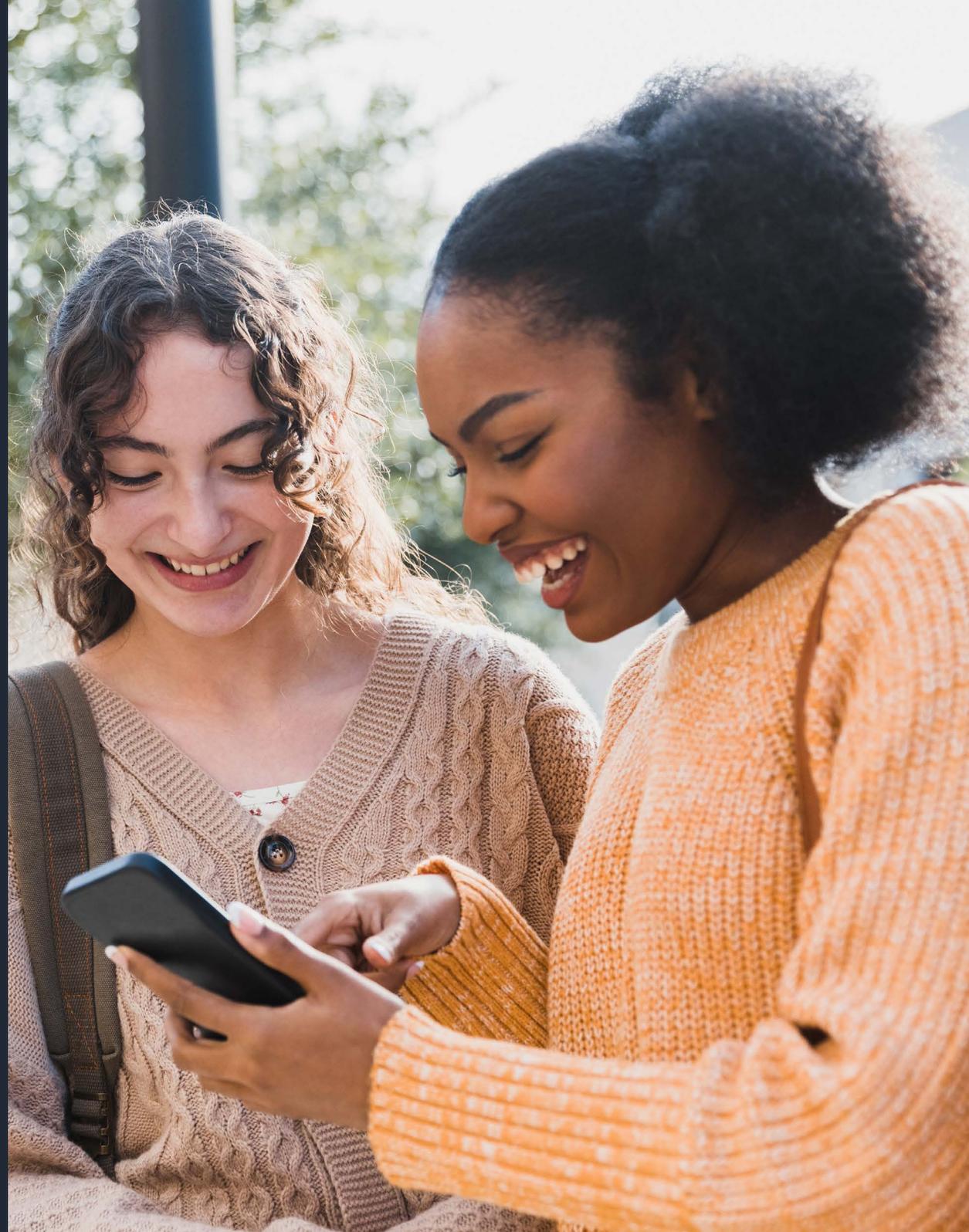


ACCOMMODATION MARKETING PACKAGES

CLEARING 2024

UCAS



WE'RE WITH OUR STUDENTS FROM THEIR FIRST STEPS TO FINDING THEIR FEET

Market your accommodation to your best audience with our unparalleled data. Segment by:

- ▶ location
- ▶ tariff university selection
- ▶ subject interest

With UCAS you can reach and engage undergraduates through email, social media and display advertising.

Clearing is a key time for students to find their place at university, and securing accommodation is high on their priority list. Which is why making your brand front of mind is crucial during this window of opportunity.

