2026 CLEARING SOLUTIONS

Real choices. Real signals. Real outcomes.

WELCOME TO CLEARING 2026

Clearing 2025 confirmed what we've seen emerging for some time: students are researching early and with more focus. Many begin refining their options long before Results Day, and when results arrive, they act quickly and deliberately.

This year, **63% of applicants made their first Clearing enquiries in August**, and **80% had already chosen who they wanted to contact**. It shows how important early visibility and reassurance are in shaping confidence before Results Day. Once in Clearing, decisions moved fast: **73% accepted their offer the same day**, and **97% within a week**. Research was more concentrated too - applicants used fewer sources, turning mainly to **UCAS.com**, university websites, and **41%** used social media to validate what they found. The messages that stood out were clear and course-led:

Courses available, life at the university, and *contact information.*

Together, these trends point to a Clearing journey that is compact, intentional and driven by clarity.

If this continues into 2026, success will depend on steady, early support that reduces uncertainty and helps students feel confident when decisions peak.

UCAS Media supports that journey. Everything we deliver - from targeted display and email, to multichannel social - is designed to help students make informed, confident decisions. We also recognise the difficulties facing the sector and are pleased to be able to support our colleagues by freezing prices again this year.

UCAS Media operates as UCAS's trusted, insight-led partner for reaching prospective students respectfully and effectively. Everything generated is Gift Aided back to UCAS to widen participation and help keep the charity independent.

Foreword by

Angelina Bingley,
Director of UCAS Media

WHY CHOOSE UCAS?

At UCAS, we believe your Clearing campaign deserves more than reach, it deserves real results with real time feedback.

Unmatched reach

- **1.9M+** active users on the UCAS Hub during Clearing 2025
- **2.3M+** visitors to undergraduate Clearing pages
- **4 minutes** average engagement, with 11 pages viewed per user on results day

Proven results

- Multi-channel campaigns delivered **21%** higher CTRs than single-channel activity
- Emails to student contacts nearly **doubled** engagement on results day
- Paid media and display combined drove up to **70%** higher CTRs

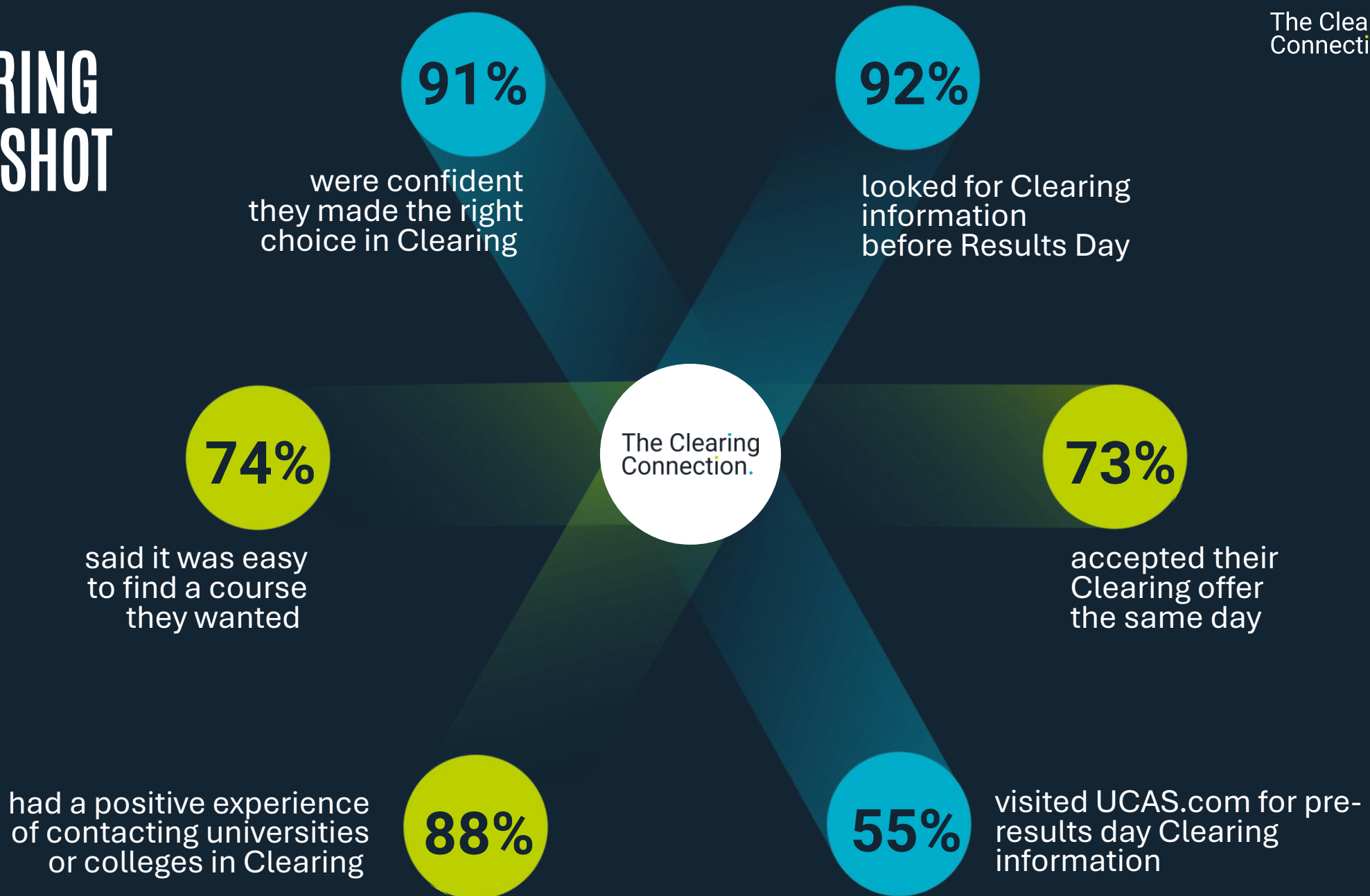**Verified audience:** Engage students actively seeking opportunities.

