



UCAS

UNIBUDDY ON UCAS.COM

ENHANCED PACKAGES

Create meaningful connections

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UNIBUDDY ON UCAS.COM - THE VOICE STUDENTS TRUST MOST

WHAT'S IT REALLY LIKE TO STUDY, LIVE AND SOCIALISE AT YOUR INSTITUTION?

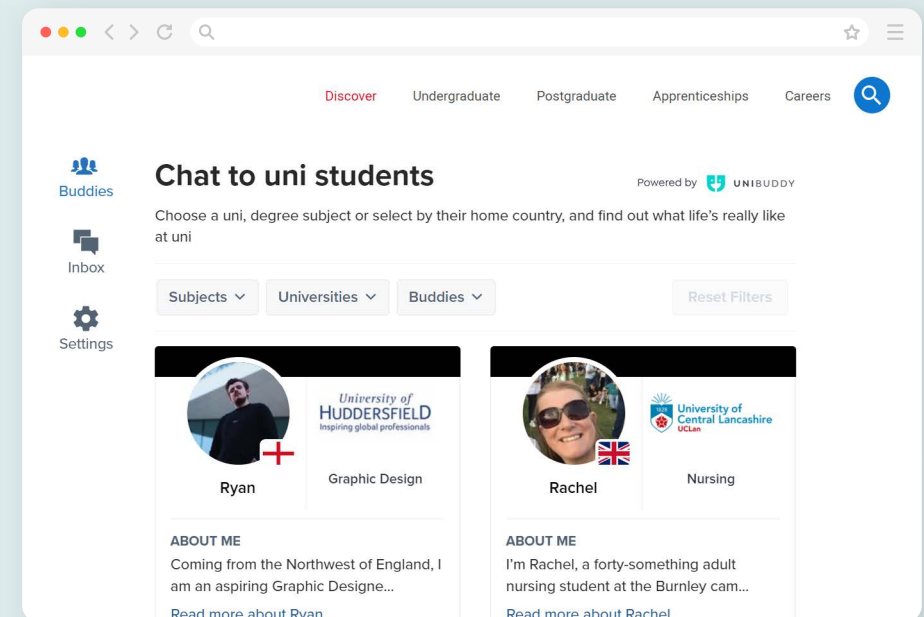
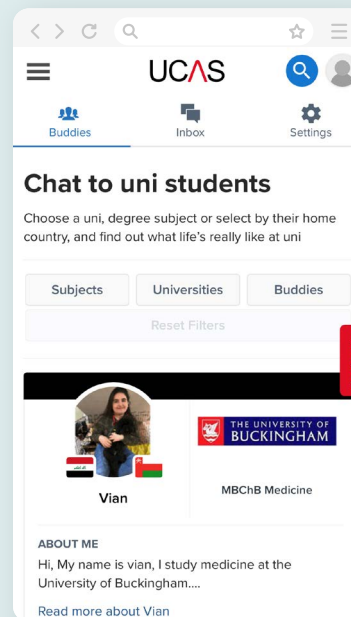
Unibuddy is the peer-to-peer chat facility hosted on ucas.com. Prospective students can step into the shoes of your current cohort by having **prompt, friendly** and **reassuring** conversations in an environment they can trust.

There are over **4,900** active ambassadors on ucas.com (as of November 2023), with over **185,000** messages sent during the 2023 undergraduate application cycle.

- ▶ Chats are saved allowing applicants to revisit their conversation at any point
- ▶ Students can engage in unlimited chats
- ▶ Students can filter by university, region, course or a current student's domiciled country.

UCAS IS THE MOST RECOGNISED BRAND IN THE EDUCATION SECTOR AND THE FIRST PORT OF CALL WHEN A STUDENT IS CONSIDERING HIGHER EDUCATION

STUDENTS RANK UCAS HIGHER THAN THE BBC AND THE NHS WHEN IT COMES TO TRUSTWORTHY ORGANISATIONS



PEER-TO-PEER CONNECTIONS - MAKING DECISIONS EARLIER AND EASIER

STUDENTS TRUST THOSE THAT THEY CAN RELATE TO – THEIR PEERS.

