UCAS

CLEARING 2025:
STRATEGIC INSIGHTS AND MEDIA OPPORTUNITIES

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

WHY CHOOSE
UCAS FOR CLEARING?

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

- **Verified audience:** Engage students actively seeking opportunities, with over 76,000 applicants securing places through Clearing in 2024, up 2% on 2023.

- **Precision targeting:** Reach the right students at the right time with premium placements, such as the Clearing homepage, which achieved an impressive CTR of 0.54% - double the industry benchmark.

- **Multichannel visibility:** Showcase your institution across UCAS.com and social platforms, with Platinum packages driving up to 48,760 clicks per customer in 2024.

- **Expert support:** Guidance from setup to post-campaign analysis.

> **UCAS MADE IT EASY TO SEE WHAT WAS AVAILABLE AND WHAT GRADES THE UNIVERSITY HAD PREVIOUSLY ACCEPTED.**
>
> 18 NORTHERN IRELAND - 2024 PLACED CLEARING STUDENT

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.
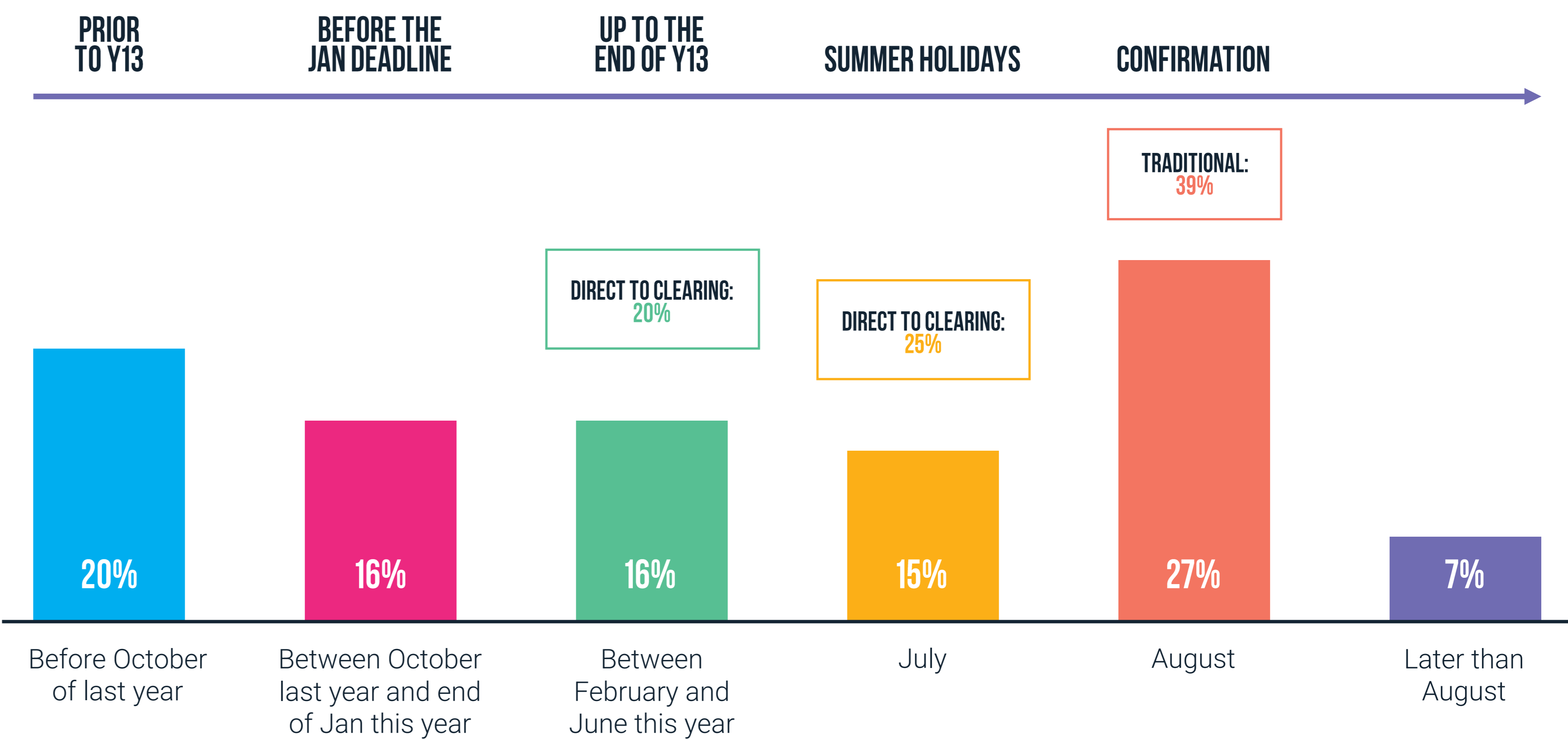
ACTION:
Ensure visibility on UCAS and other platforms early. Highlight key factors like course details, graduate outcomes, and campus life.

