

# ACCOMMODATION MARKETING SERVICES

CLEARING 2025

UCAS



# WELCOME TO CLEARING 2025

Clearing has transformed from a reactive process to a proactive, integral part of the student decision-making journey. Key insights from our 2024 Clearing survey reveal:

- ▶ **63% of students** knew which universities they wanted to contact before Results Day, up **5% from 2021**. **Nearly half (45%)** contacted only one university, compared to **38% pre-pandemic**.
- ▶ **43,225 students** used the "Decline My Place" option in 2024, up from **38,590** in 2023.
- ▶ **67% of applicants** began researching before August.

These trends show that students are researching earlier, making intentional choices and using Clearing strategically. Adopting an always-on strategy is vital to success.

Our Clearing insights and media opportunities are designed to support your strategy, ensuring visibility, precise targeting and impact at every stage. With our proven solutions and expertise we will help you achieve success in Clearing 2025.

Warm regards,

**Angelina Bingley**  
Director of UCAS Media



FOREWORD BY  
**ANGELINA BINGLEY,**  
**DIRECTOR OF UCAS MEDIA**

# CLEARING: A NEW ERA OF ENGAGEMENT

The Clearing process has evolved into a strategic and deliberate pathway for students. What was once a backup option is now a considered decision-making journey. Students are planning earlier and making more deliberate decisions.

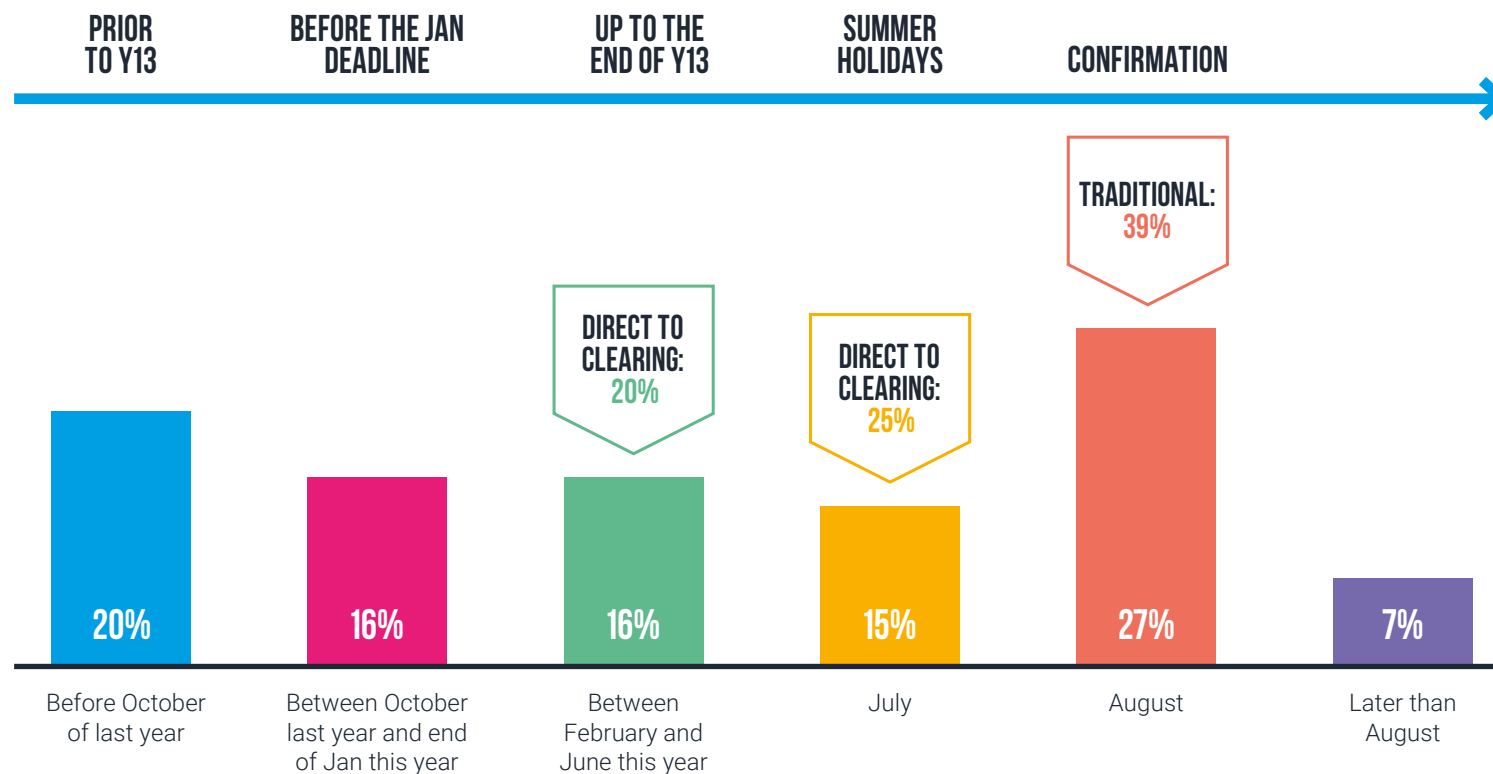
## ACTION:

Ensure visibility on UCAS and other platforms early. Highlight key factors like student wellbeing and social spaces.

## 2025 CLEARING SOLUTION:

Get ahead and start early with a pre-Clearing email campaign.

**67% HAD STARTED RESEARCHING THE UNIVERSITY THEY WERE PLACED AT BEFORE AUGUST**



Q: When did you think Clearing might be an option for your route to university or college? (Base 5972)



# EMAIL MARKETING OPTIONS

**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.



**7.14% CTR**

**for accommodation  
emails on A level  
results day 2024**



# BOOSTING EMAIL PERFORMANCE EVEN FURTHER USING AI

## ENGAGEMENT SEGMENTATION

'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.

## SEND TIME OPTIMISATION (STO)

### Key Benefits:

- ▶ Emails sent at the optimal time for each student
- ▶ Arrive at the top of their inbox when they're most likely to engage
- ▶ Powered by AI using UCAS' extensive student engagement data

### How It Works:

1. Request STO when booking your email campaign
2. Select a timeframe (6–12 hours) and preferred start time
3. Each student receives the email at a personalised time within your chosen window, based on individual or audience-wide engagement patterns

### Example:

If you choose a 12-hour window starting at 8am, students will receive your email at different times between 8am and 8pm — when they're most likely to open and engage.

**A simple way to enhance the performance of your email campaigns.**

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



**81% AVERAGE**  
increase in open rates\*



**105% AVERAGE**  
increase in open rates\*





# PAID MEDIA

Using our verified 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.

- ▶ **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.



**1.45% CTR**

across all Paid Media  
channels on A Level  
results day



**28% OF  
STUDENTS**

use social channels  
to aid their research





# 2025 PRICING

EMAIL	£1.20 per name	Minimum spend £1,000
PAID MEDIA	£3,000 minimum spend 30 days Paid Media	30 days Paid Media
SEND TIME OPTIMISATION	<b>Min. spend:</b> £5,000 (pre-STO) <b>Exclusions:</b> Not available on JCQ/SQA results days or with A/B testing <b>Price:</b> 15% of your email value	<b>Example:</b> a £5,000 campaign + STO = £5,750
ENGAGEMENT SEGMENTATION	<b>Min. spend:</b> £5,000 (pre-segmentation) <b>Limited slots:</b> 1 per day, first-come, first-served <b>Exclusions:</b> Not available in August <b>Dataset requirement:</b> Starting dataset must be at least 2x your target audience <b>Includes:</b> Send time optimisation (STO) as standard <b>Price:</b> 30% of your email value	<b>Example:</b> a £5,000 campaign + segmentation = £6,500

At UCAS, we ensure your Clearing campaign's success with:

- ▶ **Verified audience:** Engage students actively seeking opportunities.
- ▶ **Precision targeting:** Reach the right students at the right time.
- ▶ **Multichannel visibility:** Showcase your accommodation on UCAS.com and social platforms.
- ▶ **Expert support:** Guidance from setup to post-campaign analysis.



# NEXT STEPS FOR CLEARING 2025

Email [accommodation@ucas.ac.uk](mailto:accommodation@ucas.ac.uk) to discuss your Clearing requirements with us.

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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