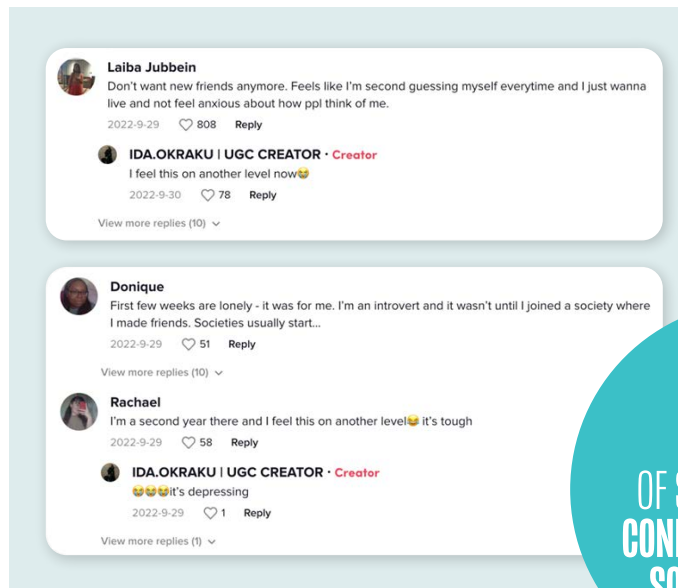
Speaking to your current students on ucas.com offers a reliable way to get the information they need from those with similar experiences.

The HE journey can be an overwhelming time for students, connecting them with your current students early in the cycle can help them:

- ▶ Obtain **quick, personal** and **honest** information, **without feeling intimidated**.
- ▶ Gain **insight** through real life experiences and stories.
- ▶ Get **reassurance** and **confidence** about their choices.
- ▶ Ask **any questions** they want to on **any topic**, with **unlimited chats**.

For example, the quality of teaching and university facilities were in the top 3 most important factors for applicants when making their university choices.

These are the types of topics where testimony from current students can be more influential than information given direct by higher education providers.



67%
OF STUDENTS LACK
CONFIDENCE IN THEIR
SOCIAL ABILITIES

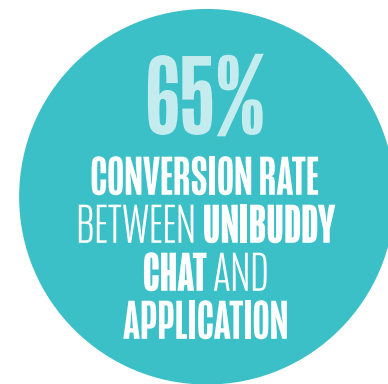


ENHANCED PACKAGES - THE DATA YOU NEED, THE LEADS YOU WANT



To help you get the most out of our Unibuddy on ucas.com offering, we have created 2 new packages.

Work with your account manager to choose whichever package best suits your recruitment needs.



**STUDENTS CONNECTED WITH 23%
MORE AMBASSADORS ON UCAS.COM
THAN ON A UNIVERSITY WEBSITE**

	DISCOVER LITE	DISCOVER	PREMIUM
Host ambassadors on the main UCAS Unibuddy platform	✓	✓	Coming soon
Visibility of sign-up volume	✓	✓	
Searchable and filterable ambassadors on UCAS.com	✓	✓	
Data dashboard	✓	✓	
Direct access to leads data via dashboard		✓	
Full performance reporting		✓	
Personalised ambassador suggestions across UCAS.com		✓	

DISCOVER LITE - REACH YOUR NEW COHORT RIGHT ON TIME

DISCOVER LITE INCLUDES EVERYTHING YOU NEED TO GET YOU STARTED ON THE UNIBUDDY ON UCAS.COM PLATFORM.