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



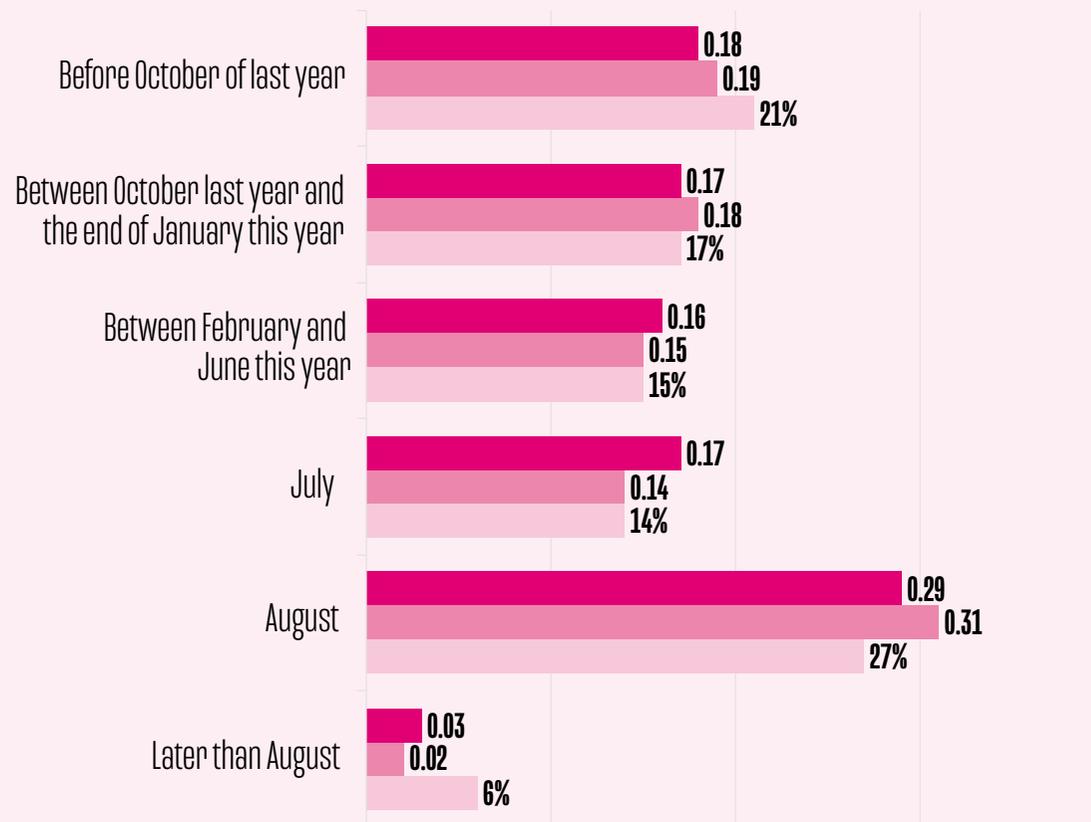
CLEARING STUDENTS ARE MORE PREPARED THAN EVER

Research continues to be earlier, with **1 in 5** researching the university/college they are placed at before October of the previous year.

- ▶ **62%** of those waiting for exam results researched the university/college they were placed at before they got their results.
- ▶ **59%** of students placed through Clearing considered it as an option before August

Despite this, we saw an increase in those performing last minute research (up to 6% this year) – probably due to an increase in direct-to-Clearing applicants.

Which means being visible and available throughout the full cycle is crucial to reach the different personas in Clearing.