Precision targeting: Reach the right students at the right time.

Multichannel visibility: Showcase your institution on UCAS.com and social platforms.

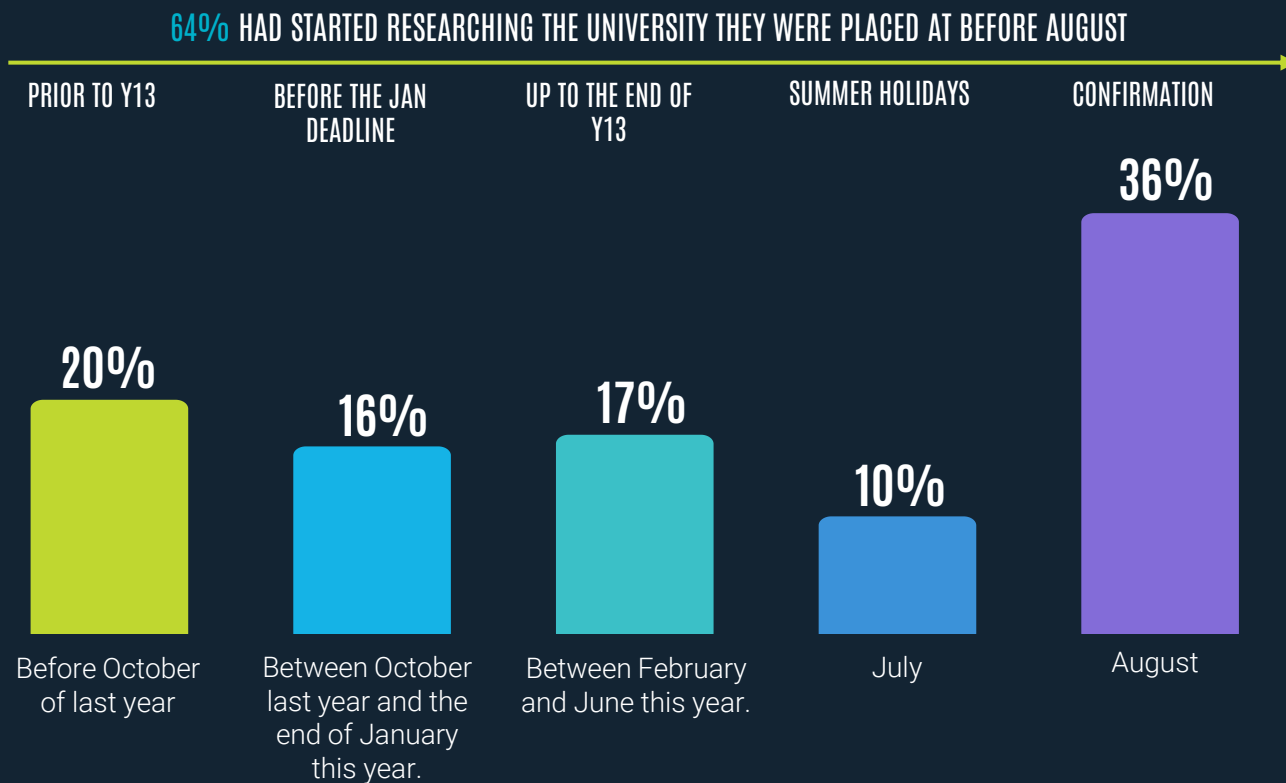**Expert support:** Guidance from setup to post-campaign analysis.

Bookings Open Thursday 5 February 2026

CLEARING SNAPSHOT 2025

The Clearing Connection. UCAS

91% were confident they made the right choice in Clearing

92% looked for Clearing information before Results Day

The Clearing Connection.

74% said it was easy to find a course they wanted

73% accepted their Clearing offer the same day

had a positive experience of contacting universities or colleges in Clearing **88%**

55% visited UCAS.com for pre-results day Clearing information

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MORE FOCUSED RESEARCH –
'FEWER SOURCES, DEEPER ENGAGEMENT'

Research is now more deliberate and centered on fewer trusted channels.

- **92%** of students researched Clearing before Results Day, but they used fewer sources than in 2024.

- UCAS.com and university websites remain the top two sources, reinforcing UCAS's centrality.

- **80%** had already identified which universities they wanted to contact before Results Day.

- Social-media use stabilised at **41% (59% used none)** – signalling that students are concentrating on core information channels, not scattering their attention.

- UCAS.com search tool remains the most popular source for researching Clearing in advance (**52%**)

Action

Prioritise visibility and clear messaging across channels where students are making decisions.

MESSAGING THAT RESONATES – 'SIMPLE, CLEAR, COURSE-LED'

While storytelling still matters, course availability, reassurance, and practical information remain the most impactful

Messages that stood out to students in Clearing ads were:

- **38%** noticed Courses available
- **28%** Life at that university
- **24%** Rankings/awards/Statistics
- **23%** Clearing contact information
- **20%** Explaining the Clearing process

Action

Lead with clear, reassurance-led copy that reduces stress and speeds up decisions.