2025 CLEARING SOLUTION:
Clearing campaigns run from 5 July to 10 September 2025. Get ahead and start early with a pre-Clearing email campaign.

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

PRIOR TO Y13	BEFORE THE JAN DEADLINE	UP TO THE END OF Y13	SUMMER HOLIDAYS	CONFIRMATION

DIRECT TO CLEARING: 20%

DIRECT TO CLEARING: 25%

TRADITIONAL: 39%

20%	16%	16%	15%	27%	7%
Before October of last year	Between October last year and end of Jan this year	Between February and June this year	July	August	Later than August

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

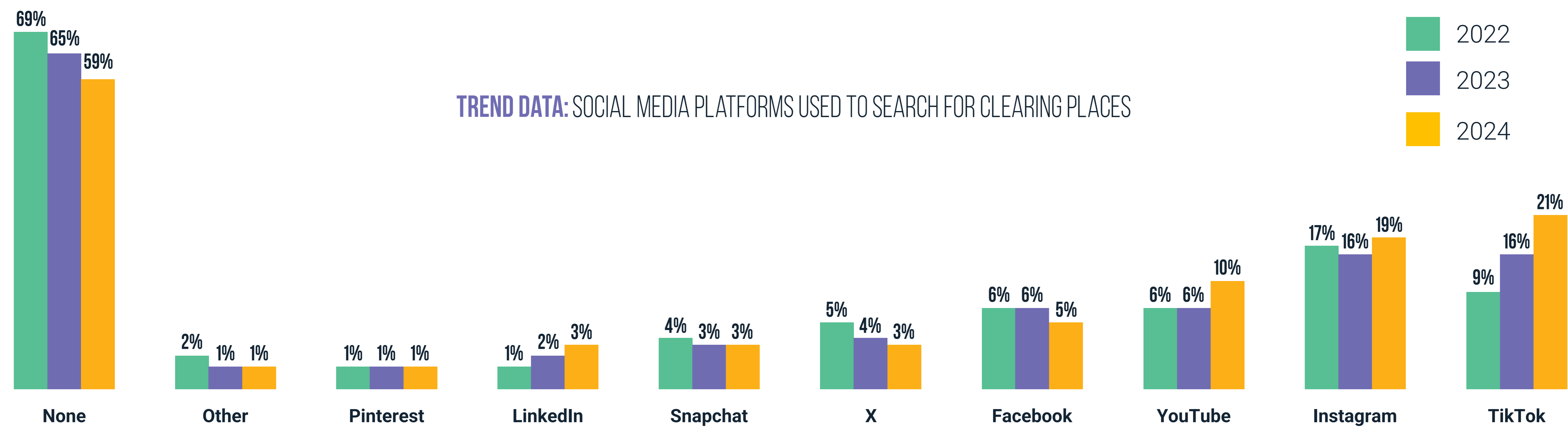# PLATFORMS LIKE TIKTOK AND INSTAGRAM ARE NOW VITAL FOR STUDENT RESEARCH

41% used social media to search for their Clearing places, up from 35% in 2023.

ACTION:

Develop engaging, responsive content for these platforms, offering guidance and pre-registration opportunities.

2025 CLEARING SOLUTION:

Add paid media campaigns on social platforms to boost presence.

TREND DATA: SOCIAL MEDIA PLATFORMS USED TO SEARCH FOR CLEARING PLACES

Legend:
- 2022
- 2023
- 2024

Platform	2022	2023	2024
None	69%	65%	59%
Other	2%	1%	1%
Pinterest	1%	1%	1%
LinkedIn	1%	2%	3%
Snapchat	4%	3%	3%
X	5%	4%	3%
Facebook	6%	6%	5%
YouTube	6%	6%	10%
Instagram	17%	16%	19%
TikTok	9%	16%	21%

Q: Which, if any, social media platforms did you use to search for Clearing places? Please tick all that apply. (Base: 2236 who used social media)