■ 2021 CLEARING PLACED ■ 2022 CLEARING PLACED ■ 2023 CLEARING PLACED

AFTER 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

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

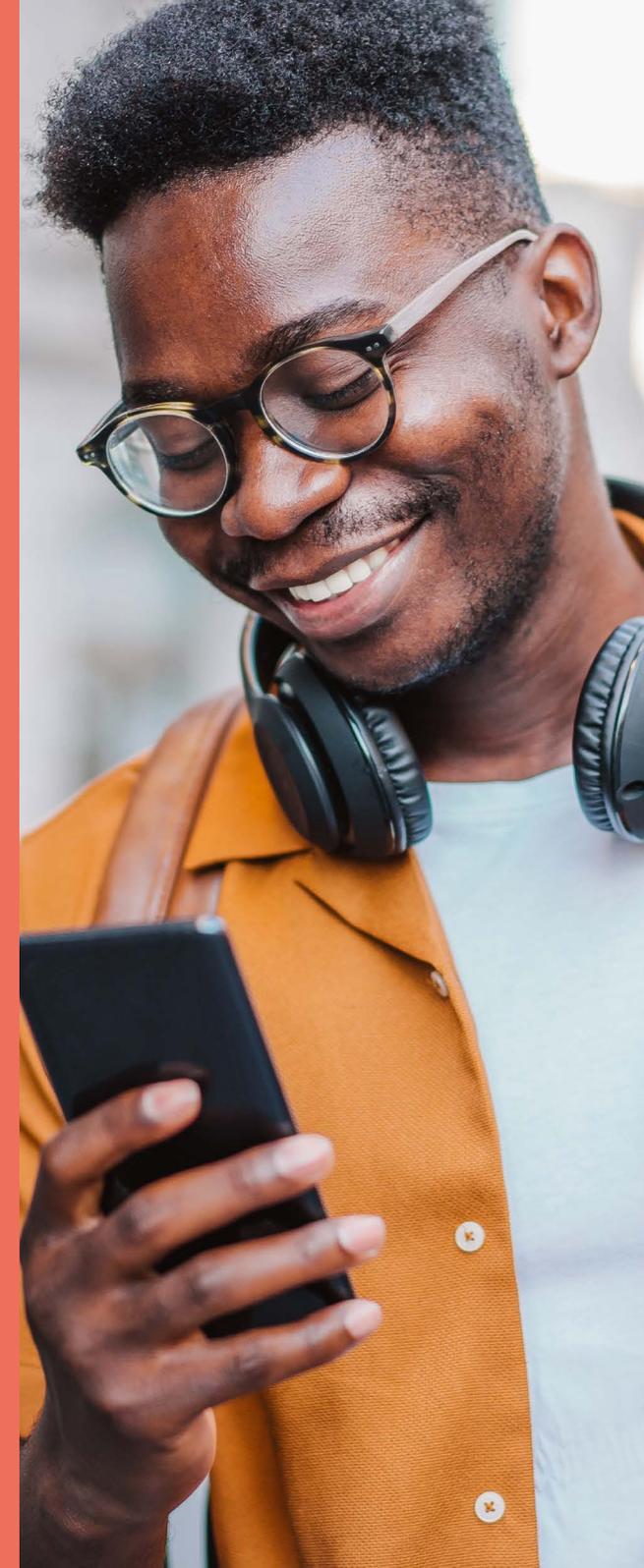


0.35% proportion applied



214 accepted

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



COMPLETE CLEARING PACKAGES 2024

Build up to Clearing with these simple, powerful multi-channel packages, 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 clearing period.
- ▶ Products that build awareness throughout this time 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.

GOLD
£20K

SILVER
£15K

BRONZE
£10K



COMPLETE CLEARING PACKAGES 2024

CHOOSE FROM ONE OF
OUR MULTI-CHANNEL
PACKAGES TO AMPLIFY
YOUR BRAND AND
MAXIMISE THE NUMBER
OF HIGH-IMPACT
TOUCHPOINTS.
CLEARING PACKAGES
RUN JULY – SEPTEMBER



GOLD CLEARING PACKAGE

	CHANNEL	PRODUCT	PRICE
GOLD	Email	9100 names over 3 emails, July - September. Dynamic sends available - Up to 3 creatives per dynamic send	£10,000
	Paid Media	3 Channel, 4 week brand awareness campaign.	£10,000
	Package cost (No bolt-ons)		£20,000
GOLD BOLT-ONS	Email Bolt-on STO*		£*
	AV Bolt on	3 month portal listing (Jul-Sept)	£500
	PM Bolt-ons	Additional budget	£2.5k Min
Additional channel		5k Min	



