

UCAS

CLEARING SOLUTIONS

2023

Media updates





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NEW FOR CLEARING 2023:

CLEARING PLUS ENHANCED PROFILE – TRIGGERED EMAILS

STAND OUT, WITH AN ENHANCED PROFILE

Clearing Plus has become an essential tool for applicants looking for Clearing places – presenting them with a personalised list of course options, matched to their circumstances and interests.

An enhanced profile enables providers to stand out from the competition – **boosting your brand presence** and allowing you to feature editable messaging alongside all your listings.

80% OF STUDENT registrations in Clearing Plus were with enhanced providers

1 IN 3 STUDENTS who registered with enhanced providers in Clearing Plus later placed at one of those providers

26,000 REGISTRATIONS were made for enhanced providers' courses in Clearing Plus

All stats based on relevant similar activity in 2022.

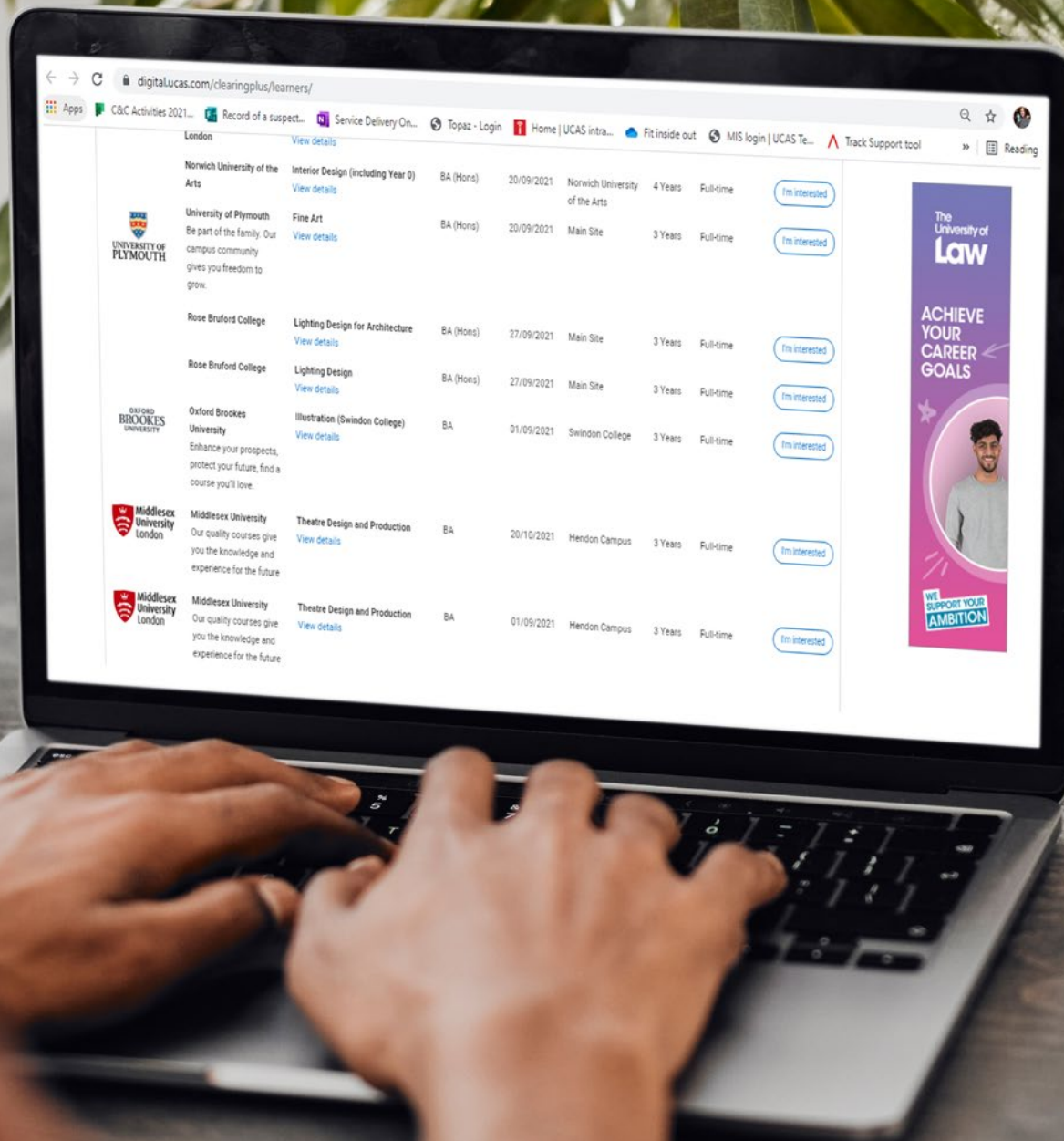
GET EVEN MORE, WITH TRIGGERED EMAILS

For Clearing 2023, all students registering an interest in a course at an enhanced provider will now receive an automatically triggered email from us. This will include your branding and connect students with essential information on your website.

New triggered emails will include:

- ▶ Your **logo**
- ▶ **CTA buttons** linking to your
 - » Website
 - » Prospectus
 - » Contact details
- ▶ Your **banner image** (optional)





CLEARING PLUS ENHANCED PROFILE

AVAILABILITY

All providers with a free Clearing Plus standard profile can purchase an enhanced profile. All enhanced profiles will now include triggered email sends.

Enhanced profiles must be purchased no later than 5pm, 12 June 2023.

PRICE

Clearing Plus enhanced profile (with triggered emails) standalone cost: **£2,200**

Enhanced profiles (with triggered email sends) are also **included in all our Clearing packages**, within the overall package price.

Providers who previously purchased an enhanced profile as part of a Clearing package will get the new triggered email sends included, at no extra cost.