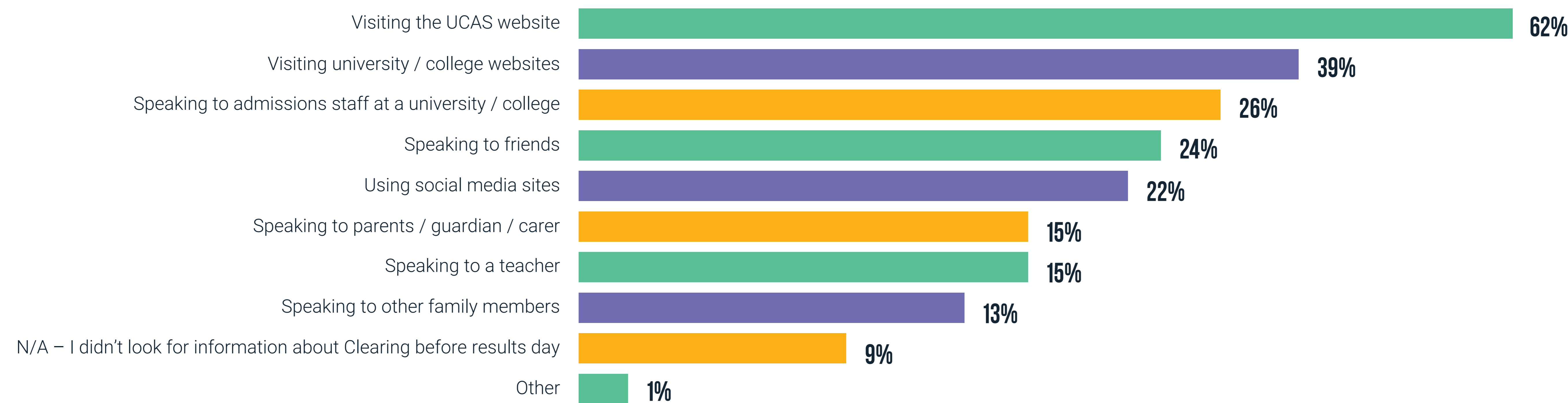# UCAS REMAINS THE GO-TO SOURCE FOR CLEARING INFORMATION

62% of students used UCAS before Results Day.

ACTION:

Build credibility with targeted campaigns across trusted channels. Highlight critical details like accommodation and finances.

2025 CLEARING SOLUTION:

Display ads across high-traffic pages ensure visibility.

Source	%
Visiting the UCAS website	62%
Visiting university / college websites	39%
Speaking to admissions staff at a university / college	26%
Speaking to friends	24%
Using social media sites	22%
Speaking to parents / guardian / carer	15%
Speaking to a teacher	15%
Speaking to other family members	13%
N/A – I didn't look for information about Clearing before results day	9%
Other	1%

Q: Where did you look for information about Clearing in the run up to results day? Please select all that apply. (Base 5963)

Public

STUDENTS VALUE 'PULL' FACTORS LIKE REPUTATION AND OPPORTUNITIES OVER 'PUSH FACTORS'

50%
prioritised location and course availability.

36%
said reputation was a key driver.

Practical factors like proximity to home and better graduate prospects also influenced the decision.

ACTION:
Showcase your institution's strengths: reputation, career outcomes, and unique offerings. Use tailored messaging to appeal to specific goals.

2025 CLEARING SOLUTION:
Tailor campaigns with subject-specific solutions and enhance visibility with Clearing Plus Enhanced Profiles.

WHAT'S STAYING THE SAME FOR 2025

1. **Cost consistency:** Prices aligned with 2024.

2. **Flexible packages:** Flex options remain.

3. **Fair allocation:** First-come, first-served process continues.

4. **Strategic support:** Platinum packages include expert guidance

Don't miss the opportunity to refine your Clearing strategy with our trusted solutions for 2025.

Our 2025 solutions focus on:

1. **Responsiveness:** Adapting to student behaviour trends.

2. **Efficiency:** High-impact, cohesive packages based on proven success.

3. **Transparency:** Straightforward options without unexpected add-ons.

"I WAS ABLE TO SPECIFY A SPECIFIC COURSE IN A SPECIFIC CITY AND UCAS HELPED ME FIND THE COURSE IN THE AREA I WANTED AND GAVE ME MULTIPLE OPTIONS. THIS MADE THE PROCESS A LOT EASIER AND REASSURED ME THAT I WOULD FIND A PLACE AT A UNIVERSITY."

22, GREATER LONDON

2024 PLACED CLEARING STUDENT

2025 SOLUTIONS

Complete Clearing Solutions: Engage students at every stage of their journey, from awareness to application.

Specialist Audience Solutions: Focus on international, Scottish, or other niche audiences.

Subject-Specific Solutions: Target students exploring specific areas.

Can't find what you're looking for? Reach out to your Customer Manager, and we'll do our best to create a solution tailored just for you.

Package type	Package name	Price
Complete Clearing solutions	Platinum	£98K
	Gold	£64K
	Silver	£40K
	Bronze	£15K
Specialist audience solutions	Audience Focus	£66K
	SQA	£13K
Subject-specific solutions 28 subjects available	Premium	Tier 1: £22K Tier 2: £16K
	Standard	Tier 1: £13K Tier 2: £7K

Prices do not include VAT or agency discount

PLATINUM OPTION

10 AVAILABLE

The ultimate Clearing solution

- Boost awareness with premium UCAS ads, reaching verified unplaced applicants across key platforms.