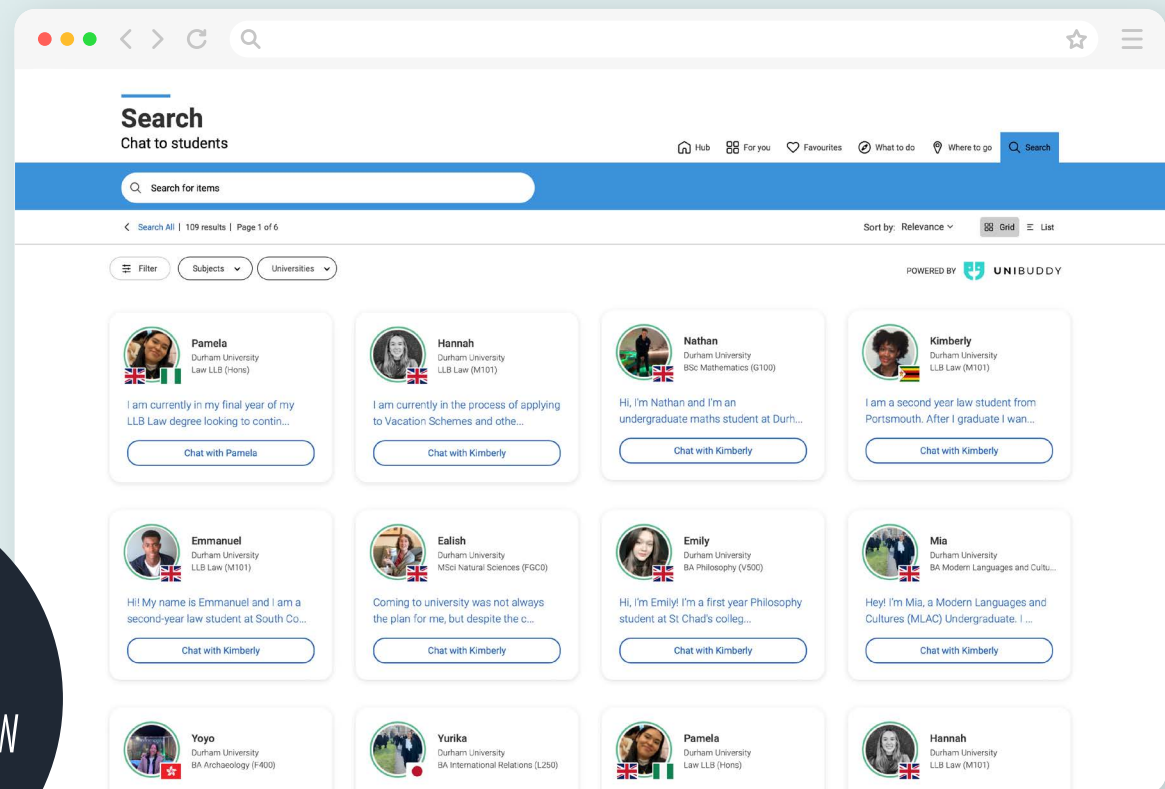
You can connect your current best advocates with potential prospects who could go on to become your future students.

Your own ambassadors will be hosted on the main Unibuddy platform on ucas.com 'chat to uni students' page and you will have full visibility of sign-up volumes.

Students will be able to filter and search for you ambassadors via **subject of interest**, **university** and **domiciled country**.

You'll receive access to a **data reporting dashboard**, including **conversation tracking**, **number of messages sent** and **number of students** that have engaged with your ambassadors.

77%
OF STUDENTS FOUND
CONNECTING WITH FELLOW
INCOMING STUDENTS
HELPFUL



DISCOVER

Instant, **easy** access to students who engage with your ambassadors, **filtered by subject and country**

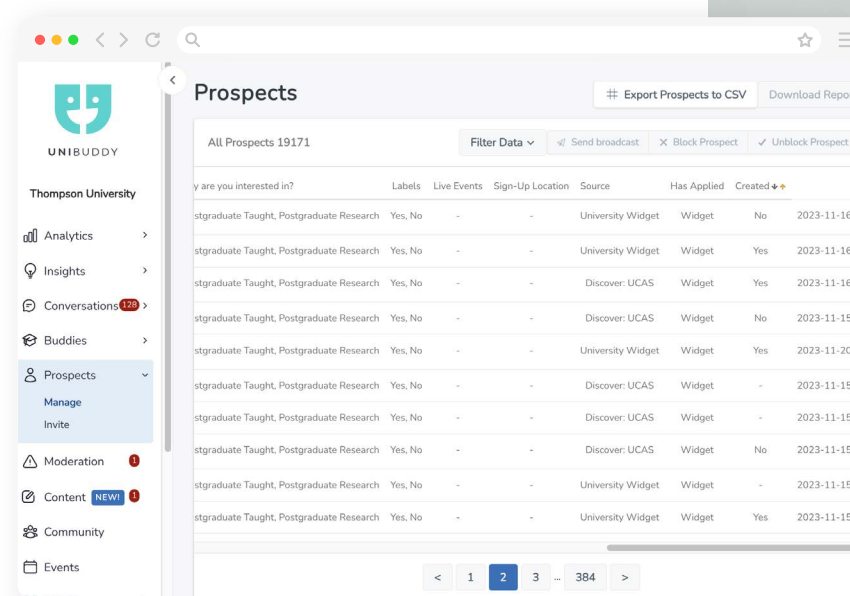
THE DISCOVER PACKAGE INCLUDES EVERYTHING YOU'D GET WITH THE DISCOVER LITE PACKAGE BUT OFFERS A MORE PERSONALISED WAY TO CONNECT WITH PROSPECTIVE STUDENTS, GENERATING AUTHENTIC AND RELEVANT LEADS.