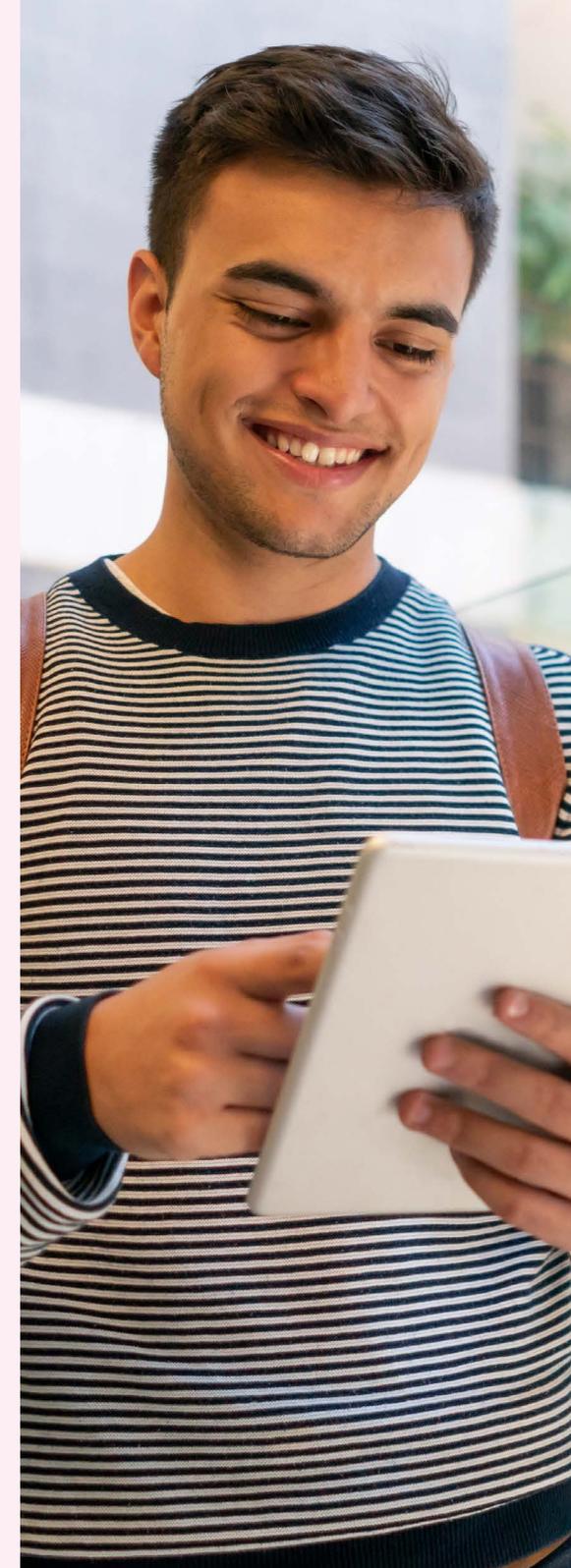


SILVER CLEARING PACKAGE

	CHANNEL	PRODUCT	PRICE
SILVER	Email	6800 names over 3 emails, July - September. Dynamic sends available - Up to 2 creatives per dynamic send	£7,500
	Paid Media	2 Channel, 4 week brand awareness campaign.	£7,500
	Package cost (No bolt-ons)		£15,000
SILVER BOLT-ONS	Email Bolt-on STO*		£*
	AV Bolt on	3 month portal listing (Jul-Sept)	£500
	PM Bolt-ons	Additional budget	£2.5k Min
		Additional channel	5k Min

BRONZE CLEARING PACKAGE

	CHANNEL	PRODUCT	PRICE
BRONZE	Email	4500 names over 2 emails, July - August. Dynamic sends not available	£5,000
	Paid Media	1 Channel, 4 week email retargeting package	£5,000
	Package cost (No bolt-ons)		£10,000
BRONZE BOLT-ONS	Email Bolt-on STO*		£*
	AV Bolt on	3 month portal listing (Jul-Sept)	£500
	PM Bolt-ons	Additional budget	£2.5k Min
Additional channel		5k Min	



COMPLETE CLEARING PACKAGES 2024

GOLD PACKAGE IN DETAIL

3 separate emails (can be dynamic).
9100 names total - July, August (19-23), September . Can have up to 3 creatives if using dynamic.

***STO-** to qualify for STO, email must total £5k min. The Emails would need to be split as per the below example

- ▶ **July - 3100 names at £1.10 per name = £3,410**
- ▶ **August- 4500 names at £1.10 per name = £5,000**
- ▶ **Sept - 1500 names at £1.10 per name = £1,650**

If using the above example, the August send would qualify for STO, so can be added for £750 (15% of £5k)

- ▶ Cannot be added to emails on JCQ or SQA results days
- ▶ Cannot be used in conjunction with A/B testing

SILVER PACKAGE IN DETAIL

3 separate emails (can be dynamic).
6800 names total - July, August (26-30th), September . Can have up to 2 creatives if using dynamic.