OUR SOLUTIONS FOCUS

From awareness to application, our packages help you connect with the right students at the right time. You can:

- Highlight your institution and showcase what makes your offer stand out.

- Promote a range of courses to attract students during the busy Clearing period.

- Use precision targeting by location, achievement level, or subject interest.

- Maximise your reach and results with solutions built for every stage of the student journey.

Complete Clearing Solutions

Reach students throughout their decision-making journey – from early awareness to application – with integrated, multi-channel campaigns created to keep you front of mind.

Specialist Audience Solutions

Connect with priority audiences such as international, Scottish, or other specialist student groups through tailored marketing activity.

Subject-Specific Solutions

Boost your visibility among students actively researching particular subjects.

Need something different?

Your Customer Manager can help design a bespoke campaign to meet your recruitment goals.

Pricing overview

Package type	Package name	Price
Complete Clearing solutions	Package 1	£98K
	Package 2	£64K
	Package 3	£40K
	Package 4	£15K
Specialist audience solutions	Audience Focus	£66K
	SQA	£13K
Subject-specific solutions 28 subjects available	Subject	Tier 1: £16K Tier 2: £10K

PACKAGE 1

The complete 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.

- 10 Packages are available.

Channel	Product
Email	A-Level results day
	Post-results weekend
	Post-results week 2
Display	Clearing homepage
	In application ads
	Hub Homepage
	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

Total Package Value: £98K

Appear where students convert - the Course Search page was the most viewed page during Clearing, closely followed by the Hub homepage.

Almost double the engagement on Results Day - multi-channel campaigns drove a **+92%** increase in email click-throughs vs single channel.

In application ads saw **20%** higher CTRs when paid media was included

The Clearing Connection. UCAS

PACKAGE 1 STRATEGIC SUPPORT

Package 1 is the complete Clearing solution, offering comprehensive multi-channel coverage for your campaigns.

Strategic Media Support

The Complete Package 1 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)

- Package 1 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 2026

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

PACKAGE 2

A comprehensive, multi-channel approach engaging students at every stage

- 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

- 20 Packages are available.

Channel	Product
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
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

Total Package Value: £64K

The Clearing Connection. UCAS

Select your channels - multi-channel campaigns delivered **+21%** higher click-through rates than single-channel activity.

Improved efficiency across the period - display ads achieved a **+13%** uplift in CTR during Clearing.

A level results day email click rates were almost twice as high **(92% higher)** across multi-channel campaigns vs single channel.

PACKAGE 3

Strong visibility and continuous engagement

- 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.

- 15 Packages are available.

Channel	Product
Email	Post-results weekend
	Post-results week 2
Display	Premium content pages
	Sponsored content link
	Hub and search bundle
Paid Media	Multichannel campaign, Up to 2 channels: * GDN, Meta, Snapchat, TikTok, YouTube
Flex Choice (CHOOSE 1)	Clearing Plus enhanced (w/templated emails)
	Extra email records (non-ARD) – 5,275 records
	Extra paid media spend

Total Package Value: £40K

The Clearing Connection. UCAS

Hub & Search bundle ads were positively impacted by including paid media, with CTRs being at least **40%** higher.

More clicks from every impression - display ads achieved a **+28%** uplift in CTR when paid media was included.

UCAS.com was the top platform where **33%** of students saw their Clearing university advertised.

PACKAGE 4

A balanced solution to secure your Clearing presence

- 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.

- 30 Packages are available.

Channel	Product
Display	Sponsored content link
Paid Media	Engagement campaign 1 channel: Meta, Snapchat, TikTok, YouTube
Flex Choice (CHOOSE 1)	Extra paid media spend
	Clearing Plus enhanced (w/templated emails)

Total Package Value: £15K

CTRs across Meta, Snapchat and TikTok were at their highest in 2025, all increasing by at least **5%** since 2023

Meta **(12%)** and TikTok **(34%)** CTRs were higher when included within a multi-channel campaign

SPECIALIST AUDIENCE PACKAGES

Audience focus

Engage with a specific audience(s), be it based on region, tariff, or other key factors, by using a tailored package to achieve your Clearing goals:

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

- Strengthen your brand with strategic display ads that engage the right students.

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

- 7 Packages are available.

Channel	Product
Email	A-Level results day
	Post-results week 1
Display	Hub Homepage
	In application ads
	Clearing research pages (MPU)
	Clearing resources pages
Paid Media	Multichannel campaign, Up To 2 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
	Sponsored content link

Total Package Value: £66K

Resource page CTRs were **46%** higher for campaigns that included paid media activity.

Users utilising a mobile device to access ucas.com is higher during Clearing vs the entire year at **48%** vs **41%.**

Hub homepage CTRs increased by **43%** when supported by paid media.

The Clearing Connection. UCAS

OPTION: SQA

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.

- 20 Packages are available.

Channel	Product
Email	SQA results day
Paid Media	Engagement campaign 1 channel: Meta, Snapchat, YouTube – not GDN or TikTok
Flex Choice (CHOOSE 1)	Clearing Plus enhanced (w/bespoke emails)
	Extra paid media spent

Total Package Value: £13K

The Clearing Connection. UCAS

Maximise impact on Scottish Results Day – SQA emails achieved +50% higher click-through rates when part of a multi-channel campaign.