NEW FOR CLEARING 2023: AI-POWERED EMAIL BOOSTS

ENHANCE YOUR EMAIL ENGAGEMENT, WITH SEND TIME OPTIMISATION (STO)

'Einstein' is a tool which uses artificial intelligence (AI) to boost email performance, drawing on behavioural data from the hundreds of thousands of subscribers we engage with each year.

Einstein STO **personalises the send time of your email**, to ensure it's delivered when each individual subscriber is most likely to engage.

81% AVERAGE

increase in open rates

105% AVERAGE

increase in click through rates

UCAS emails using send time optimisation, compared with standard UCAS emails



EASILY IMPROVE YOUR EMAIL PERFORMANCE

Einstein STO can be added to qualifying Clearing emails – simply let us know your preferred start time* and timeframe for the send (from a minimum of 6 up to a maximum of 12 hours).

Each member of your target Clearing audience is assigned an individual time when your email will be sent to them (within your timeframe), based on their past email engagement.

Students receive your email at the time of day they're **most likely to interact with your content**, improving campaign performance.

*Earliest start time for Einstein STO for Clearing emails is 11am.

AI-POWERED EMAIL BOOSTS

AVAILABILITY AND PRICES

All providers who have booked Clearing email slots below (i.e. as part of their Clearing package) are able to add Einstein STO to the send:

Email type:	Date of send:	Clearing packages send is included in:	Einstein STO price*
Post-results Friday (non-subject only)	Fri 18 Aug	▶ Complete Clearing – Gold	£1,575
Post-results weekend (non-subject only)	Sat 19, Sun 20 or Mon 21 Aug	▶ Complete Clearing – Platinum / Silver ▶ Specialist Audience – Tariff Release / WP	£975
Post-results weekend (tier 1 subject only)	Sat 19, Sun 20 or Mon 21 Aug	▶ Subject Specific – Gold (Tier 1 only)	£750
Post-results week 1 (non-subject only)	Tues 22, Wed 23 or Thurs 24 Aug	▶ Complete Clearing – Gold ▶ Specialist Audience - International	£825

*Einstein STO cost is charged in addition to the standard cost of your email. Costs shown are for standard record numbers included in our Clearing packages - if you have purchased additional records for your email send the cost to add Einstein STO will be higher. Please contact us for details.

Please note: Einstein STO is NOT available for emails on SQA or JCQ results day.

As performance is best for larger volume emails, Einstein STO is not available for other standard post-results Clearing email sends not listed above (unless you have opted to purchase higher record numbers above our minimum STO thresholds – if so get in touch for details and additional Einstein STO costs).

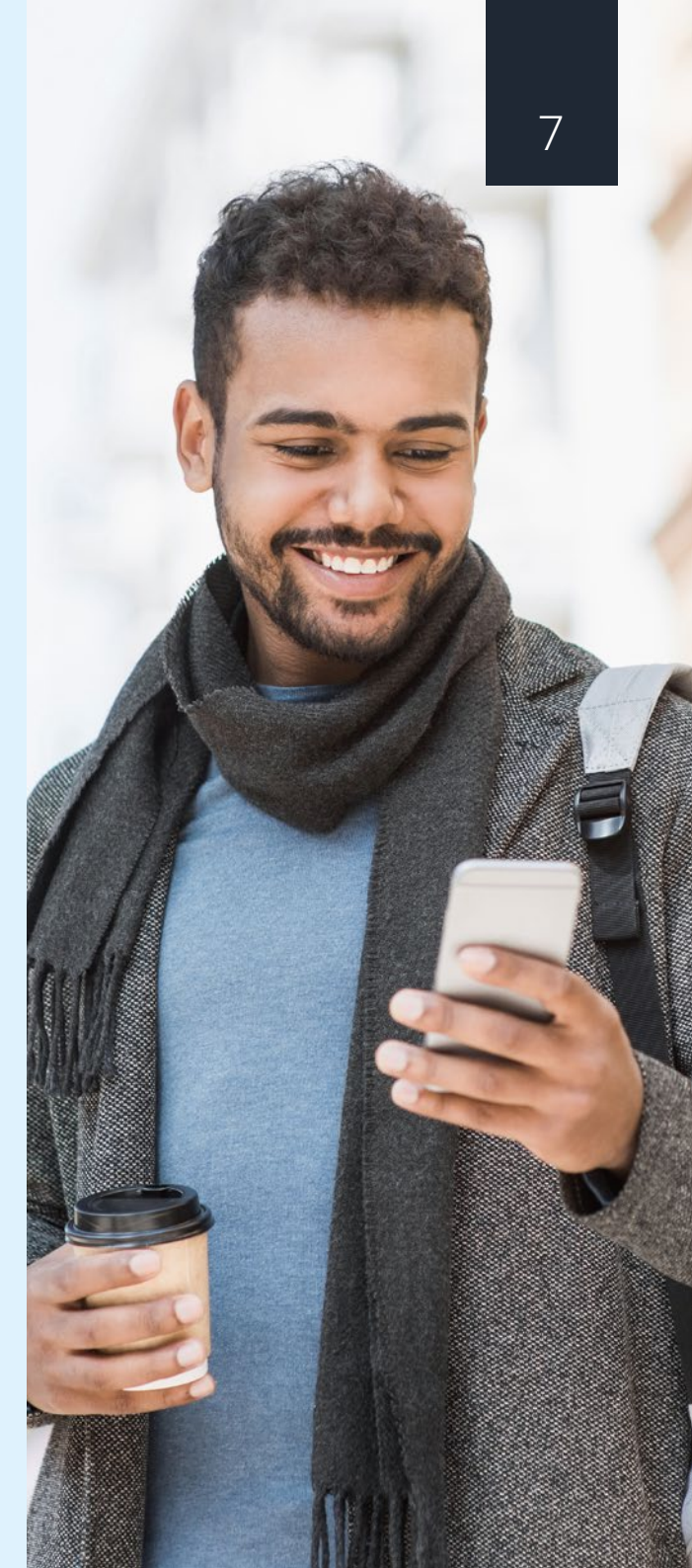
DON'T MISS OUT: SUBJECT SPECIFIC PACKAGES

FILL SPACES ON YOUR TARGET COURSES – SHOWCASE YOUR SUBJECTS TO THE RIGHT AUDIENCE IN THE RIGHT PLACES, ACROSS CLEARING (5 JULY – 8 SEPT).