- Build credibility with sponsored content aligned to the trusted UCAS brand.

- Drive conversions with precise email campaigns on Results Day and beyond.

Channel	Product	Total package value
Email	A-level results day	
	Post-results weekend	
	Post-results week 2	
Display	Clearing homepage	
	In application ads	
	Hub Homepage	£98K
	Clearing resource pages	
Paid media	• Multichannel campaign Up to 3 channels: • GDN, Meta, Snapchat, TikTok, YouTube	
Flex choice (CHOOSE 1)	Clearing Plus enhanced (w/bespoke emails)	
	Extra email records (non-ARD) – 6,575 records	
	Extra paid media spend	
	Pre-recorded sponsored social video	
	Sponsored content link	

AVG OPEN RATE: 56.4%

AVG CTR: 2.3%

AVG TOTAL CLICKS FOR DISPLAY: 2,590

AVG TOTAL IMPRESSIONS FOR PAID MEDIA: 6,337,923

PLATINUM STRATEGIC MEDIA SUPPORT

The Complete Platinum package includes comprehensive strategic media support provided by our digital specialists to maximise the impact of your campaign.

You'll receive:

- **A one-hour planning** call before Clearing starts for creative guidance (April/May)

- **Platinum Media plan** with a 30-minute follow-up call to review (Early June)

- **Social tracking implementation** in the campaign if applicable – provided via email with instructions for each channel

- **Accessible daily reporting** in TapClicks to a custom dashboard. This includes fortnightly Digital Strategist commentary throughout Clearing (July – September)

- **1-hour mid campaign** call pre-results day to discuss performance and optimisation suggestions (July)

- **Final results deck** with analysis and commentary provided at the end of Clearing in Autumn 2025

For a more detailed discussion, please contact your Customer Manager or Customer Success Director.

GOLD OPTION

20 AVAILABLE

Engage students wherever they are and at every stage of their journey.

- Boost brand recognition with premium placements on the UCAS homepage and advice pages.

- Engage the right students via a multichannel campaign using verified unplaced applicant data.

- Drive conversions post-Results Day with two timely, targeted email campaigns

Channel	Product	Total package value
Email	Post-results Friday	
	Post-results week 1	
Display	UCAS.com homepage	
	Content page bundle	
Paid media	• Multichannel campaign Up to 3 channels: • GDN, Meta, Snapchat, TikTok, YouTube	**£64K**
Flex choice (CHOOSE 1)	Clearing Plus enhanced (w/bespoke emails)	
	Extra email records (non-ARD) – 6,575 records	
	Extra paid media spend	
	Sponsored content link	

AVG OPEN RATE: 55.7%

AVG CTR: 1.4%

AVG TOTAL CLICKS FOR DISPLAY: 2,359

AVG TOTAL IMPRESSIONS FOR PAID MEDIA: 2,817,667

SILVER OPTION

15 AVAILABLE

Connect with your audience through every step of their journey using a results-driven, multi-channel campaign

- Reach students and parents on UCAS.com's high-traffic pages.

- Leverage social platforms in a multichannel campaign designed to raise awareness and engage with the most interested students.

- Drive applications with targeted post-Results Day emails through Clearing.

New for 2025: Enhance your visibility with a sponsored content link, perfectly complementing your other display assets.

Channel	Product	Total package value
Email	Post-results weekend	
	Post-results week 2	
Display	Premium content pages	
	New for 2025: Sponsored content link	
	Hub and search bundle	
Paid media	• Multichannel campaign Up to 2 channels: • GDN, Meta, Snapchat, TikTok, YouTube	£40K
Flex choice (CHOOSE 1)	Clearing Plus enhanced (w/templated emails)	
	Extra email records (non-ARD) – 5,275 records	
	Extra paid media spend	

AVG OPEN RATE: 51.8%

AVG CTR: 1%

AVG TOTAL CLICKS FOR DISPLAY: 989

AVG TOTAL IMPRESSIONS FOR PAID MEDIA: 1,997,801

BRONZE OPTION

30 AVAILABLE

Amplify your Clearing message across UCAS and beyond

- Promote your brand on UCAS.com with tailored pages for students, parents, and teachers, linking directly to your Clearing content.

- Stand out on Clearing Plus with prominent listings matched to students.

- Expand your reach by targeting unplaced applicants on platforms like Facebook, Instagram, TikTok, and Snapchat using rich data insights.