When supported with paid media, SQA email click rates were +51% higher across August.

SUBJECT SPECIFIC PACKAGES

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

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

*Depending on applicant volumes, we'll look to target subject-specific audiences across the wider applicant pool.

SUBJECT SPECIFIC PACKAGES

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

- Showcase your subject to the most interested users on UCAS.com.

- Maximise visibility with prominent Clearing Plus listings, including your logo, tagline, and triggered emails to students.

- 8 packages are available

Channel	Product
Display	Subject keyword
	Subject text link
Paid Media	Subject engagement campaign 1 channel: Meta, Snapchat, TikTok, YouTube
Flex Choice (CHOOSE 1)	Extra paid media spend
	Clearing Plus enhanced (w/templated emails)

Total Package Value: Tier 1 £16K | Tier 2 £10K

The Clearing Connection. UCAS

Reach students searching for your subject - keywords achieved **+25%** higher CTR when paid media supported targeting.

Drive deeper engagement with your content - subject page text links saw a **+17%** uplift in clicks, and sponsored content clicks rose **+5%**.

Your brand appears where students are searching - UCAS Search saw **3+ million** course searches during Clearing (2 July – 7 September)

*Depending on applicant volumes, we'll look to target subject-specific audiences across the wider applicant pool.

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	£0.76 per record
Paid Media	Additional paid media spend		£2K minimum
Clearing Plus	Clearing Plus enhanced profile (bespoke emails)		£5K
	Clearing Plus enhanced profile (standard emails)		£4K
	Clearing Plus enhanced profile upgrade (from standard to bespoke emails)		£1K

Package add-ons are a great way of expanding your presence and fine-tuning your campaign to reach the right audience at the right time.

- Display ad CTRs were, on average, **28%** higher when clients also included paid media within their campaign.

- Bespoke Clearing Plus emails generated **82.6%** average open rates, and **15.1%** CTRs, helping to drive exceptional engagement.

- If you would like to add additional inventory, please add this to the booking form or email your Customer Manager.

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

INDIVIDUAL PRODUCT DETAILS

Below are details about individual products included in our Clearing 2026 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 4 August	Up to 2,000
A-level results day	Thursday 13 August	Up to 10,000
Post-results Friday	Friday 14 August	Up to 14,475
Post-results weekend (Sat-Mon)	Saturday 15, Sunday 16, Monday 17 August	Up to 9,000 Records vary based on subject choice
Post-results weeks one (Tues-Fri)	Tuesday 18, Wednesday 19, Thursday 20 August, Friday 21 August	Up to 7,900
Post results week two (Tues-Fri) ***	Tuesday 25, Wednesday 26, Thursday 27, Friday 28 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, 31 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 2025

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

Bespoke emails:

Achieved an impressive

82.8%
open rate

15.2%
click-through rate

Standard emails:

Secured a

85.1%
open rate

7%
click-through rate

With results like these, an enhanced profile is your key to capturing attention and driving meaningful connections with students during Clearing 2026.

Email options available

Standard email: Includes 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
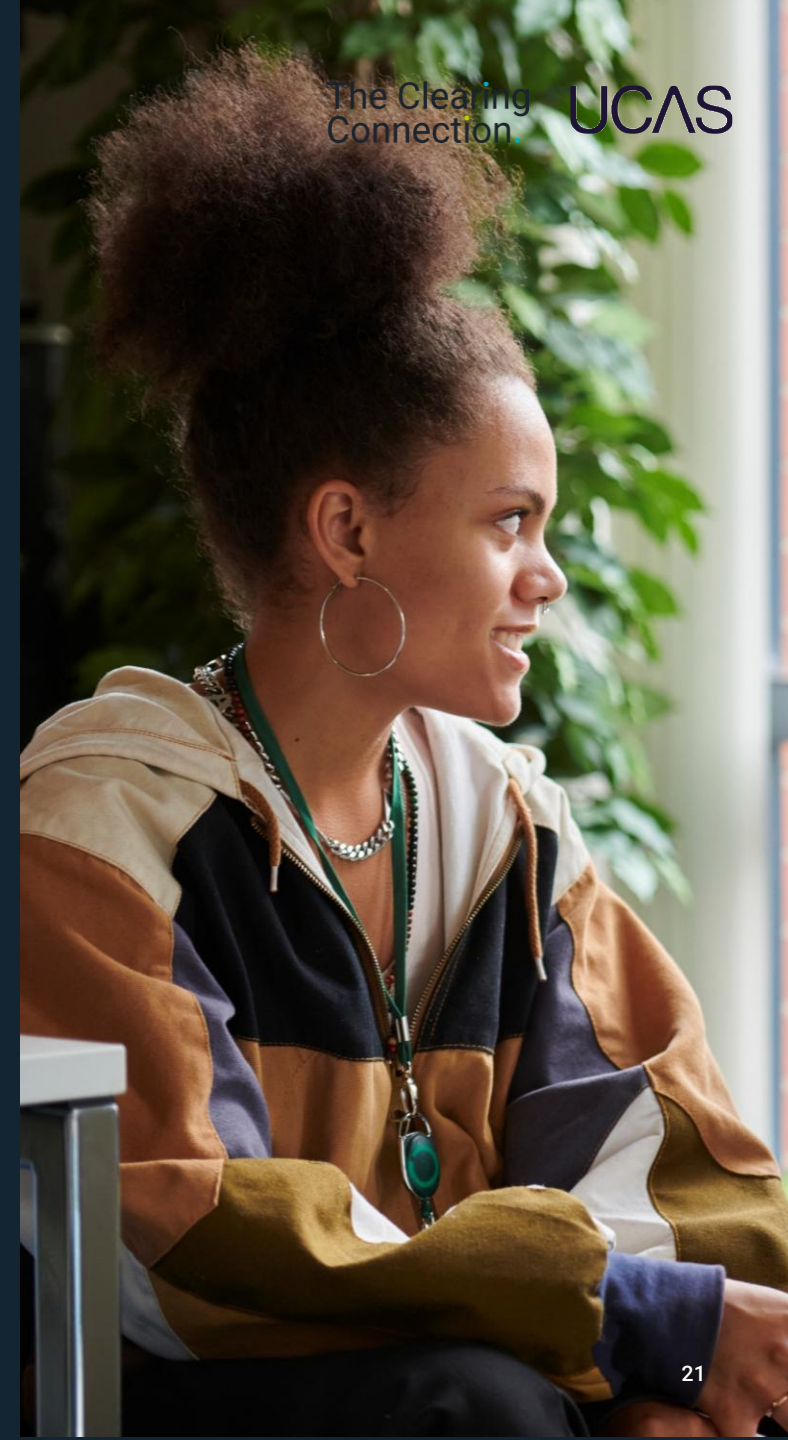
DISPLAY