As well as having your ambassadors on the main **Unibuddy 'chat to uni students'** page, you can now benefit from increased exposure across [ucas.com](#) on pages like our subject, region, and city guides as well as many more. Discover allows you to obtain **direct** and **relevant** leads by communicating with students via our **new matching service**.

Discover allows your ambassadors to be presented to students researching across popular pages on the site. Students and ambassadors are **matched** based on **subject and university of interest**, providing a more personalised experience for prospective students.

You'll receive a **detailed performance report** as well as enhanced elements to your dashboard including **instant access** to the students who engage with your ambassadors. This allows you to follow-up and **nurture** leads, providing a much **clearer sense of ROI**.

69%
OF STUDENTS WOULD BE OPEN TO USING A NEW COMMUNICATION TOOL IF IT HELPED THEM MAKE A MORE INFORMED DECISION



The screenshot shows the Unibuddy Prospects dashboard for Thompson University. It features a sidebar with navigation options like Analytics, Insights, Conversations, Buddies, Prospects, Moderation, Content, and Community. The main area displays a table of prospects with the following columns: 'What are you interested in?', 'Labels', 'Live Events', 'Sign-Up Location', 'Source', 'Has Applied', and 'Created'. The table contains 10 rows of data, all for 'stgraduate Taught, Postgraduate Research'.

What are you interested in?	Labels	Live Events	Sign-Up Location	Source	Has Applied	Created
stgraduate Taught, Postgraduate Research	Yes, No	-	-	University Widget	Widget	No 2023-11-16
stgraduate Taught, Postgraduate Research	Yes, No	-	-	University Widget	Widget	Yes 2023-11-16
stgraduate Taught, Postgraduate Research	Yes, No	-	-	Discover: UCAS	Widget	Yes 2023-11-16
stgraduate Taught, Postgraduate Research	Yes, No	-	-	Discover: UCAS	Widget	No 2023-11-15
stgraduate Taught, Postgraduate Research	Yes, No	-	-	University Widget	Widget	Yes 2023-11-20
stgraduate Taught, Postgraduate Research	Yes, No	-	-	Discover: UCAS	Widget	- 2023-11-15
stgraduate Taught, Postgraduate Research	Yes, No	-	-	Discover: UCAS	Widget	- 2023-11-15
stgraduate Taught, Postgraduate Research	Yes, No	-	-	Discover: UCAS	Widget	No 2023-11-15
stgraduate Taught, Postgraduate Research	Yes, No	-	-	University Widget	Widget	- 2023-11-15
stgraduate Taught, Postgraduate Research	Yes, No	-	-	Discover: UCAS	Widget	No 2023-11-15

DIRECT ACCESS TO STUDENT LEADS DATA VIA DOWNLOAD

PACKAGE COSTS - CONNECT, CONTACT AND CONVERT

ADD UNIBUDDY ON UCAS.COM NOW TO:

- ▶ **Connect** with students in a **trusted environment** alongside core UCAS content.
- ▶ **Encourage** questions that potential applicants would prefer to ask your students.
- ▶ **Reassure** and give **confidence** to those making early decisions about you as a provider.
- ▶ **Provide** a more personalised and unique experience to prospective students via our **new matching service**.

PROVIDER SIZE (NO. OF ACCEPTS IN PREVIOUS CYCLE)	DISCOVER LITE	DISCOVER
0 - 500 accepts	£1,000	£2,500
500 - 2,000 accepts	£1,000	£4,500
2,000+ accepts	£1,000	£6,500

2.9X HIGHER CONVERSION RATE USING MULTICHANNEL CAMPAIGNS VS SINGLE CHANNELS

UCAS

CONTACT US

Contact your Customer Manager /
Customer Success Director, or email:
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