Channel	Product	Total package value
Display	Sponsored content link	
Paid media	• Engagement campaign 1 channel: • GDN, Meta, Snapchat, TikTok, YouTube	**£15K**
Flex choice (CHOOSE 1)	Clearing Plus enhanced (w/templated emails)	
	Extra paid media spend	

AVG CLEARING PLUS EMAIL OPEN RATE: 85.2%

AVG CLEARING PLUS EMAIL CTR: 6.9%

AVG TOTAL CLICKS FOR DISPLAY: 632

AVG TOTAL IMPRESSIONS FOR PAID MEDIA: 1,071,548

AUDIENCE FOCUS

7 AVAILABLE

Achieve your Clearing goals by focusing on a specific country or tariff band with tailored solutions:

- Increase visibility with high-impact ads on UCAS.com, including the Hub homepage.

- Strengthen your brand with strategic display ads to engage students.

- Reach your audience quickly with in-app ads and targeted emails on Results Day and post-results weekend.

Channel	Product	Total package value
Email	A-level results day	
	Post-results week 1	
Display	Hub homepage	
	In application ads	
	Clearing research pages (MPU)	
	Clearing resource pages	
Paid media	• Multichannel campaign Up to 2 channels: • GDN, Meta, Snapchat, TikTok, YouTube	**£66K**
Flex choice (CHOOSE 1)	Clearing Plus enhanced (w/bespoke emails)	
	Extra email records (non-ARD) – 6,575 records	
	Extra paid media spend	
	Sponsored content link	

AVG OPEN RATE: 59.8%

AVG CTR: 1.7%

AVG TOTAL CLICKS FOR DISPLAY: 1,490

AVG TOTAL CLICKS FOR PAID MEDIA: 8,825 (EXCL GDN)

Public

SQA OPTION

20 AVAILABLE

Connect with students in Scotland throughout Clearing, with targeted outreach on SQA Results Day:

- Leverage our student data to target Scottish applicants with awareness ads on popular social media.

- Maximise engagement with a tailored email campaign on SQA Results Day.

- Flexible options: Use this package as a stand-alone solution or as an add-on to enhance another Clearing campaign with a Scottish focus.

Channel	Product	Total package value
Email	SQA results day	
Paid media	• Engagement campaign 1 channel: • Meta, Snapchat, YouTube - not GDN or TikTok	**£13K**
Flex choice (CHOOSE 1)	Clearing Plus enhanced (w/templated emails)	
	Extra paid media spend	

AVG OPEN RATE: 60.9%

AVG CTR: 4.3%

AVG TOTAL CLICKS FOR PAID MEDIA: 2,790

Public

SUBJECT-SPECIFIC PACKAGES

Effectively showcase individual subject areas to the right audience at the right moments throughout Clearing.

	Subject		
Tier 1	Law	Social studies	Engineering
	Medicine	Psychology	Computer Science
	Accounting & Finance	Biology	Criminology
	Nursing	Business	
Tier 2	Agriculture	Architecture	Arts, Crafts & Design
	Chemistry	Dance	Drama
	English	Teaching	Veterinary Science
	History	Languages	Maths
	Media	Music	Physical Sciences
	Physics	Sports & Exercise Science	

28 SUBJECTS AVAILABLE

PREMIUM OPTION

3 AVAILABLE PER SUBJECT

Promote your course to students actively researching on UCAS.com and beyond

- Boost visibility with keyword and text link ads to stand out on UCAS.com.

- Drive traffic by featuring your course on relevant subject guide pages.

- Expand reach by targeting unplaced subject researchers across an online platform

Channel	Product	Total package value
Display	Search tool subject keywords	
	Clearing subject page text links	
	Subject guide promoted courses	
Paid media	• Subject engagement campaign 1 channel: • GDN, Meta, Snapchat, TikTok, YouTube	**Tier 1 £22K** **Tier 2 £16k**
Flex choice (CHOOSE 1)	Clearing Plus enhanced (w/templated emails)	
	Extra paid media spend	

Please note that performance varies based on the subjects selected.

CLEARING PLUS EMAILS OPEN RATE 85.2%

CLEARING PLUS EMAILS CTR: 6.9%

TIER 1 SUBJECTS HAD 9,843 CLICKS ON AVERAGE PER CAMPAIGN

TIER 2 SUBJECTS HAD 5,609 CLICKS ON AVERAGE PER CAMPAIGN

Public

STANDARD OPTION

5 AVAILABLE PER SUBJECT

Increase awareness of your course among actively researching students and guide them to your top subject content

- Showcase your subject to the most interested users on UCAS.com.
- Link display ads directly to your subject content for maximum relevance
- Maximise visibility with prominent Clearing Plus listings, including your logo, tagline, and triggered emails to students.