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

**All our display placements run from 2 July – 7 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
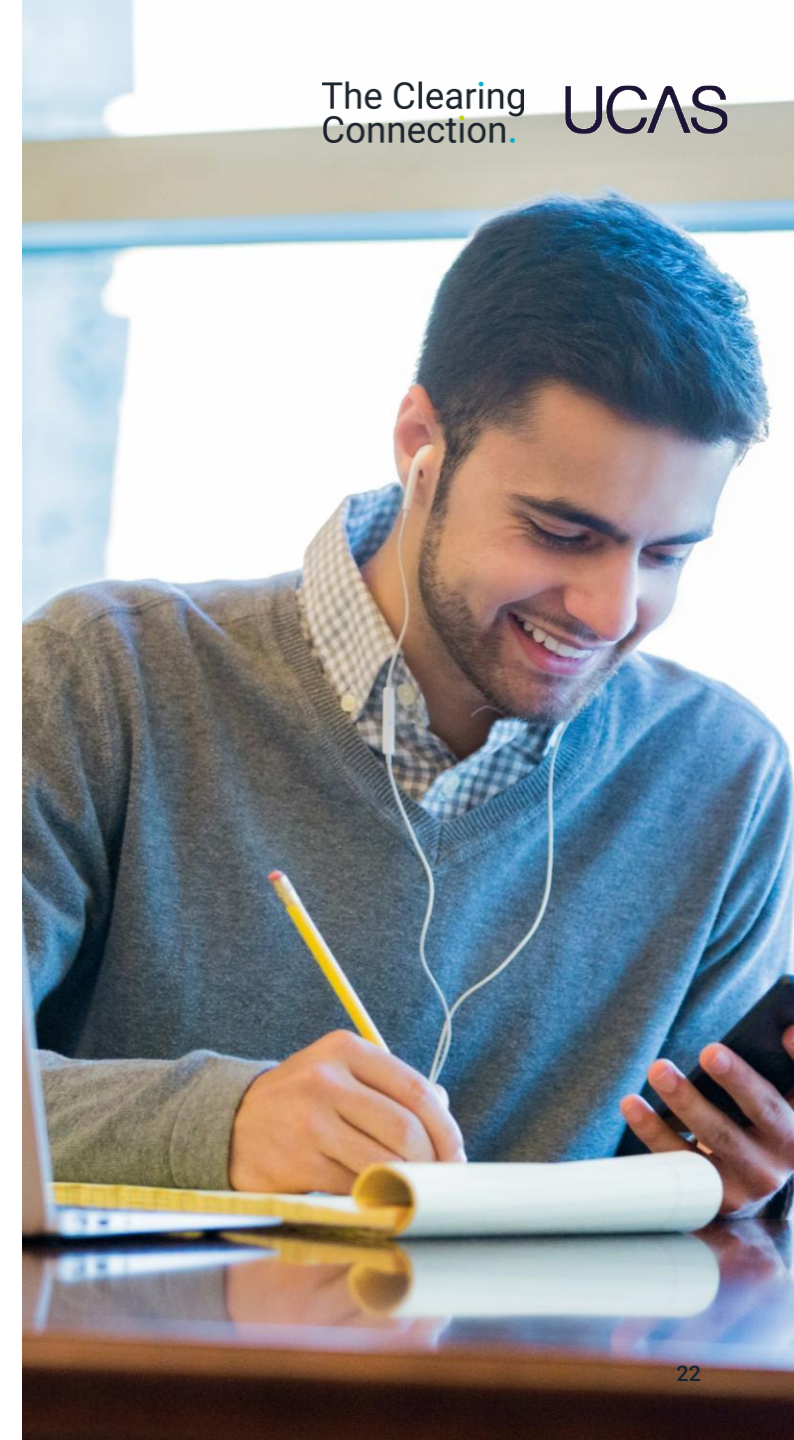
Clearing research pages (MPU)

