

UCAS

# CONNECT WITH PRE-APPLICANTS

Recruit your next student intake **today**



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# TARGET YOUR NEXT INTAKE WITH PRE-APPLICANT DATA



Our pre-applicant database (PAD) is an invaluable student recruitment resource. It holds information about next year's students who have registered with UCAS but haven't yet applied and are exploring their options.

By combining our comprehensive data on future applicants and multi-channel marketing support, you can effectively build relationships with your next intake and maximise your ROI.

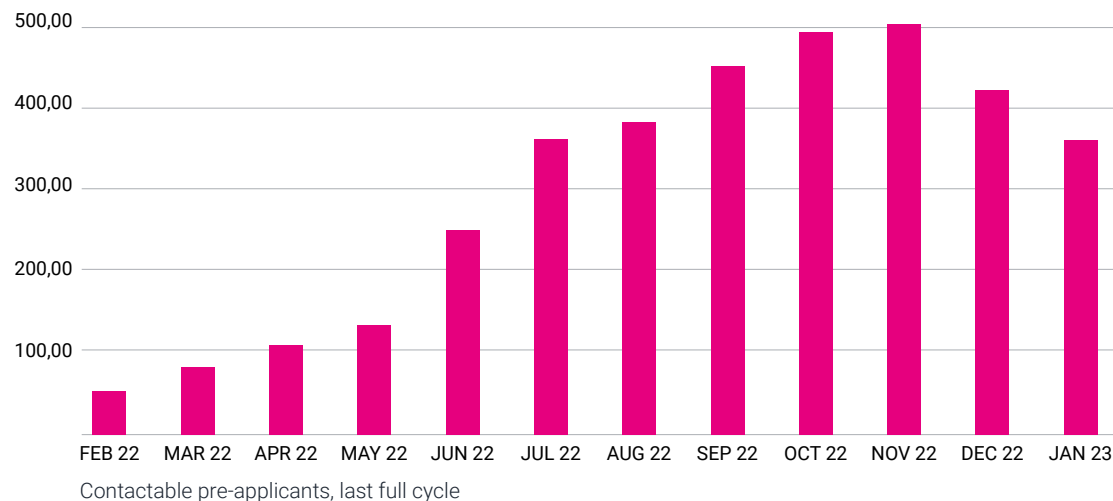
Every extra **£1k** spent on pre-applicant campaigns are worth between

**15 AND 25  
EXTRA APPLICANTS**

(£40 - £65 per applicant)\*

\*PAD campaign data, last full cycle

## PAD HAS THE LARGEST CONTACTABLE BASE IN OCTOBER AND NOVEMBER



# FACTS AND STATS

It's great to know that there is a reliable, impactful way of reaching thousands of engaged students with targeted communications across multiple channels. But decision-making requires more than lofty claims. So here's some information that might help to give you a better idea of the behaviour of pre-applicants:

## WHY UCAS?

- ▶ More students trust UCAS with their private data than their high street bank\*
- ▶ UCAS Hub and the UCAS search tool are two of the top 5 most important resources when students are deciding where to apply\*\*
- ▶ Only UCAS can connect you to verified pre-applicants