Channel	Product	Total package value
Display	Search tool subject keywords	
	Clearing subject page text links	
Flex choice (CHOOSE 1)	• Subject engagement boost 1 channel: • GDN, Meta, Snapchat, TikTok, YouTube – 4 week campaign	**Tier 1 £13K** **Tier 2 £7k**
	Clearing Plus enhanced (w/templated emails)	

Please note that performance varies based on the subjects selected.

CLEARING PLUS EMAILS OPEN RATE 85.2%

CLEARING PLUS EMAILS CTR: 6.9%

TIER 1 SUBJECTS HAD 9,843 CLICKS ON AVERAGE PER CAMPAIGN

TIER 2 SUBJECTS HAD 5,609 CLICKS ON AVERAGE PER CAMPAIGN

PACKAGE ADD ONS

Channel	Product	Qty available	Price
Email	Post-results weekend email: access up to 9,200 records	Limited	£7K
	Post-results week 2 email: access up to 3,300 records		£2.5K
	Additional email records (non-results days)	Unlimited	£0.78 per record
Paid Media	Additional paid media spend		£2k minimum
Clearing Plus	Clearing Plus enhanced profile (bespoke emails)		£5K
	Clearing Plus enhanced profile (template emails)		£4K
	Clearing Plus enhanced profile upgrade (from template to bespoke emails)		£1K
Consultancy	Provider-level Clearing Insights report		£8K
	Unplaced sector forecast: Regional and subject files		£1.5K

If you would like to add additional inventory, please add this to the booking form.

If there are additional items required or if you have any further questions, please speak to your Customer Manager, Customer Success Director or email **clearingmedia@ucas.ac.uk**

INDIVIDUAL PRODUCT DETAILS

Below are details about individual products included in our Clearing 2025 packages. Full media specifications will be provided on confirmation of your booking or can be found on the Clearing Solutions webpage.

EMAIL

Engage verified unplaced applicants with your custom creative – whether through a UCAS template or your own HTML code.*

Collaborate with us to define a tailored targeting strategy, utilising criteria like location, subject interest, and academic achievements.

Email type	Date of send	Records**
SQA results day	Tuesday 5 August	Up to 2,000
A-level results day	Thursday 14 August	Up to 10,000
Post-results Friday	Friday 15 August	Up to 14,475
Post-results weekend (Sat-Mon)	Saturday 16, Sunday 17, Monday 18 August	Up to 9,000 Records vary based on subject choice
Post-results weeks one (Tues-Fri)	Tuesday 19, Wednesday 20, Thursday 21 August, Friday 22 August	Up to 7,900
Post results week two (Tues-Fri) ***	Tuesday 26, Wednesday 27, Thursday 28, Friday 29 August	Up to 3,300 Records vary based on subject choice

* Dynamic email content (beyond personalisation) is not included within the packages as standard, but may be possible to purchase at additional cost – please contact us if this is of interest.

** This is the maximum number of records your email can be sent to that are included as part of the package. It may be possible to purchase additional records (except for A-level results day) nearer the time – please contact us to find out more. Email volumes are subject to a 5% send tolerance of the total volume. If the total number of available records for targeting within your package is significantly lower than the specified volume, we will collaborate with you to identify a suitable alternative service of equivalent value. Options may include expanded targeting criteria, additional records in another email send within your package, leveraging AI optimisation for sends, or an extra email.

*** Emails cannot be sent on Bank Holiday Monday, 25 August. 5% under or over the tolerance

CLEARING PLUS
ENHANCED PROFILE

Clearing Plus is where students find courses that best match their individual needs – presenting them with a personalised list of course options, matched to their circumstances and interests.

Enhanced Profile: Boost Your visibility and impact

All providers can list courses and define matching criteria, but an enhanced profile takes your branding and messaging to the next level:

- **Showcase your logo:** your logo will appear alongside all your matched course listings, automatically pulled from the ucas collection tool—no additional artwork submissions required.

- **Tailored messaging:** update your displayed tagline as often as needed via the dashboard to align with your evolving clearing strategy.

- **Triggered emails for engaged students:**

  o Students registering interest in a course with an enhanced provider receive an **automatically triggered email** from UCAS.

  o These emails feature your branding and provide direct links to vital information on your website.

PROVEN SUCCESS IN 2024

On average, last year's Clearing Plus triggered emails delivered outstanding results:

BESPOKE EMAILS:
ACHIEVED AN IMPRESSIVE 86.2% OPEN RATE AND 11.7% CLICK-THROUGH RATE.

TEMPLATED EMAILS:
SECURED AN 85.2% OPEN RATE AND 6.9% CLICK-THROUGH RATE.

With results like these, an enhanced profile is your key to capturing attention and driving meaningful connections with students during Clearing 2025.