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)
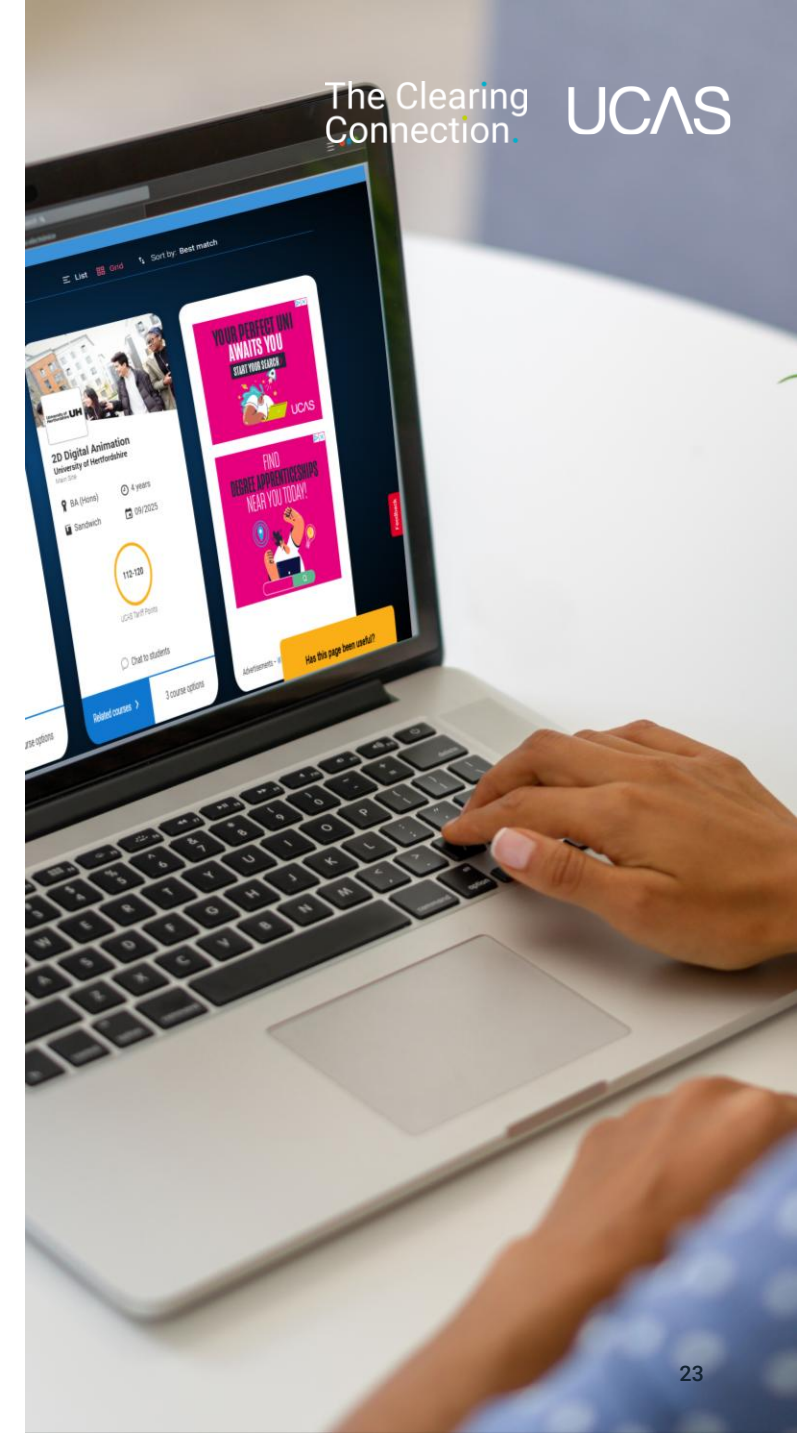
Hub and search bundle

