

UCAS

PROVIDER-LEVEL CLEARING INSIGHTS

EMPOWER YOUR CLEARING STRATEGY WITH DATA-DRIVEN INSIGHTS



UNLOCK THE POTENTIAL OF CLEARING

Make your Clearing campaigns work harder and deliver better results, by using data trends and forecasts to define your media plans.

UCAS' UNIQUE DATA ENABLES YOU TO:



Explore the latest trends

Discover the trends in **self-release and switching behaviour** among your applicants – detect subjects where you are losing applicants and who you're losing them to.



Discover unplaced applicant forecasts

Using tried and tested modelling of our data, we deliver a forecast of how many applicants are likely to find themselves unplaced on results day.

Taking it a step further, we'll support you in shaping your Clearing strategy, forecasting how many of those unplaced we expect to gain a place via Clearing in different subjects and regions.



Identify where to focus your efforts

Spot top subject areas with expected high volumes and recognise those with potential risk, from shrinking sector and/or competitor activity – so you can identify the key areas to concentrate on.



LEVERAGE DATA AND INSIGHTS TO MAXIMISE CAMPAIGN RESULTS



Tailored to your institution

The report will delve into the sector-wide current trends, as well as focus on provider and competitor comparisons.



Clearing made easy with an informed approach

We'll provide focused insights to inform your media planning and help you make the best choices for your unique situation.



Latest market intelligence

A comprehensive analysis of supply and demand trends across the higher education sector this cycle, with insight into the student mindset from the previous Clearing cycle data.

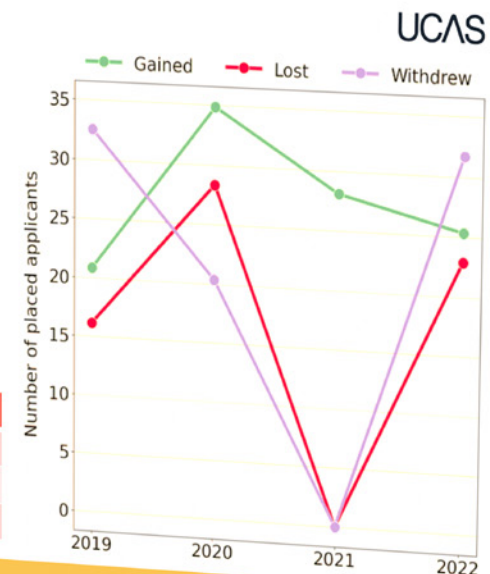


Subject area focus

Deep dive into trends for Subject A

- Last year, you gained 25 placed applicants in Subject A, but lost 23 to other providers and a further 32 withdrew.

Top HEPs gained from		Top HEPs lost to	
Competitor 7	5	Competitor 3	3
Competitor 11	3	Competitor 11	2
Competitor 12	3	Competitor 2	2



Security marking: CONFIDENTIAL

14 December 2023 | 16

UNDERSTANDING YOUR CLEARING TRENDS



Your Provider-level Clearing Insights report

A fully visualized PDF report will clearly lay out the critical insights, along with summaries and recommendations to empower strategic marketing discussions at your institution.

Key Insights

The report is split into four sections, to help you analyse previous Clearing activity and look ahead to what you can expect.

- ▶ A summary of Clearing activity in recent cycles
- ▶ Analysis of recent switching behaviours
- ▶ Deep dives into subject areas of opportunity and risk for your institution in 2024
- ▶ Forecasting unplaced volumes for this cycle's Clearing



Your recommendations

Get evidence-based guidance and suggested steps to help you address any areas of concern or priority, ahead of Clearing.



REPORTS TO INFORM YOUR STRATEGY



Provider-level Clearing Insights report

The full, comprehensive report to understand where to focus your efforts by subject and by region, to deliver strong, cost-effective results.

- ▶ An overview of your applicant trends and behaviours
- ▶ Switching behaviour of applicants in Clearing - with subject and competitor insights
- ▶ A deep dive into your top subject areas with propensity to thrive or shrink.
- ▶ Unplaced Sector Forecast (see below)

£13,000



Looking for just the sector forecast?

You can purchase the **Unplaced Sector Forecast** as a standalone report. Discover:

- ▶ Overall predictions for unplaced applicants on results day, split by demographic and qualifications
- ▶ How many of those are likely to go on to be placed in Clearing
- ▶ Predictions split by subject area and regional view, so you can focus on your target courses and locations.

£5,000

**ORDER BEFORE
9 FEBRUARY 2024**

**TO SECURE YOUR
PROVIDER-LEVEL
CLEARING INSIGHTS
REPORT**



UCAS

MAKE CLEARING WORK HARDER FOR YOU

Get in touch with your
Customer Success Director or contact:

educationservices@ucas.ac.uk

UCAS
Rosehill
New Barn Lane
Cheltenham
GL52 3LZ
01242 544 881