Email options available

Templated email: Includes your logo, CTA buttons, and banner image

Bespoke email: Full creative control of your email – please refer to our email guidelines or provide us with your HTML code

Public

SPONSORED SOCIAL

Position yourself alongside our trusted UCAS brand to deliver key advice and guidance to students, showcasing your expertise and building your profile, with content shared via our social channels.

PRE-RECORDED SOCIAL VIDEO

Either work with us to create a co-branded video (which could be filmed in our studio) or produce your own video to fit with our content guidelines and specifications.

- Informational video covering a specific help topic, agreed with us in advance and designed to help guide all students and their influencers through a particular aspect of Clearing

- Recommended video length: 60 seconds (for best coverage across UCAS social channels. Longer videos, up to 5-mins max can be shared on select channels only)

- Up to 10 sponsored student advice videos in total, 1 video shared per week between 5 July and 8 Sept. Let us know your preference and we will try to accommodate timings.

▸ See previous examples of Clearing sponsored social videos:

'Your Clearing Checklist' / 'Uni essentials'

DISPLAY

Be seen through key touchpoints by students, parents, and teachers right across the Clearing journey.

All our display placements run from 5 July – 10 Sept.

CONTENT PAGE BUNDLE

Your ads will appear across key Undergraduate articles and research pages. These placements cover a wide range of topics, ensuring your message reaches students where they're actively exploring their future options.

- Ad slots on rotation with up to 20 advertisers in total

- Mobile and MPU formats, multiple animated gifs/pngs permitted

CLEARING HOMEPAGE

The official Clearing destination for applicants. Linked from the UCAS.com homepage and referenced in all our Clearing-related communications and collateral, it's pivotal to the advice we offer.

- Ad slots on rotation with up to 10 advertisers in total

- Mobile and MPU formats, multiple animated gifs/pngs permitted

CLEARING RESEARCH PAGES (MPU)

Promote your brand across all our heavily visited Clearing subject research pages. An opportunity to reach highly active students at moments when they're deeply engaged in the Clearing process.

- Ad slots on rotation with up to 8 advertisers in total
- Mobile and MPU formats, multiple animated gifs/pngs permitted

CLEARING RESOURCE PAGES

Appear on multiple advice pages linked from the Clearing landing page. These pages provide students with essential information about the Clearing process, including results information, what next, and getting support.

- Ad slots on rotation with up to 17 advertisers in total
- Mobile and MPU formats, multiple animated gifs/pngs permitted

CLEARING SUBJECT PAGE TEXT LINKS

Promote your individual course on a subject-specific Clearing research page, driving engaged students to your content just as they're exploring their options.

- Up to 10 advertisers per subject
- 40 characters max (including spaces)

HUB AND SEARCH BUNDLE

Be present at essential moments as engaged students conduct active research. You'll also benefit from additional placements across the UCAS Hub.

- Up to 17 advertisers in total
- Mobile, MPU and leaderboard formats, multiple animated gifs/pngs permitted

HUB HOMEPAGE

The UCAS Hub is where students sign in to view their application. Your ad will be prominently displayed on the Hub dashboard, as students see their application status and research or refine their Clearing choices.

- Ad slots on rotation with up to 20 advertisers in total
- Mobile and MPU formats, multiple animated gifs/pngs permitted

IN-APPLICATION ADS

Served to unplaced applicants at the heart of the application process, these high impact ads allow you to reach students at the exact moment they find out they're unplaced.

- Ad slots on rotation with up to 20 advertisers in total
- Mobile and MPU formats, multiple animated gifs/pngs permitted

PREMIUM CONTENT PAGES

Showcase your brand on some of the highest-traffic Information and Advice pages on UCAS.com, ensuring strong visibility across key areas.

- Up to 17 advertisers in total

- Mobile and MPU formats, multiple animated gifs/pngs permitted

SEARCH TOOL SUBJECT KEYWORDS

Access active and engaged students with ads targeted by subject.
Your course ad will be served as a student's subject search
results are returned.

- Up to 8 advertisers per subject

- Mobile, MPU and leaderboard formats, multiple animated
  gifs/pngs permitted

SPONSORED CONTENT LINKS

Increase your brand presence on pages across UCAS.com,
with the chance to flexibly update your content and messaging
throughout Clearing.

- 100 x 100px thumbnail, png/jpg only

- 40 characters max (including spaces)

UCAS.COM HOMEPAGE

The starting point for hundreds of thousands of students, parents, and advisers each year as they research Clearing. These above-the-fold ads offer the ultimate brand awareness opportunity.