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
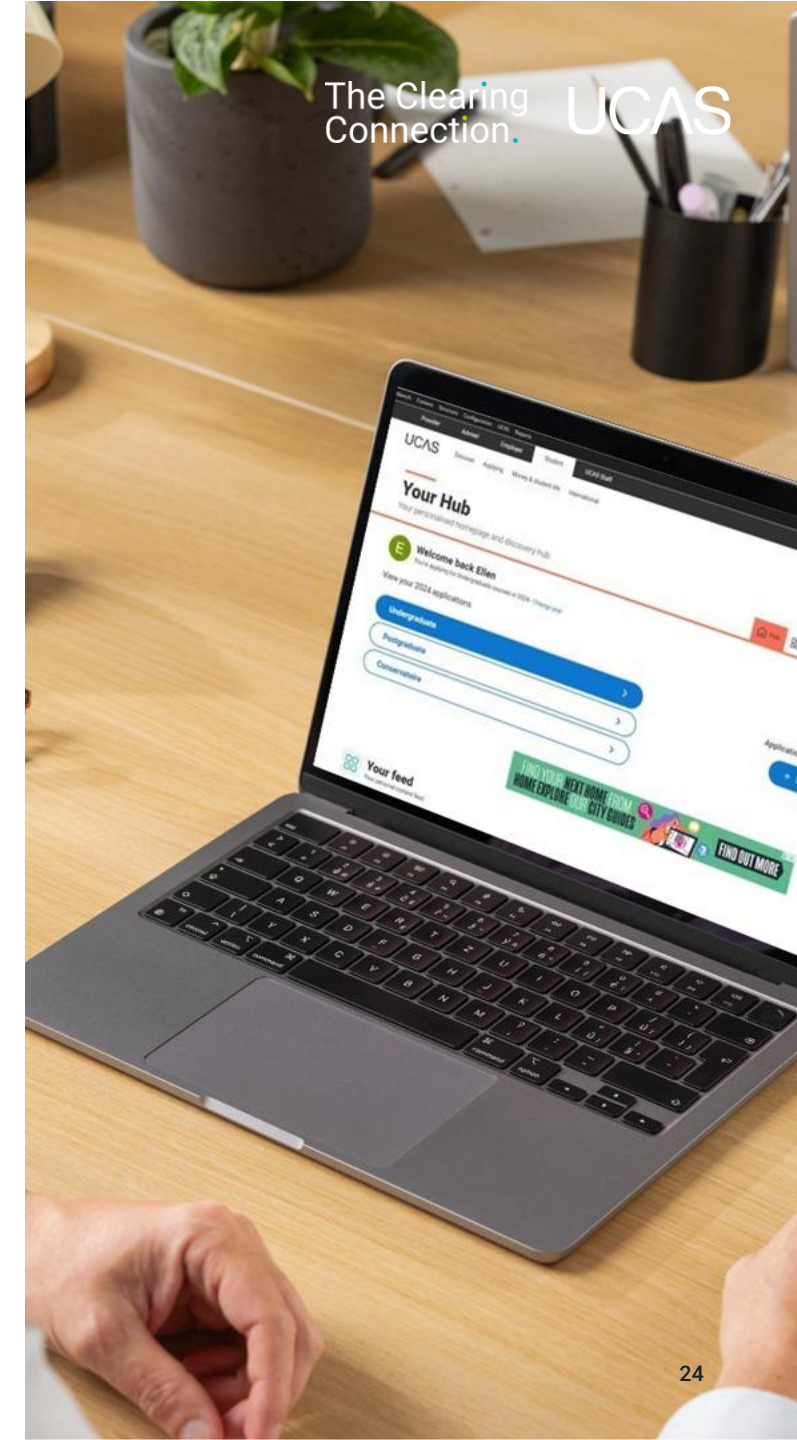
Premium content pages

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)
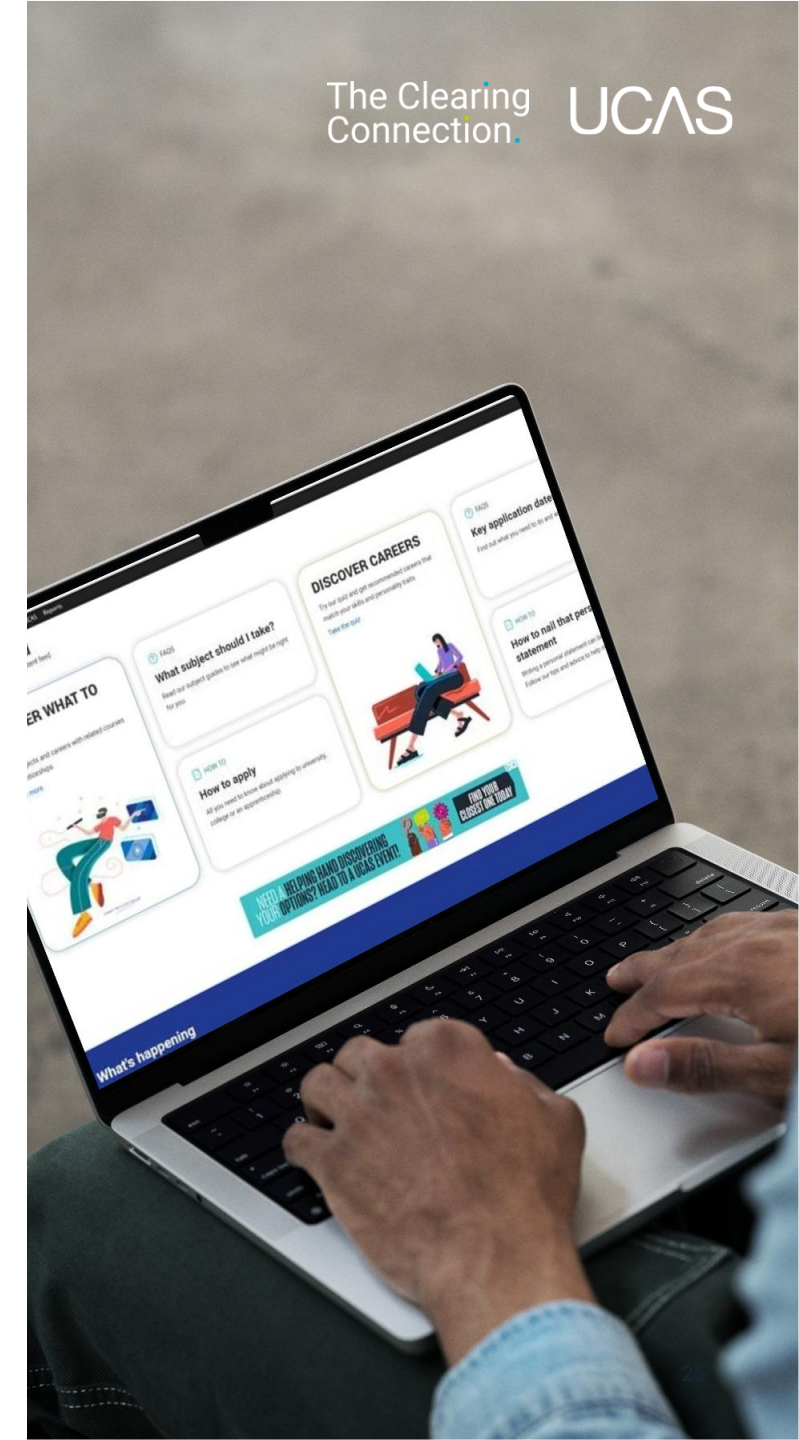
UCAS.com homepage