\*UCAS impact student poll 2022

\*\*New applicant survey 2022

\*\*\*Last cycle data

\*\*\*\*2023 applicant cost of living survey

## OVER 1 MILLION STUDENTS

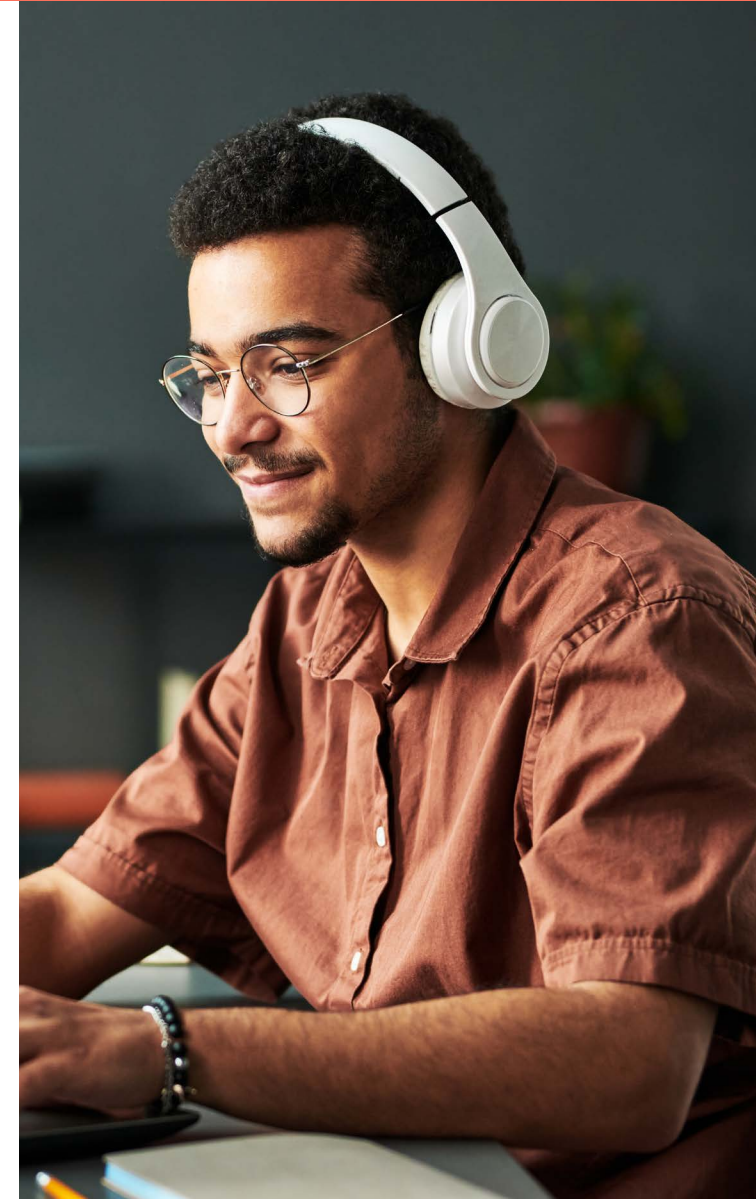
register with UCAS every year

## 89% OF PRE-APPLICANTS

later apply to a subject they told us they are interested in\*\*\*

## 39% OF STUDENTS

have cut down the number of open days they attend, so reaching them via other channels is crucial\*\*\*\*



# HOW TO REACH PRE-APPLICANTS

No matter your requirements or budget, we have you covered. We can offer you a multi-channel package of media products suitable to your goals and budget.

## CONNECT USING:



EMAIL



PAID MEDIA



AN ENHANCED  
PROVIDER PAGE



DIRECT MAIL



UCAS.COM  
DISPLAY ADS





# CONNECT USING EMAIL

## TARGET THE RIGHT PRE-APPLICANTS AT THE RIGHT TIME.

Use hundreds of types of data including age, gender, location and academic subject interest to target the students you want, and have your email delivered alongside the UCAS brand for maximum engagement.

**OVER 1 MILLION**

unique opens\* and

**OVER 62K**

unique click throughs  
(PAD emails, September  
2022 – January 2023)

**42% UNIQUE OPEN RATE**

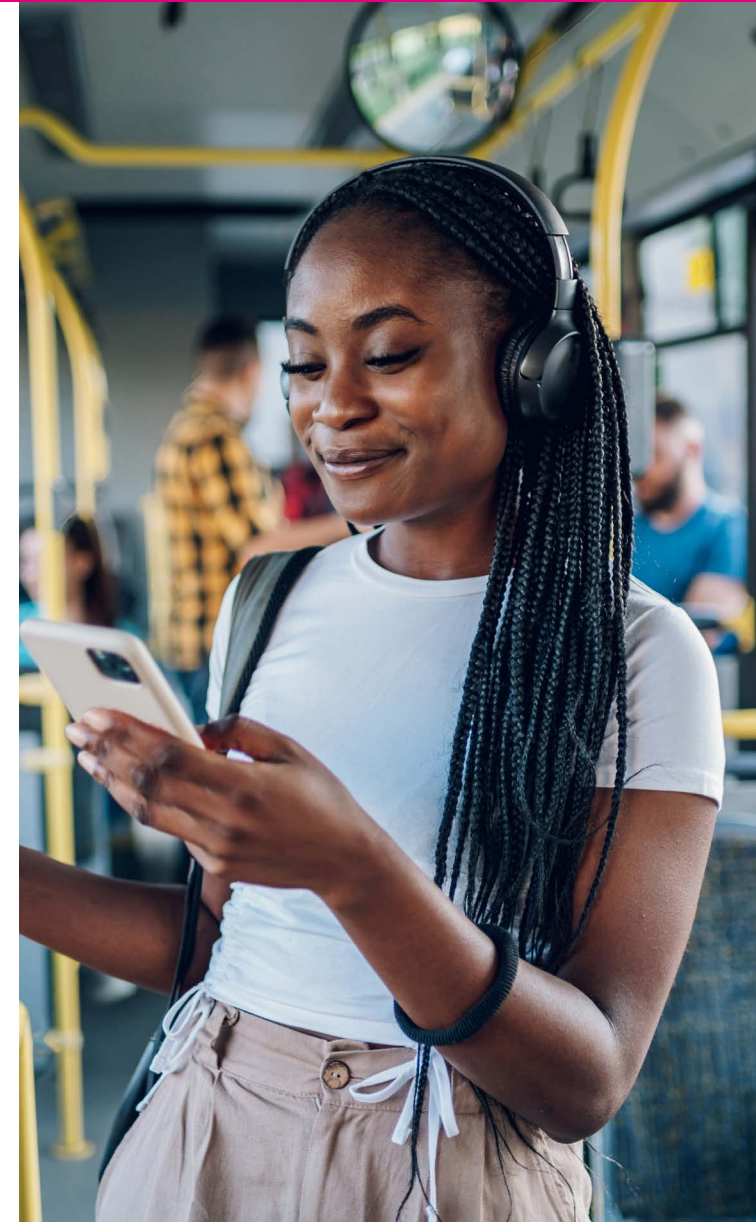
for PAD emails  
September 2022 – January 2023