- Up to 20 advertisers in total

- Mobile and MPU formats, multiple animated gifs/pngs permitted

SUBJECT GUIDE PROMOTED COURSE

Link through to your UCAS course listing from one of our popular in-depth subject guides. Promoted course links will feature prominently on the page and take precedence over non-promoted courses.

- Up to three advertisers per subject

- Size: 800 x 600

- Please include your University/college name, university/college logo

PAID MEDIA

Only UCAS can specifically target verified unplaced students through social media and off-site display campaigns.

Incorporating paid media as part of a multichannel campaign during Clearing can significantly enhance engagement with prospective students. The 2024 performance data highlights the measurable impact of using paid media:

- **DISPLAY ADS:** Campaigns with paid media achieved a 25.5% higher CTR.

- **SEARCH KEYWORDS:** Keyword CTRs rose by an impressive 31.5%.

- **UCAS ADS:** Ads on UCAS.com saw a 20.2% boost in CTR.

- **SPONSORED CONTENT:** Clicks on sponsored content increased by 21.3%.

- **TEXT LINKS:** Campaigns integrating paid media saw a 3.2% uplift in text link clicks.

- **EMAIL CAMPAIGNS:** Paid media enhanced email click-through rates by 22.3%, amplifying direct engagement.

If you're already committed to running social/off-site display activity with an external agency during Clearing, please contact your Customer Manager, Customer Success Director or email **clearingmedia@ucas.ac.uk** to discuss how we can make our Clearing packages work for you.

CAMPAIGN TYPES:

Platinum Multichannel Campaign (5 July – 10 September)
Comprehensive support with tracking and strategy from UCAS experts.

Multichannel campaign (5 July – 10 September)
Choose from a variety of social platforms to reach verified students and increase brand visibility.

Engagement campaign (5 July – 10 September)
Promote your brand on one social platform to boost awareness and engagement.

SUBJECT ENGAGEMENT BOOST

A four-week campaign on one social platform to reach verified audiences and increase brand visibility .

- Utilise social platforms to reach verified audiences and expand awareness of your brand.
- Platforms Available: Meta, TikTok Snapchat, Google Ads (GDN, YouTube & Search).
- Target engaged students – verified unplaced applicants or UCAS.com search tool users.
- We recommend 5 brand-only creative formats per platform (including video), but the more creative you can supply the better.

Note: Google Display supports standard and responsive display ads but isn't suitable for retargeting.

CLEARING PROVIDER INSIGHTS

DRIVE YOUR CLEARING STRATEGY WITH DATA-DRIVEN INSIGHTS

WHAT YOU'LL GAIN

- Understand applicant behaviour: Analyse the latest trends in self-release and switching patterns among your applicants.

- Forecast unplaced applicants: Gain visibility into your projected volume of unplaced applicants for the upcoming Clearing cycle.

- Spot risks and opportunities: Identify subject areas at risk due to shrinking sectors or competitor activity, enabling you to prioritise key areas for focus.

- UCAS's in-depth analysis of supply-demand trends and student behaviour across the higher education sector empowers you with a competitive edge.

YOUR INSIGHT REPORT

Receive a fully visualised PDF report, presenting critical insights in a clear and actionable format. Summaries and strategic recommendations are included to support productive marketing and recruitment discussions at your institution.

KEY INSIGHTS

This comprehensive report is divided into four sections, providing a thorough examination of past activity and future opportunities:

- **Clearing trends overview:** A summary of Clearing activity in recent cycles.

- **Behavioural analysis:** Insights into recent switching trends among applicants.

- **Volume forecasts:** Predictions for unplaced applicant volumes in this cycle's Clearing.

- **Subject area analysis:** Detailed exploration of subject areas presenting opportunities and risks for 2024.

YOUR NEXT STEPS

Allocation: Packages for 2025 will be available on a first-come, first-served basis.

Booking Opens: Tuesday 4 February 2025. Stay tuned for updates to secure your spot.

Need Help? Contact your UCAS Customer Manager, Customer Success Director or email **clearingmedia@ucas.ac.uk** for package advice or queries.

HOW TO BOOK

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

- **Submit** your booking: Opens Tuesday, 4 February 2025.

- **Choose a package:** Use the online form to select your preferred option. We'll share the form by email ahead of booking to help you prepare.

- **Send:** Submit your preferred package options.

We'll confirm your booking within the first couple of weeks. As bookings will be on a first-come-first-served basis, your request will be a confirmation of your intention to purchase. Please include a PO number where possible.

Note: If your chosen package is unavailable, we'll reach out to discuss alternative options.

Visit the 2025 Clearing page for more information.

GET IN TOUCH

ARE YOU READY TO UNLOCK THE POTENTIAL OF CLEARING?

Reach out to your Customer Manager, Customer Success Director or email us at **clearingmedia@ucas.ac.uk** today.

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