Ideal for providers that want to:

- ▶ Promote a specific subject area(s) throughout Clearing right across the awareness, intent and conversion stages
- ▶ Focus on building awareness of their Clearing offer primarily at subject level, rather than on an institution-wide basis
- ▶ Ensure the Clearing content they present to potential students focuses first-and-foremost on the topic they're interested in

Package type	Package option	Price
Subject specific packages (Limited subjects available)	Gold	£26.5k (tier 1 subjects)
		£20k (tier 2 subjects)
		£16k (tier 3 subjects)
	Silver	£19k (tier 1 subjects)
		£14.5k (tier 2 subjects)
		£13.5k (tier 3 subjects)
	Bronze	£10.5k (tier 1 subjects)
		£6k (tier 2 subjects)
		£5k (tier 3 subjects)



SUBJECT SPECIFIC PACKAGES:

SUBJECT AREAS

Pricing within Gold, Silver and Bronze subject packages is tiered by subject popularity – from tier 1 (highest demand) to tier 3 (lowest demand):

Price tier	Subject		
Tier 1	Accounting and Finance	Criminology	Nursing
	Biology	Engineering	Physics
	Business	Law	Psychology
	Chemistry	Medicine	Social Studies
Tier 2	Architecture	English	Physical Sciences
	Arts, Crafts and Design	Languages	Sport and Exercise Science
	Computer Science	Maths	Veterinary Science
Tier 3	Agriculture	History	Performing Arts
	Dance	Media	Teaching
	Drama	Music	

[Contact us for latest subject availability](#)



SUBJECT SPECIFIC PACKAGES: GOLD OPTION

RUNS 5 JULY TO 8 SEPT

Put your course front and centre for anyone interested in that topic, at each stage in their Clearing journey.

- ▶ Your course will feature prominently for anyone searching the chosen subject area or browsing key subject information, across UCAS.com
- ▶ Establish your subject expertise by featuring your course video on our highly trusted subject guides
- ▶ Social or Google Display Network ads and 2 post-results solus emails deliver your tailored subject messaging to those specifically interested in that topic

Channel	Product*
Email	Post-results weekend (Sat – Mon)
	Post-results week 2 (Fri, Tues – Thurs)
Display	Search tool subject keywords
	Subject guide video
	Clearing subject page text links
Paid Media	Subject campaign**
Clearing Plus	Enhanced profile
Package price:	£26.5k (tier 1 subjects)
	£20k (tier 2 subjects)
	£16k (tier 3 subjects)

* See individual product details (pages 15-22) for more information

** If you're already committed to running social/off-site display activity with an external agency in Clearing, please contact us to discuss how we can make our packages work for you.

39.2% OR
(AVG FOR 1ST EMAIL)

2.57% CTR
(AVG FOR 1ST EMAIL)

0.08% CTR
(AVG FOR DISPLAY)

99K IMP.
(AVG FOR DISPLAY)

0.55% CTR
(AVG FOR PAID MEDIA)

SUBJECT SPECIFIC PACKAGES: SILVER OPTION

RUNS 5 JULY TO 8 SEPT

Get your course seen wherever students are researching the subject on UCAS.com and retarget them off-site too.

- ▶ Keyword and text link ads will ensure your course is noticed as highly engaged students and their advisers do subject research on UCAS.com
- ▶ Drive high-quality traffic to your course with a prominent link featured on 1 of our relevant subject guide pages
- ▶ Take advantage of our unrivalled data to reach unplaced subject researchers elsewhere online

Channel	Product*
Display	Search tool subject keywords
	Subject guide promoted course
	Clearing subject page text links
Paid Media	Subject campaign**
Clearing Plus	Enhanced profile
Package price:	£19k (tier 1 subjects)
	£14.5k (tier 2 subjects)
	£13.5k (tier 3 subjects)

* See individual product details (pages 15-22) for more information

** If you're already committed to running social/off-site display activity with an external agency in Clearing, please contact us to discuss how we can make our packages work for you.

0.08% CTR

(AVG FOR DISPLAY)

99k imp.

(AVG FOR DISPLAY)

0.55% CTR

(AVG FOR PAID MEDIA)

26K REGISTRATIONS

WERE MADE FOR ENHANCED PROVIDERS' COURSES IN CLEARING PLUS

25% OF STUDENTS

REGISTERING WITH ENHANCED PROVIDERS IN CLEARING PLUS, PLACED AT ONE OF THOSE PROVIDERS ON THE EXACT COURSE THEY WERE INTERESTED IN

SUBJECT SPECIFIC PACKAGES: BRONZE OPTION

RUNS 5 JULY TO 8 SEPT

Create awareness of your course amongst active student researchers and drive them to your best subject content.

- ▶ Get your subject messaging through to those with most interest in the chosen field on UCAS.com
- ▶ Your display ads link direct to your subject content – delivering engaged students with high intent to apply in Clearing, to the most relevant information
- ▶ Give prominence to all your Clearing Plus listings with your logo and messaging, to ensure you stand out to matched students across all your courses

Channel	Product*
Display	Search tool subject keywords
	Clearing subject page text links
Clearing Plus	Enhanced profile
Package price:	£10.5k (tier 1 subjects)
	£6k (tier 2 subjects)
	£5k (tier 3 subjects)

* See individual product details (pages 15-22) for more information

0.08% CTR

(AVG FOR DISPLAY)

99k imp.

