

UCAS

Accommodation



Multi-Channel Campaigns



Display

Showcase your brand on UCAS.com, with targeting options by location and demographics allowing you to refine your audience.



Insight

We can mine the data or design bespoke research - exploring decision-making behaviours, defining audiences, or testing propositions before going to market.



Paid Media

Using our verified data, we can extend your audience reach across popular social and Google products or remarket to individuals with tailored messages based on their previous interactions with your activity.



Events

Covering 40 UK cities and reaching 150k attendees, events offer phenomenal engagement opportunities with your prospects.



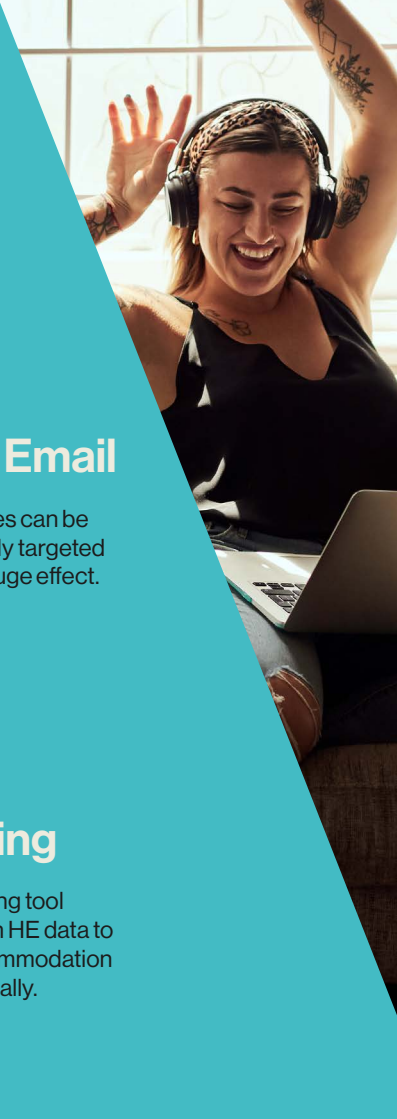
Targeted Email

Bespoke audiences can be defined and directly targeted through email to huge effect.



Forecasting

Our new forecasting tool examines trends in HE data to project likely accommodation needs geographically.



Our unparalleled dataset allows us to segment and target audiences with incredibly specific detail - across location, tariff, university selection, and subject interest - giving you pinpoint accuracy to find the best audience for your property.

And our media ecosystem provides multiple opportunities to reach and engage them - whether it's bespoke social campaigns (leveraging the UCAS brand), display across our platforms, targeted content, email or direct.



Access to target nearly **2 million** applicants, current students and graduates.



57% of students who receive direct mailings claim to feel more valued.

For an audience searching for a place to belong, accommodation is fundamental.

Finding accommodation is high on the priorities of students - in part because of the fundamental role it plays in their experience of university.

We know from the other side that offering private accommodation in the current climate comes with a vast range of challenges - not least finding the right volumes of the right kinds of occupants.

And all too often it comes down to chasing down sales in the final moments of decision-making and having to use expensive incentives.

But the need students have in accommodation - and the fact it is often a source of some anxiety - means there is huge opportunity in reaching those audiences early, and offering much needed support in finding the right place for them.



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Accommodation is the third biggest driver of university selection.

£641



Average UK spend per month on rent.

We're with our audience from their first steps to finding their feet.

Typically, applying to university in the UK starts at sixth-form at the age of 17. Over the course of the ensuing 18 months UCAS is a constant in the decision making process, and once they've started University, we're still on hand to offer guidance, from fresher's week and beyond - as accommodation becomes a priority once again.

That means our partners can communicate with audiences throughout their time at university - which for accommodation providers means we can build awareness and consideration over time, making it easier to convert at the point of need.





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.

Contact us

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