

EXACT

**CONNECT WITH THE
RIGHT STUDENTS
WITH EXACT DATA**

UCAS



IN THE RIGHT PLACE AT THE RIGHT TIME

Your ideal candidates are out there. We can help you reach them, by providing the geographical and demographic data you need to identify applicants who meet your recruitment strategies.

At UCAS, we are connected to everyone in the higher education sector. We have a huge amount of data and a truly unrivalled knowledge of higher education.

Our data offers a unique, granular view into student and sector trends so you can make evidence-based decisions for your conversion strategies.

There are three ways to get the answers you need from the unique and comprehensive data we hold.

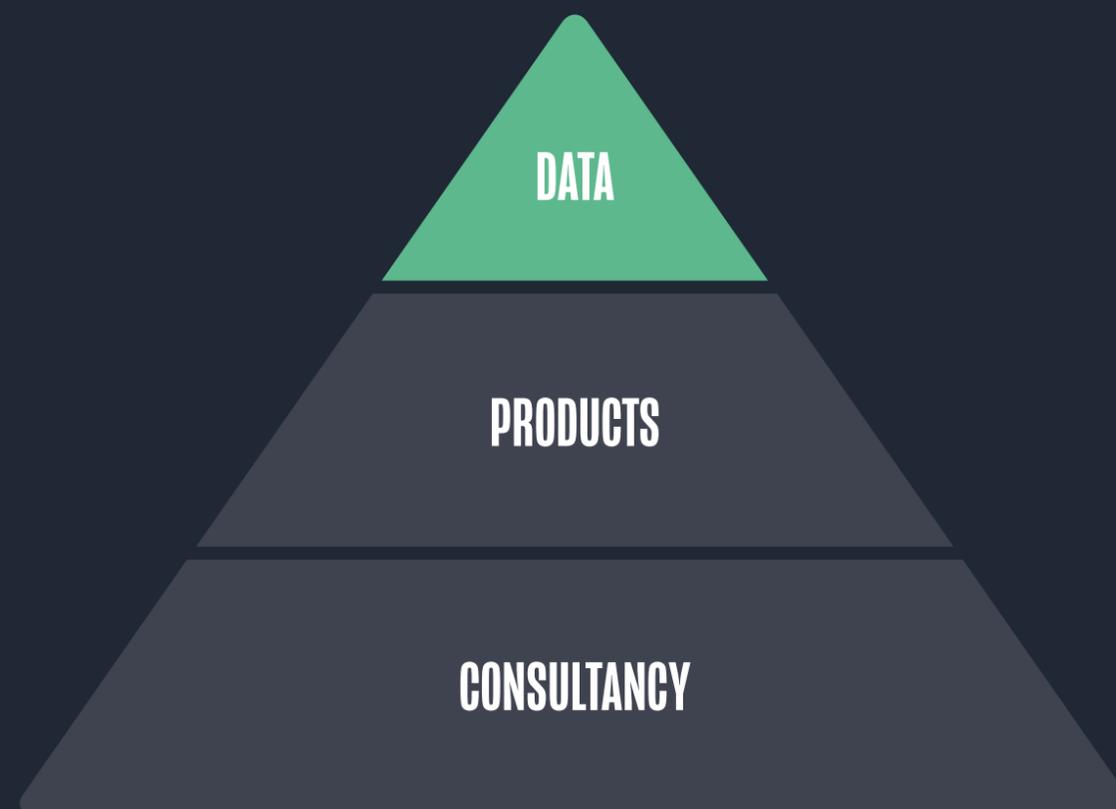


USE OUR DATA EXPERTISE

If you want to understand your applicants, **EXACT can help.**

EXACT is our **bespoke data service** which reports on historical data and live cycle deadline data across the sector. The service delivers CSV datasets to a particular specification – plug the data into your own systems and carry out your own analysis.

- ▶ **Get data on undergraduate applications, offers and accepts** – to help you understand your applicants, their choices and their decisions.
- ▶ **Understand their geographical location** – identify areas of potential growth or saturation, and how this has changed.
- ▶ **Target by school** – we include an Apply Centre look-up file so you can see where acceptances come from.



EXACT Connections Data

Are you looking to understand where your applicants are applying from?

The solution: we can provide a bespoke raw data output to help you understand connections to your applicants at a course level.

The data: Number of Applications, Number of Offers (30 June), Number of Acceptances by Apply Centre (School or College), Applicant Domicile (Low Level Domestic Focus) and Course Name.

This data will help you identify where your applicants are coming from both at a school and college level, a locality level and what course they are applying and accepting.

Cycle Year	Apply centre	Course name	Applicant domicile (low level - domestic focus)	Live at home indicator	Number of Applications	Number of Offers as-at 30 June	Number of Acceptances
2023	00100 Apply Online Overseas	2D Animation and Stop Motion	Not UK	Applicant not intending to live at home	10	5	15
2023	00100 Apply Online Overseas	2D Animation and Stop Motion with Foundation Year	Not UK	Applicant not intending to live at home	0	0	5
2023	00100 Apply Online Overseas	2D Digital Animation	Not UK	Applicant not intending to live at home	15	0	0
2023	00100 Apply Online Overseas	3D Animation & Visual Effects	Not UK	Applicant not intending to live at home	55	30	15
2023	00100 Apply Online Overseas	3D Animation Visual Effects	Not UK	Applicant not intending to live at home	5	5	5
2023	00100 Apply Online Overseas	3D Animation and Games	Not UK	Applicant not intending to live at home	10	5	5
2023	00100 Apply Online Overseas	3D Animation and Games with Foundation Year	Not UK	Applicant not intending to live at home	25	20	30
2023	00100 Apply Online Overseas	3D Animation and Visualisation	Not UK	Applicant not intending to live at home	50	40	60
2023	00100 Apply Online Overseas	3D Design	Not UK	Applicant intending to live at home	40	5	5
2023	00100 Apply Online Overseas	3D Design	Not UK	Applicant not intending to live at home	5	0	10
2023	00100 Apply Online Overseas	3D Design and Craft	Not UK	Applicant not intending to live at home	10	5	10

Please note that this data is for illustrative purposes only and your data will be specific to you.

PURCHASE OPTIONS

Internal only – Internal Use Licence

With an 'Internal Use' Licence, you must use the EXACT Data and Manipulated Data strictly for internal use within your organisation only.

External use – Standard Use Licence

With a 'Standard' Licence, you may

- ▶ publish or permit to be published a maximum of one hundred individual pieces of the EXACT Data or Manipulated Data (being a number, count, percentage or any other statistic provided under this Licence, or any other number derived or calculated therefrom), subject to you not publishing or permit to be published any EXACT Data or Manipulated Data before any publication date we may communicate to you; and
- ▶ share, provide or give access to the EXACT Data or any Manipulated Data to a non-employee consultant, provided you notify us in advance and you enter into an agreement on same terms of this Licence which contains a confidentiality clause to ensure that the consultant only uses the EXACT Data in relation to your internal business purposes.





IF YOU ARE LOOKING FOR MORE THAN JUST THE NUMBERS, OUR PRODUCTS DO THE ANALYSIS FOR YOU

▶ Untapped Geographies

Identify suitable applicants who aren't applying to you currently, so you can develop a targeted marketing plan with confidence.

▶ Outreach Evaluator

Review your widening participation effectiveness, events impact and competitor performance by tracking individuals in the UCAS application system.

FOR MORE INFORMATION



For any questions, or to discuss which products/services will meet your needs, please speak to **Customer Success Director** or email datainsights@ucas.ac.uk