(AVG FOR DISPLAY)

26K REGISTRATIONS

WERE MADE FOR ENHANCED PROVIDERS' COURSES IN CLEARING PLUS

25% OF STUDENTS

REGISTERING WITH ENHANCED PROVIDERS IN CLEARING PLUS, PLACED AT ONE OF THOSE PROVIDERS ON THE EXACT COURSE THEY WERE INTERESTED IN

80% OF STUDENT

REGISTRATIONS IN CLEARING PLUS WERE WITH ENHANCED PROVIDERS

DON'T MISS OUT:

COMPLETE CLEARING PACKAGES

FULLY-ROUNDED PROVIDER LEVEL OPTIONS THAT COVER ALL STAGES – BRAND AWARENESS, INTENT AND CONVERSION (5 JULY – 8 SEPT).

Perfect for providers that want to:

- ▶ Present a full picture of what their university or college as a whole has to offer
- ▶ Promote a wide array of different course or subject types in Clearing
- ▶ Target potential students using a range of different types / combinations of criteria, such as location, achievement, subject and more

Package option	Channel and products*					
	Email	Display	Paid Media**	Clearing Plus	Sponsored Social	Price
Platinum	<ul style="list-style-type: none"> ▶ A-level results day ▶ Post-results weekend ▶ Post-results week 2 	<ul style="list-style-type: none"> ▶ Clearing homepage ▶ In-application ads ▶ Clearing resource pages 	<ul style="list-style-type: none"> ▶ 2-stage multichannel campaign 	<ul style="list-style-type: none"> ▶ Enhanced profile 	<ul style="list-style-type: none"> ▶ Pre-recorded social video 	£90k
Gold	<ul style="list-style-type: none"> ▶ Post-results Friday ▶ Post-results week 1 	<ul style="list-style-type: none"> ▶ UCAS.com homepage ▶ Content page bundle 	<ul style="list-style-type: none"> ▶ 2-stage multichannel campaign 	<ul style="list-style-type: none"> ▶ Enhanced profile 		£58k
Bronze		<ul style="list-style-type: none"> ▶ Sponsored content links 	<ul style="list-style-type: none"> ▶ Provider awareness campaign 	<ul style="list-style-type: none"> ▶ Enhanced profile 		£13k

*See individual product details (pages 15-22) for more information | **If you're already committed to running social/off-site display activity with an external agency in Clearing, please contact us to discuss how we can make our packages work for you.

DON'T MISS OUT: SPECIALIST AUDIENCE PACKAGES

OPTIONS FOR CONCENTRATING ACTIVITY ON A SPECIFIC SPECIALISED SUBSET OF STUDENTS THROUGHOUT CLEARING (5 JULY – 8 SEPT).

Ideal for providers that want to:

- ▶ Focus on reaching students released by institutions in a particular tariff-band, or who have widening participation as a core Clearing objective
- ▶ Target international students, or Scottish-based students (including on SQA results day)
- ▶ Ensure all their Clearing brand awareness, intent and conversion activity (July to September) is optimised for reaching the specified audience

Package option	Channel and products*				
	Email	Display	Paid Media**	Clearing Plus	Price
Tariff release	<ul style="list-style-type: none"> ▶ A-level results day ▶ Post-results weekend 	<ul style="list-style-type: none"> ▶ Hub homepage ▶ In-application ads ▶ Clearing research pages (MPU) ▶ Clearing resource pages 	<ul style="list-style-type: none"> ▶ 2-stage brand campaign 	<ul style="list-style-type: none"> ▶ Enhanced profile 	£61k
International	<ul style="list-style-type: none"> ▶ A-level results day ▶ Post-results week 1 		<ul style="list-style-type: none"> ▶ 2-stage brand campaign 	<ul style="list-style-type: none"> ▶ Enhanced profile 	£42.5k
SQA results day	<ul style="list-style-type: none"> ▶ SQA results day 		<ul style="list-style-type: none"> ▶ Provider awareness campaign 	<ul style="list-style-type: none"> ▶ Enhanced profile 	£10.5k
Widening participation	<ul style="list-style-type: none"> ▶ Please get in touch with us to discuss options – we'll work with you to create a suitable package. 				

*See individual product details (pages 15-22) for more information | **If you're already committed to running social/off-site display activity with an external agency in Clearing, please contact us to discuss how we can make our packages work for you.

BOLSTER YOUR CLEARING PACKAGE: MEDIA EXTRAS

We have a limited range of individual products available that can be used to **enhance our standard Clearing packages**, including:

- ▶ Emails – additional sends, records and AI-boosts
- ▶ Display ads
- ▶ Paid media – additional campaigns or media spend
- ▶ Clearing Plus – enhanced profiles and ads
- ▶ Sponsored social videos

Please get in touch to discuss options, availability and pricing.

You can also check out our individual product details (**pages 15-22**) for ideas and information.

Please note, individual Clearing products are only available on a limited basis as add-ons to our multichannel campaigns and cannot be purchased as standalone products (with the exception of Clearing Plus enhanced profiles).



INDIVIDUAL PRODUCT DETAILS

Please find further details below about individual products that make up our Clearing 2023 packages.

Full media specifications can be found at: ucas.com/media-specs

CLEARING PLUS

Clearing Plus is where students go to find courses best matched to their individual circumstances.

