
- Medicine
- Nursing
- Psychology
- Social Studies

Standard (19)

- Accounting and Finance
- Agriculture
- Architecture
- Arts, Crafts and Design
- Chemistry
- Criminology
- Dance
- Drama
- English
- History

Pricing within Gold, Silver and Bronze subject packages are tiered by subject popularity – with premium (high demand) and standard (lower demand) subjects to select



SUBJECT SPECIFIC PACKAGES: CHANNEL / PRODUCT OVERVIEW

Package option	Channel					
	Email	Display	Paid media	Flex options	Price	Quantity available
Gold	<ul style="list-style-type: none"> • Post-results weekend (Sat-Mon) – 7,225 premium records / 1,975 standard • Post-results week two (Fri, Tues-Fri) – 3,300 premium records / 1,325 standard 	<ul style="list-style-type: none"> • Search tool subject keywords • Clearing subject page text links • Subject guide video 	Subject engagement campaign - 1 channel	<ul style="list-style-type: none"> • Clearing Plus enhanced (templated emails) • Extra email records (prem only) • Extra paid media spend 	£30K Premium £18.5K Standard	1 per subject

NEXT STEPS AND TIMETABLE – FIND OUT MORE

Explore the resources

- 2024 clearing solutions brochure: coming soon
- Talk to your Customer Success Director or email educationservices@ucas.ac.uk
- Sign up for future webinars – www.ucas.com/2024-clearing-webinars-0

Coming up...

- **10 January 11:00**
Enhancing your 2024 Clearing Campaign
- **18 January 11:00**
Clearing 2024: What do we know?
- **6 February**

bookings will be allocated in the order received



BOOKING YOUR CLEARING PACKAGE

Bookings are on a first come first serve basis – keep an eye out for communications

Once you've decided on the best package(s) for your institution, follow the steps below:

- 1. Submit your booking – booking opens on 6 February 2024**
- 2. Select your preferred package(s) using our online form**
- 3. Once submitted, we'll confirm your booking**

As bookings will be on a first-come first-served basis, your request will be confirmation of your intention to purchase. Please include a PO number where possible.

- 4. If packages are sold before your booking is received, we'll contact you to discuss other options available and find an appropriate alternative for you**



CLEARING INVENTORY 2024 – TIMETABLE

Over the coming weeks, we will be sharing the complete 2024 Clearing Inventory and the 2023 Clearing report.

Date	Event
10-Jan	Webinar: Enhancing your 2024 Clearing Campaign (11:00)
18-Jan	Webinar: Clearing 2024: What do we know? (11:00)
6 Feb	Clearing packages bookings open – we'll contact you to confirm your booking
14 June	Deadline for Clearing artwork

THANK YOU

ANY QUERIES, CONTACT YOUR UCAS CUSTOMER
SUCCESS DIRECTOR / CUSTOMER MANAGER
OR EMAIL: educationservices@ucas.ac.uk

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