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
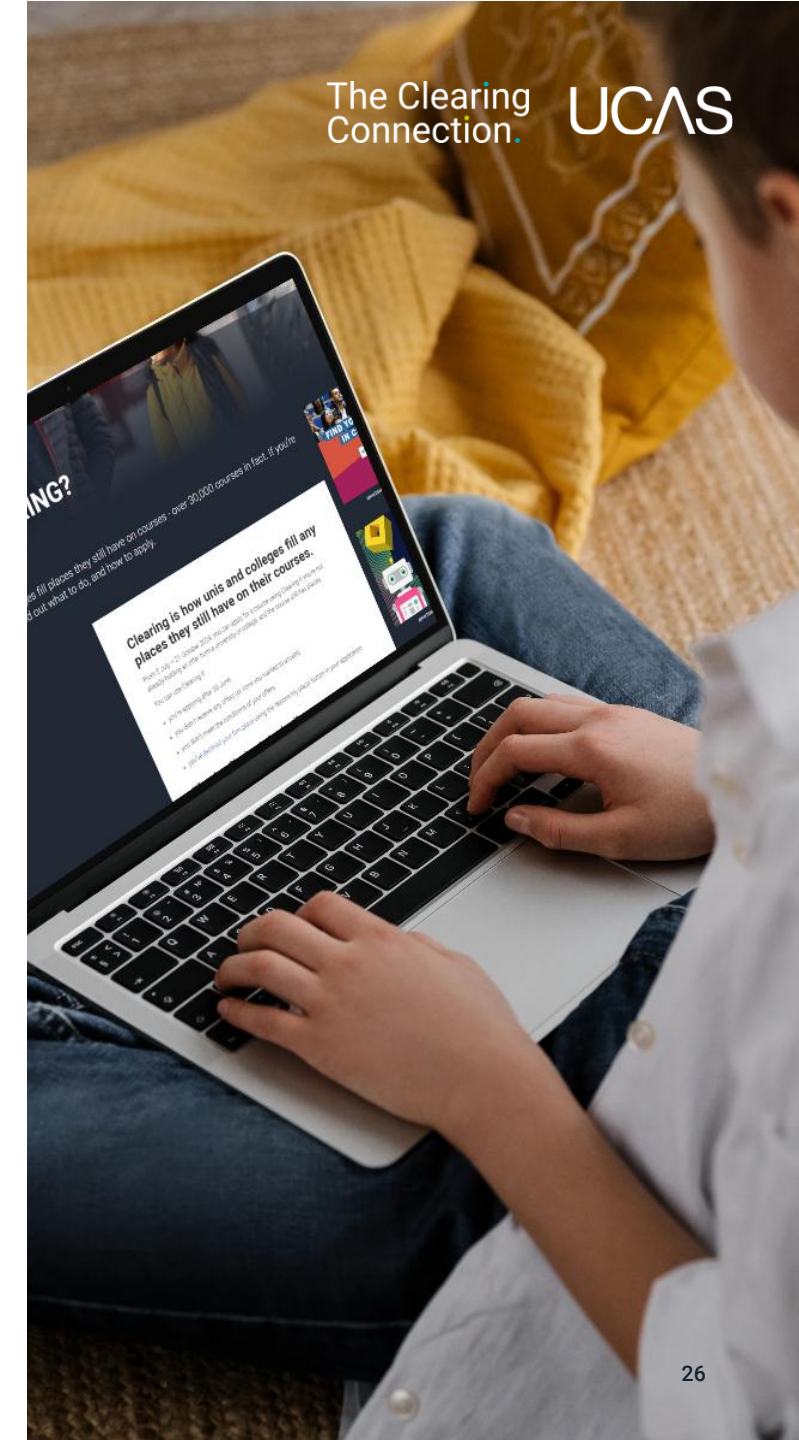
PAID MEDIA

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 2025 performance data highlights the measurable impact of using paid media:

- **Display ads:** Campaigns with paid media achieved a **28%** higher CTR.

- **Search keywords:** Keyword CTRs rose by an impressive **25%.**

- **Sponsored content:** Clicks on sponsored content increased by **5%.**

- **Text links:** Campaigns integrating paid media saw a **17%** 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 or email educationservices@ucas.ac.uk to discuss how we can make our Clearing packages work for you.

NEXT STEPS

Allocation: Packages for 2026 will be available on a first-come, first-served basis.

Booking Opens: Thursday 5 February 2026. Stay tuned for updates to secure your spot.

Need Help? Contact your **UCAS Customer Success Director** or email educationservices@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:

1 **Submit your booking:**
Opens Thursday **5 February 2026**

2 **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.

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

We'll confirm your booking within one working day. 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 2026 Clearing page for more information.

The Clearing Connection. UCAS

ARE YOU READY TO UNLOCK THE POTENTIAL OF CLEARING?

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

01242 544 881

ucas.com/2026-clearing-solutions

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