Enhanced profile

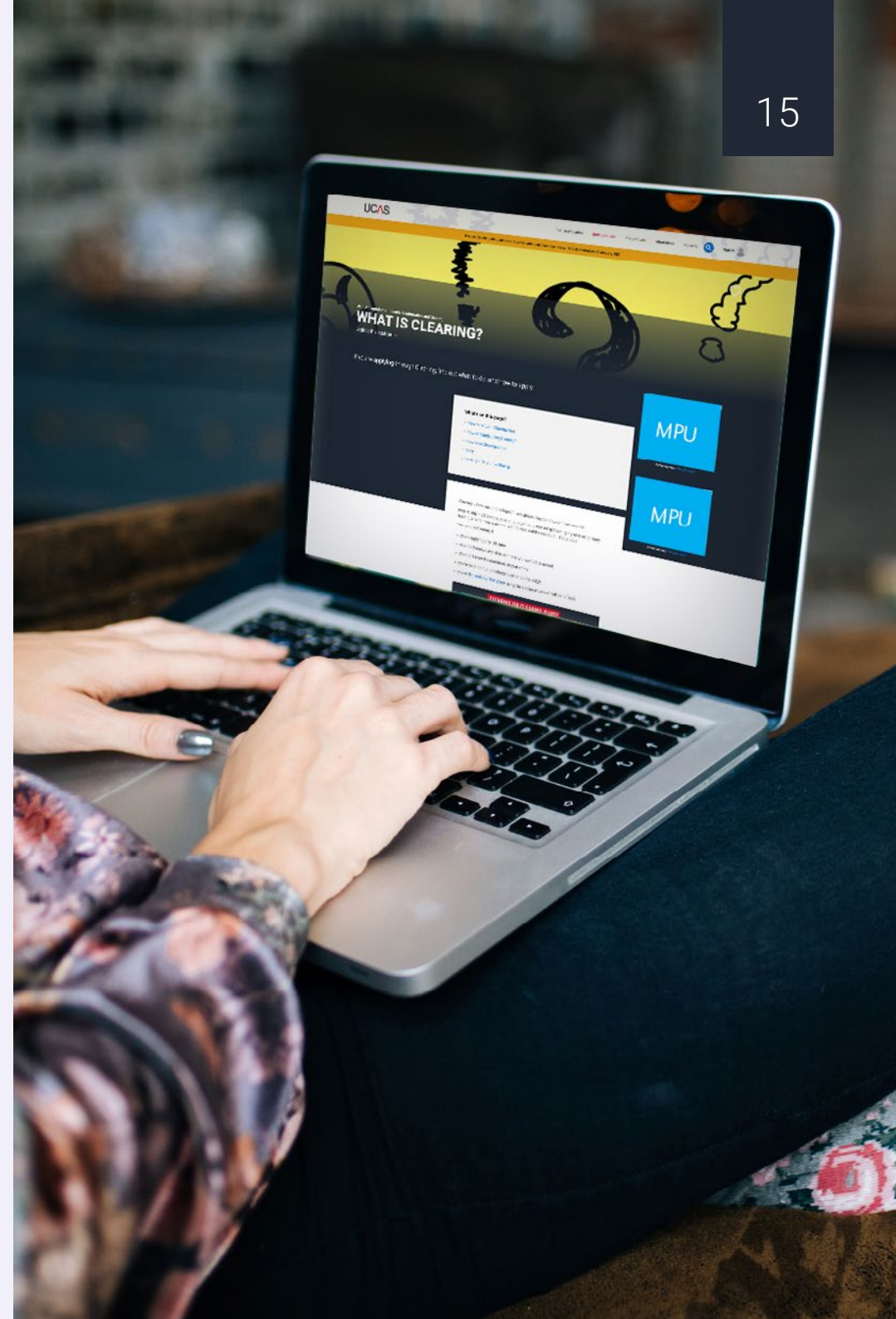
Feature your branding and messaging alongside all your matched course listings for students. Students who register an interest in your courses will also now get a triggered email featuring your branding and website links.

- ▶ Your logo featured alongside all your listings
- ▶ Promote your key Clearing messages – change your displayed tagline as many times as you like to suit your strategy, via the dashboard
- ▶ Dynamic triggered emails include your logo, a banner image (optional) and CTA button links to your website, prospectus and contact details.

CLEARING PLUS ADS

Get your branding seen by unplaced students with a prominent placement, as they engage in course research and look to easily discover courses and universities that might be a good fit for them.

- ▶ Up to 4 advertisers in total



EMAIL

Reach verified unplaced applicants with your creative – use a UCAS template or your own html code*. We'll work with you to define your specific targeting approach using criteria including location, subject and achievement.

Email type	Date of send	Records per send**	Einstein STO add-on available?***
SQA results day	Tues 8 Aug	2,100	No
A level results day	Thurs 17 Aug	10,000	No
Post-results Friday	Fri 18 Aug	14,286	Yes
Post-results weekend	Sat 19, Sun 20 or Mon 21 Aug	8,572 (non-subject package)	Yes
		6,429 (tier 1 subject package)	Yes
		4,286 (tier 2 subject package)	No
		1,714 (tier 3 subject package)	No
Post-results week 1	Tues 22, Wed 23 or Thurs 24 Aug	7,143	Yes
Post-results week 2****	Fri 25, Tues 29, Wed 30 or Thurs 31 Aug	3,572 (non-subject, tier 1 or tier 2 subject package)	No
		1,072 (tier 3 subject package)	No

*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) – please contact us to find out more. Numbers are based on data counts for Clearing in 2022. If the total number of available records to target as part of your package falls significantly below the volumes indicated, we will work with you to agree a suitable alternative service of a similar value e.g. widened targeting, additional records included in another email send in your package, use of AI optimisation on sends, additional email sends etc.

*** Where Einstein STO is shown as not available, it may be possible to add if you have opted to purchase higher record numbers above our minimum STO thresholds (if so get in touch for details and additional Einstein STO costs). Einstein STO cannot be used on SQA or A Level Results Day emails.

****Emails cannot be sent on Bank Holiday Monday, 28 August.



DISPLAY

Be seen through key touchpoints by students, parents and teachers right across the Clearing journey. All our display ad placements run from 5 July to 8 September.