PAD24 email click-through rate

**MORE THAN DOUBLE**

the education benchmark,  
October 2022 – June 2023

\*Email open rates may be skewed by some mail clients' privacy settings following an iOS update



# CONNECT USING EMAIL



## BOOST EMAIL PERFORMANCE USING AI

Ensure each email to each student is sent at a specific time based on their preferences using Einstein. This revolutionary AI feature analyses the behaviour of our hundreds of thousands of email recipients and gets insights that help improve engagement.

**81%**

average increase in open rates\*

**105%**

average increase in click through rates\*

\*For UCAS emails using send time optimisation, compared with standard UCAS emails. Email open rates may be skewed by some mail clients' privacy settings following an iOS update

# CONNECT USING PAID MEDIA

We have the data, reach and expertise to put you in front of the right pre-applicants on the social media channels and Google products they use regularly.

Drive engagement with tailored messages using hundreds of data points based on their demographics, interests and interactions. You can also target UCAS.com visitors, including Hub and search tool users.

## OVER 50% MATCH RATE

for audiences across all key social channels\*

## 35% OF STUDENTS

used social media to research higher education choices\*\*

## 32% OF PRE-APPLICANTS

want to receive information via social media\*\*\*

## SOCIAL MEDIA ADS

We'll run targeted ads on the social media platforms your audience love and use.

- ▶ **67%** match rate on Meta\*
- ▶ **55%** match rate on Snapchat\*
- ▶ **51%** match rate on TikTok\*

## OFF-SITE DISPLAY ADS

Reach your target audience with ad placement across popular websites through the Google Display Network.

- ▶ **40%** match rate on Google Display Network / YouTube\*

\*Match rates fluctuate depending on dataset used



\*Match rates fluctuate by channel and dataset

\*\*UCAS new applicant decisions survey 2023

\*\*\*UCAS early choices survey 2023



# CONNECT USING AN ENHANCED PROVIDER PAGE

With an enhanced Provider Page your content will be presented to potential applicants at key decision points in their journey – across UCAS.com, in the Hub and via our student emails.

You'll also start generating guaranteed, contactable leads from your page and unlock invaluable insights about your page's audience – including details of how leads translate into actual applications and accepts.

**5.5M USERS**

access pages on UCAS.com where enhanced Provider Pages are promoted

**1.25M STUDENTS**

have visited Provider Pages since launch

**900+ HOURS**

already spent consuming Provider Page content



# CONNECT USING DIRECT MAIL

Engage with pre-applicants and their family with eye-catching post on their doormat. Send them something that they'll keep and remember when they apply.

We'll send your creative in UCAS branded envelopes for greater impact, and we'll manage the production and delivery too.

**10.4 DAYS**

is the average time direct mail is kept in the home by young people – more than 2 days longer than the general average\*

**15 TO 24 YEAR OLDS**

trust content delivered by mail more than any other age group\*

**9 IN 10 STUDENTS**

said they prefer brands that blend physical and digital communications\*



# CONNECT USING UCAS.COM DISPLAY ADS

Promote your brand across UCAS.com and in the Hub; the trusted source of impartial advice for students discovering their future.

Reach verified applicants, their parents, teachers and others with an interest in higher education, from the very earliest stages of their journey.

**24M+ ANNUAL VISITORS**  
to UCAS.com

**OVER 11 MILLION**  
UCAS Hub page views, September  
2022 – January 2023

**5 MILLION IMPRESSIONS**  
of UCAS Hub ads, September  
2022 – January 2023





# UCAS

## PRE-APPLICANTS ARE READY TO HEAR FROM YOU

**Over 360k 2024** pre-applicants have opted-in to be contacted by higher education providers as of August 2023

Contact your Customer Success Director/ Customer Manager or email [educationservices@ucas.ac.uk](mailto:educationservices@ucas.ac.uk)

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