STO- Not available as email value does not meet minimum threshold

No booking Deadline

Sends can be moved and used by Christmas 2024

Paid Media - additional channels/Budget

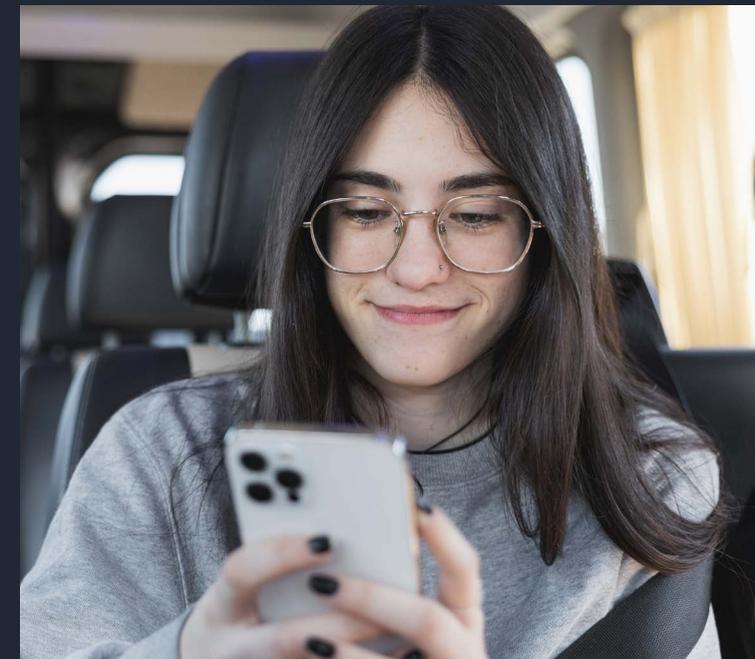
Team need 10 w/d lead time to add this to the campaign.

BRONZE PACKAGE IN DETAIL

2 separate emails. 4500 names total - July, August (26-30th)

Dynamic content- Not available

STO- Not available as email value does not meet minimum threshold



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.

9.2% CTR

for accommodation emails on A level results day 2023





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: 0.68%

28% OF STUDENTS

use social channels to aid their research.

BOOSTING EMAIL PERFORMANCE USING ARTIFICIAL INTELLIGENCE

'EINSTEIN' IS AN ARTIFICIAL INTELLIGENCE (AI) FEATURE, WHICH ANALYSES THE BEHAVIOUR OF OUR EMAIL AUDIENCES AND GAINS INSIGHTS THAT HELP IMPROVE EMAIL ENGAGEMENT. IT DRAWS ON BEHAVIOURAL DATA FROM THE HUNDREDS OF THOUSANDS OF SUBSCRIBERS WE ENGAGE WITH THROUGH EMAIL EVERY SINGLE YEAR.

You can now take advantage of this AI learning to enhance your UCAS email campaigns aimed at:

APPLICANTS



1M+
pre-applicants

750K+
applicants

70K+
clearing
applicants

STUDENTS



570K+
placed at uni

1M+
current students

INFLUENCERS



30K
parents,
teachers
and advisors

INTERNATIONAL



150K+
international
students



SEND TIME OPTIMISATION (STO)

'EINSTEIN' STO IS A TOOL THAT USES ARTIFICIAL INTELLIGENCE (AI) TO CHOOSE WHEN'S BEST TO SEND YOUR EMAIL, WITH SEND TIMES PERSONALISED TO EVERY MEMBER OF YOUR CHOSEN YOUTH AUDIENCE.

Key benefits:

- ▶ Your emails sent at a time personalised to each subscriber's preferences and behaviour
- ▶ Be top of their inboxes at exactly the time they're most likely to engage
- ▶ Send times based on AI learning from our wealth of engagement data for each student

How it works:

Boosting the performance of your UCAS email sends using STO is simple:

1. On booking your email send with us, let us know that you'd like to add STO We'll ask for your preferred start time and timeframe for the send – from a minimum of 6 and up to a maximum of 12 hours

2. Each member of your audience is assigned an individual time when your email will be sent to them, based on their past email engagement (or the behaviour of our wider audience)

For example:

You might decide to add STO to your student email, using a 12-hour timeframe on the date of your send.

If your email campaign starts at 8am, different audience members would receive your email at different times between 8am and 7pm, depending on their individually assigned send slot.

This ensures individuals receive your email at the time of day they're most likely to interact with your content, improving your campaign performance.



**81% AVERAGE
INCREASE IN
OPEN RATES***



**105% AVERAGE
INCREASE IN
CLICK THROUGH
RATES***

*For UCAS emails using send time optimisation, compared with standard UCAS emails



NEXT STEPS FOR CLEARING 2024

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.



STEPHEN CLEAL

Customer Success Director



STEPH BUTCHER

Key Customer Manager



DAVID TARBUCK

Customer Manager



ALICE JAGO

Key Customer Manager

The image features the UCAS logo in white, bold, sans-serif capital letters on the left side. To the right of the logo, there are several large, dark blue, stylized chevron shapes pointing downwards, arranged in a staggered, overlapping pattern. The background is a solid dark blue color.

UCAS

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.