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 on rotation with up to 10 advertisers in total

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 are deeply engaged in the Clearing process.

- ▶ Ad slots on rotation with up to 8 advertisers in total

Clearing resource pages

Appear on multiple advice pages linked from the Clearing landing page. These pages are where students learn about the Clearing process – results information, what next and getting support.

- ▶ Ad slots on rotation with up to 17 advertisers in total

Clearing subject page text links

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

- ▶ Up to 10 advertisers per subject

Content page bundle

At the core of student searches on UCAS.com are these research pages covering Clearing, finance and accommodation. They're also where students have peer-to-peer conversations via Unibuddy.

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

Hub and search bundle

Be seen at key moments as engaged students conduct active research. Your ad will be the only one served as a search result is returned in the search tool, plus you'll benefit from additional placements across the UCAS Hub.

- ▶ Up to 17 advertisers in total

Hub homepage

The UCAS Hub is where students sign in to view their application. Your ad will feature at the top of the Hub dashboard as students see their application status and research or refine Clearing choices.

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



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 are unplaced.

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

Premium content pages

Feature on some of the highest traffic pages on our site alongside core application tools and systems, including the sign in and register page, application landing pages and tariff calculator page.

- ▶ Ad slots on rotation with up to 15 advertisers in total

Search tool subject keywords

Reach active and engaged students with ads targeted by subject. Your course ad will be served as a student's subject search results are returned – the only ad they'll see at the time.

- ▶ U to 8 advertisers per subject

Sponsored content links

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

UCAS.com homepage

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

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

Subject guide promoted course

Link through to your UCAS course listing from 1 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 3 advertisers per subject

Subject guide video

Showcase your subject expertise and offer, with your course video hosted on 1 of our trusted subject guides – a key source of in-depth subject information for students, especially during Clearing.

- ▶ 1 video per subject
- ▶ Videos must adhere to our content guidelines and specifications – we will work with you in advance to outline expectations and will need to approve final content





PAID MEDIA

Only UCAS can specifically target unplaced students through social media and off-site display campaigns. All our paid media campaigns run from 5 July to 8 September.

If you're already committed to running social/off-site display activity with an external agency during Clearing, please contact us to discuss how we can make our Clearing packages work for you.

2-stage brand campaign

Utilise 2 social platforms to retarget verified audience and expand awareness of your brand. The campaign runs across 2 delivery phases, retargeting students who engage with your video content.

- ▶ Choose 2 platforms from: Facebook/Instagram, Snapchat or TikTok
- ▶ Target engaged students – verified unplaced applicants or UCAS.com search tool users
- ▶ Up to 5 brand-only (non-subject) creative formats per platform (including video)

2-stage multichannel campaign

Reach UCAS.com search tool users and visitors to your own site, with the ability to focus activity on unplaced applicants only thanks to our unique data access. Retarget the most engaged across multiple platforms, with a fully flexible campaign.

- ▶ Choose 2 platforms from: Facebook/Instagram, Google Display Network, Snapchat and TikTok
- ▶ Retargets all users over 2 delivery phases across all chosen platforms, with flexible setup options allowing you to utilise behavioural, contextual and verified applicant data
- ▶ Pixel sharing and tracking implementation required for optimisation, and to include visitors to your own site in the targeting
- ▶ Up to 5 creative formats per platform (including video) – utilise a mix of subject and brand content, to suit your targeting strategy

Provider awareness campaign

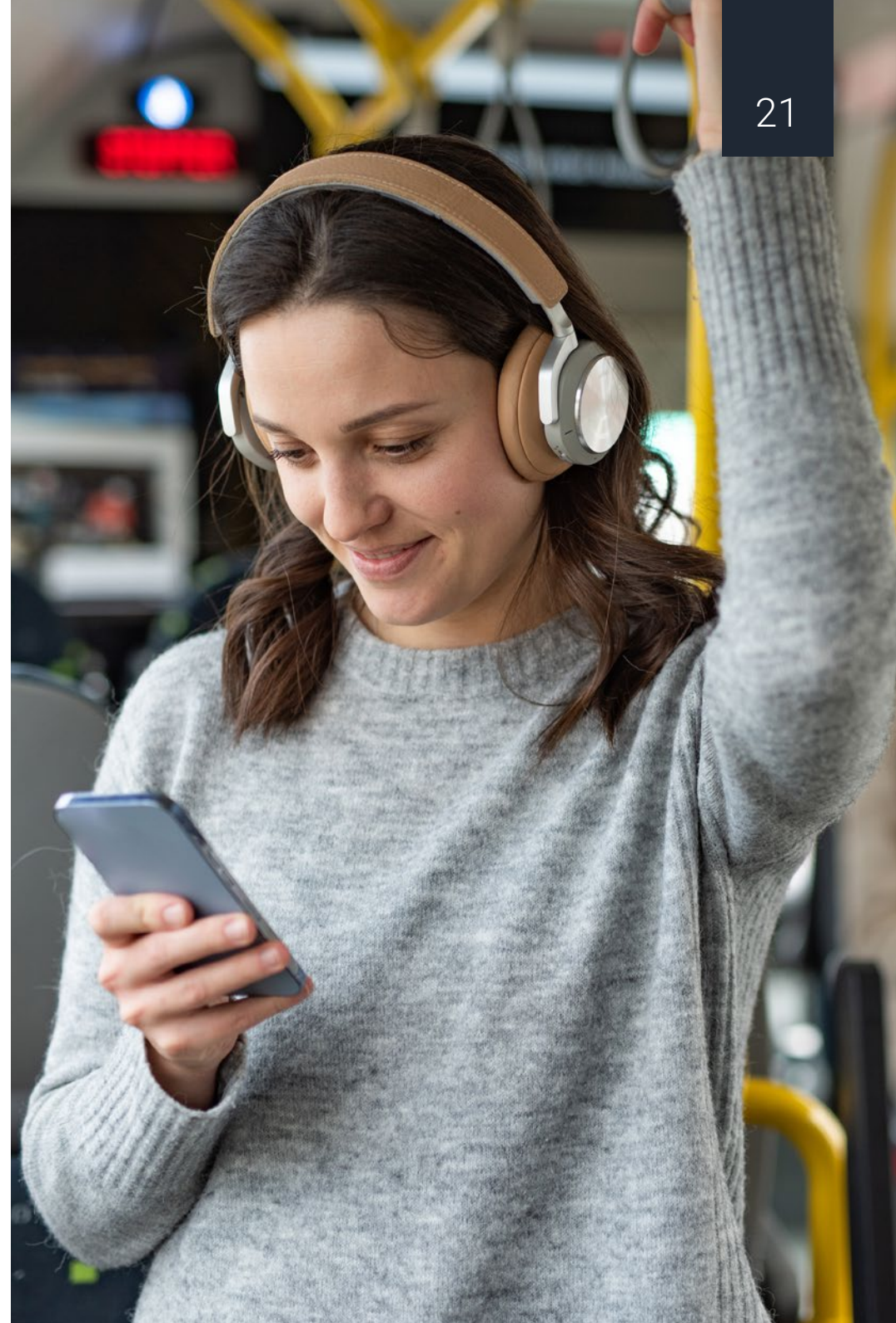
Raise brand awareness with your key audience, targeting your campaign at unplaced applicants on one of their most popular channels.

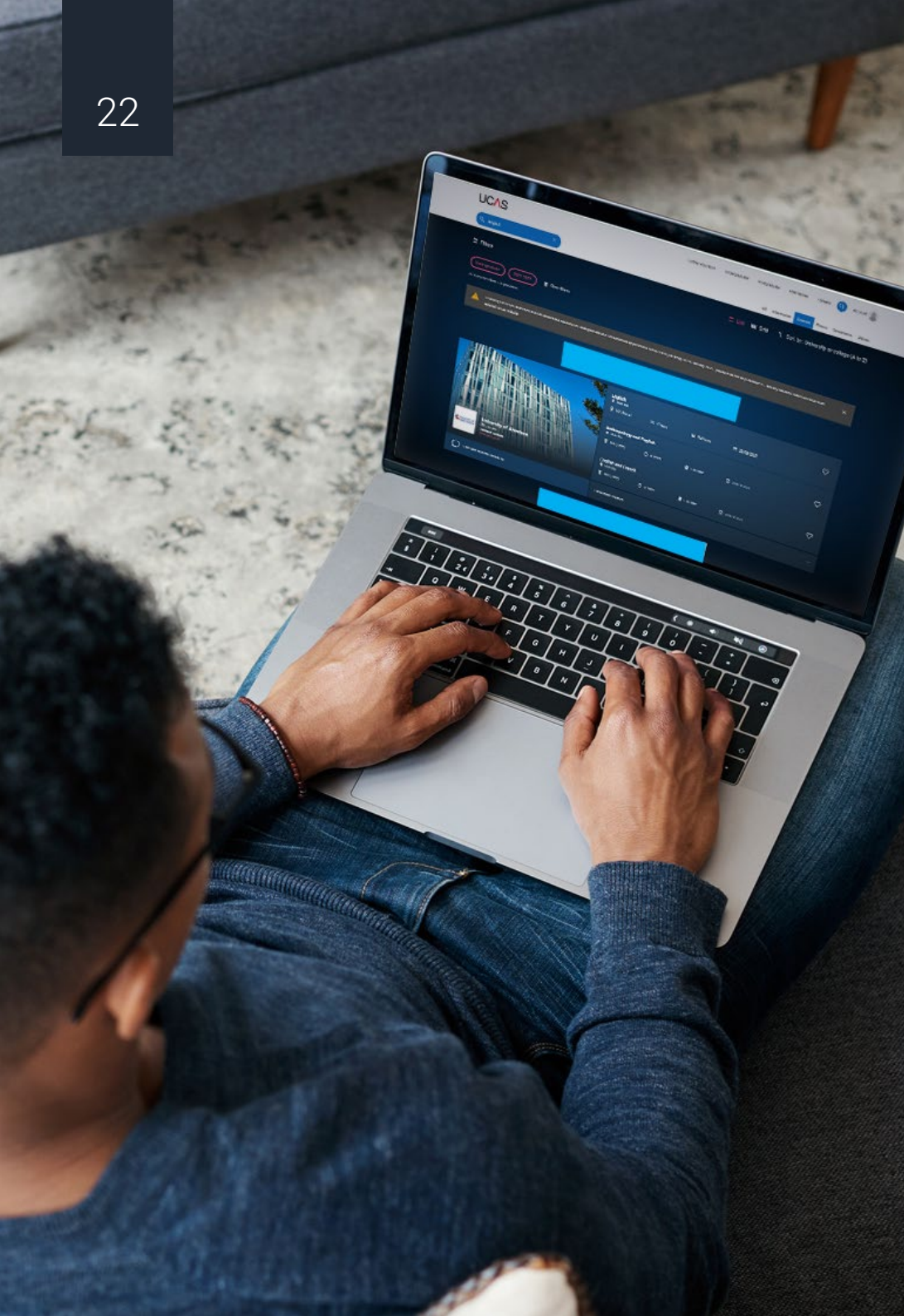
- ▶ Choose 1 platform from: Facebook / Instagram, Google Display Network and Snapchat (GDN is not possible for our SQA results day package)
- ▶ Target verified unplaced applicants and UCAS.com search tool users
- ▶ Up to 5 brand-only (non-subject) creative formats

Subject campaign

Retarget unplaced students who are searching your chosen subject on UCAS.com or a popular off-site platform, benefitting from our unique 1st party data overlay capability.

- ▶ Choose 1 platform from: Facebook/Instagram, Google Display Network or Snapchat
- ▶ Target engaged students in your chosen subject area with relevant subject content – utilising our access to verified unplaced applicants and UCAS.com search tool users
- ▶ Up to 5 creative formats





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
- ▶ Up to 10 sponsored student advice videos in total, 1 video shared per week between 5 July and 8 Sept
- ▶ See previous examples of Clearing sponsored social videos: **'Your Clearing Checklist'** / **'Uni essentials'**

BOOK YOUR CLEARING MEDIA

Contact your UCAS Customer Success Director / Customer Manager or email clearingmedia@ucas.ac.uk to discuss media options or queries.

We can help you:

- ▶ **Book an available Clearing package(s)**
- ▶ **Add available products to your Clearing package(s)***
- ▶ **Book a Clearing Plus enhanced profile**

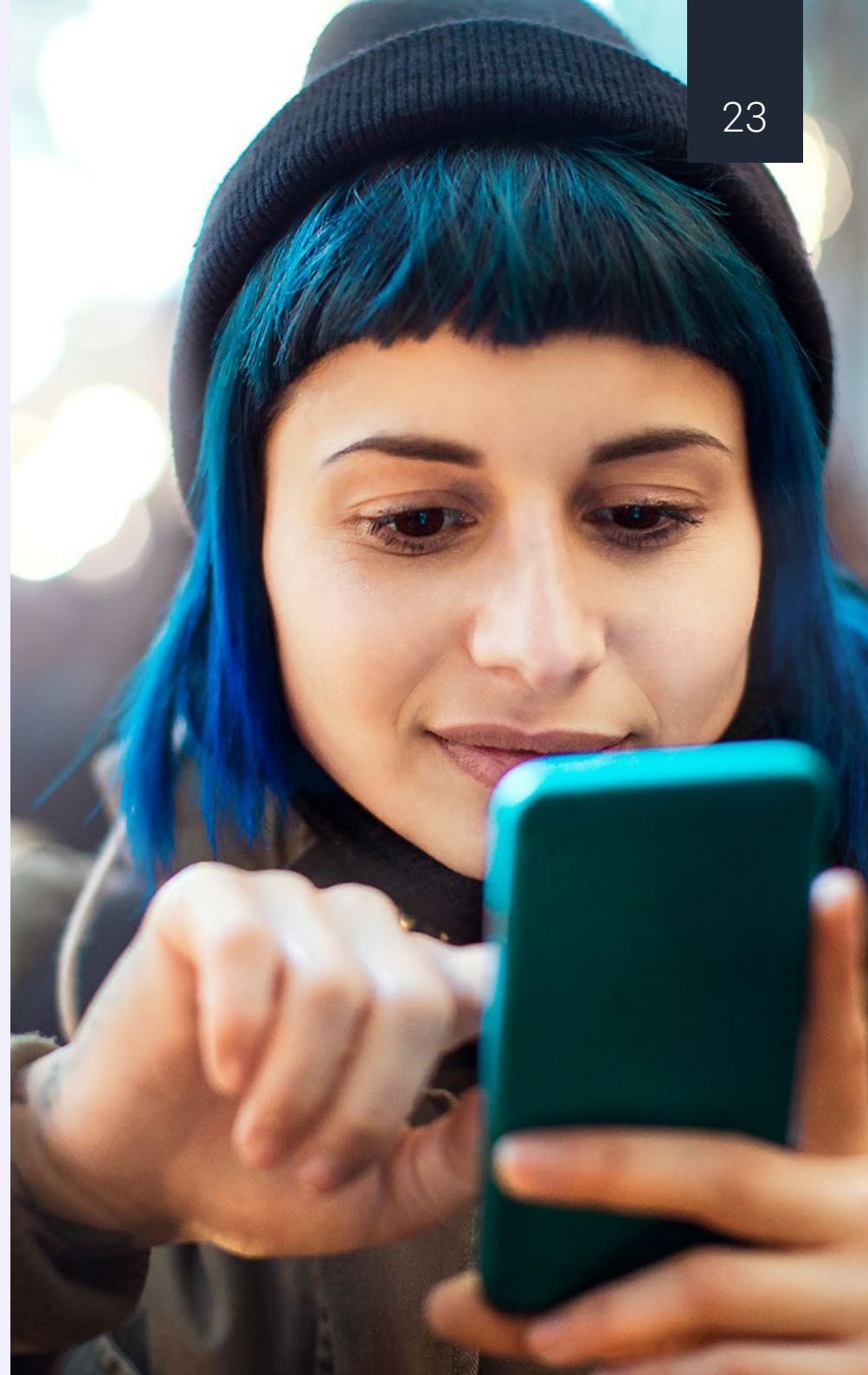
Packages and products are now available to purchase on a first-come, first-served basis. Bookings must be made no later than 5pm, 12 June 2023**

Terms and conditions apply.

*Please note, individual products are only available as add-ons to our multichannel campaigns and cannot be purchased as standalone products (with the exception of Clearing Plus enhanced profiles).

**Bookings after this time cannot be guaranteed to be live by the start of Clearing on 5 July. Please get in touch if you need to discuss a late booking.

Remember, anything you purchase helps us provide opportunities and education for every individual in the UK. 100% of commercial profits are reinvested into the charity to improve services for customers and clients.





Why UCAS?

UCAS is an independent charity, which is here to make choices clearer for anyone taking their next step in education or career development.

- ▶ We have a captive audience who listen to us – we're trusted to only promote relevant products and opportunities.
- ▶ We have a strong ethics framework – we'll only work with organisations who align with our values.
- ▶ 100% of profits from commercial activities go directly back into the business to improve services for customers and clients.

Get in touch

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