

# MAXIMISE YOUR 2024 CLEARING CAMPAIGN WITH THE LATEST DATA AND INSIGHTS

Dave Penney, Interim Chief Marketing Officer

Ed McClaran, Principal Insight Consultant

Jack Taylor, Customer Success Director

Hollie Crawshaw, Digital Strategist



# THE FIVE CLEARING PERSONAS

## PERSONA SPLIT

### DIRECT TO CLEARING

Applied directly into Clearing, usually mature applicants

### DISAPPOINTED ON RESULTS DAY

Didn't achieve the grades for their Firm/Insurance offer

### MIND-CHANGERS

Declined their offers – changed where or what subject they will study

### NO OFFERS GOING INTO CLEARING

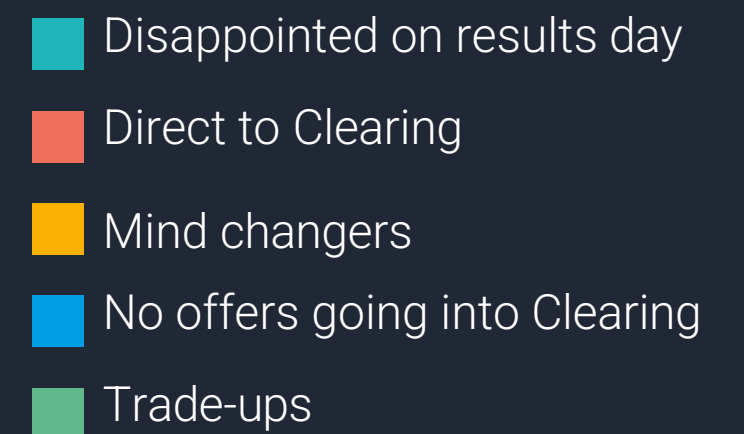
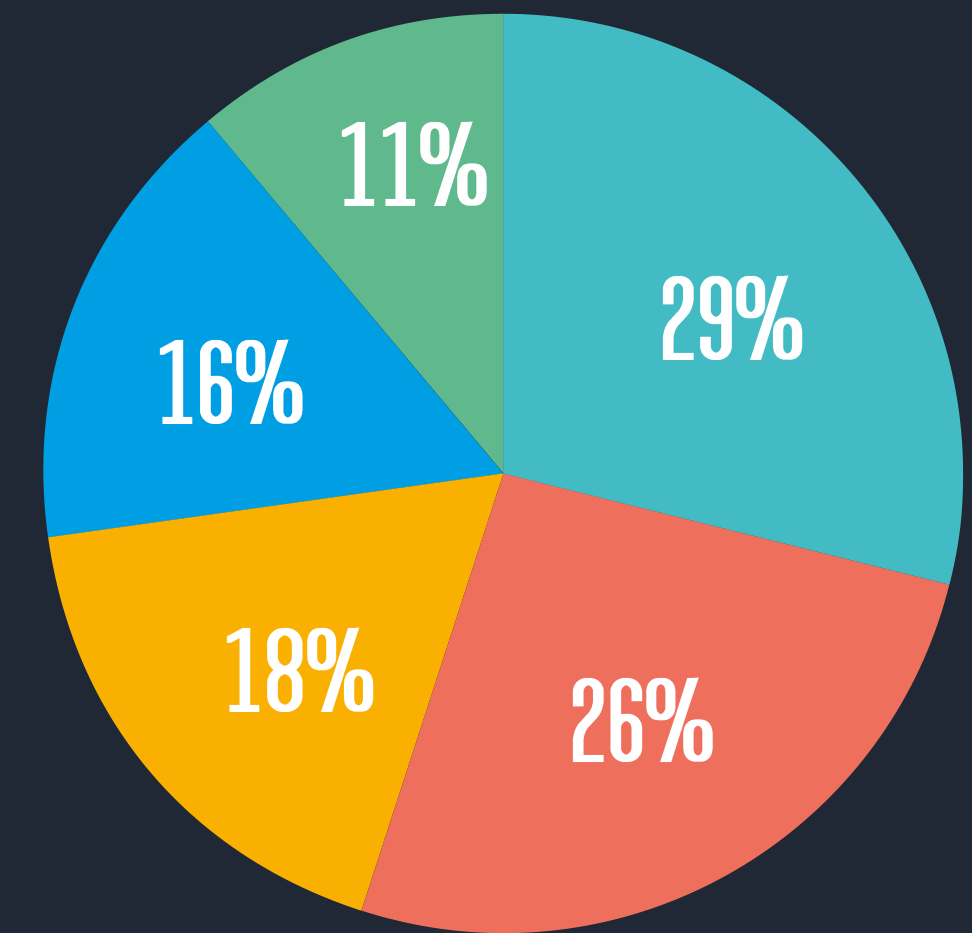
Applied in the main scheme but either didn't receive offers or declined them

### 'DECLINE MY PLACE (DMP)'

These applicants declined their original choice and deliberately self-released into Clearing

### TRADE-UPS

Declined their offers – changed where or what to study based on achieving higher grades than expected



# 1. DISAPPOINTED ON RESULTS DAY

21,560

29% of total placed in Clearing +20%  
vs 2022

63% said they felt  
stressed

89% said  
chance  
of being accepted  
based on their  
grades

71% want to  
understand how  
clearing works

# 2. DIRECT TO CLEARING

19,475

26% of total placed in  
Clearing **+17%** vs 2022  
(Clearing student data)

**91%**  
described their  
experience of  
Clearing as  
'Excellent'  
or 'Good'

**79%** said  
financial support  
available

**63%** said staff  
they spoke to at  
university is  
important

**66%** want to  
understand how  
clearing works

# 3. THE MIND CHANGERS

**13,690**

**18%** of total placed in Clearing **+16%**  
vs 2022

**87%**  
described their  
experience of  
Clearing as  
'Excellent'  
or 'Good'

**74%** consider  
Cost of Living as  
important

**72%** want to  
understand how  
clearing works

**86%** said range  
of modules on  
course is most  
important

# 4. TRADE UPS

7,920

11% of total placed in Clearing **+1%** vs  
2022

**60%**  
felt very confident  
they had made the  
right choice  
for them

**80%** said  
location of  
university is  
important

**85%** said likely  
earnings after  
graduation

**67%** want to know  
course availability

# 5. NO OFFERS BEFORE CLEARING

12,340

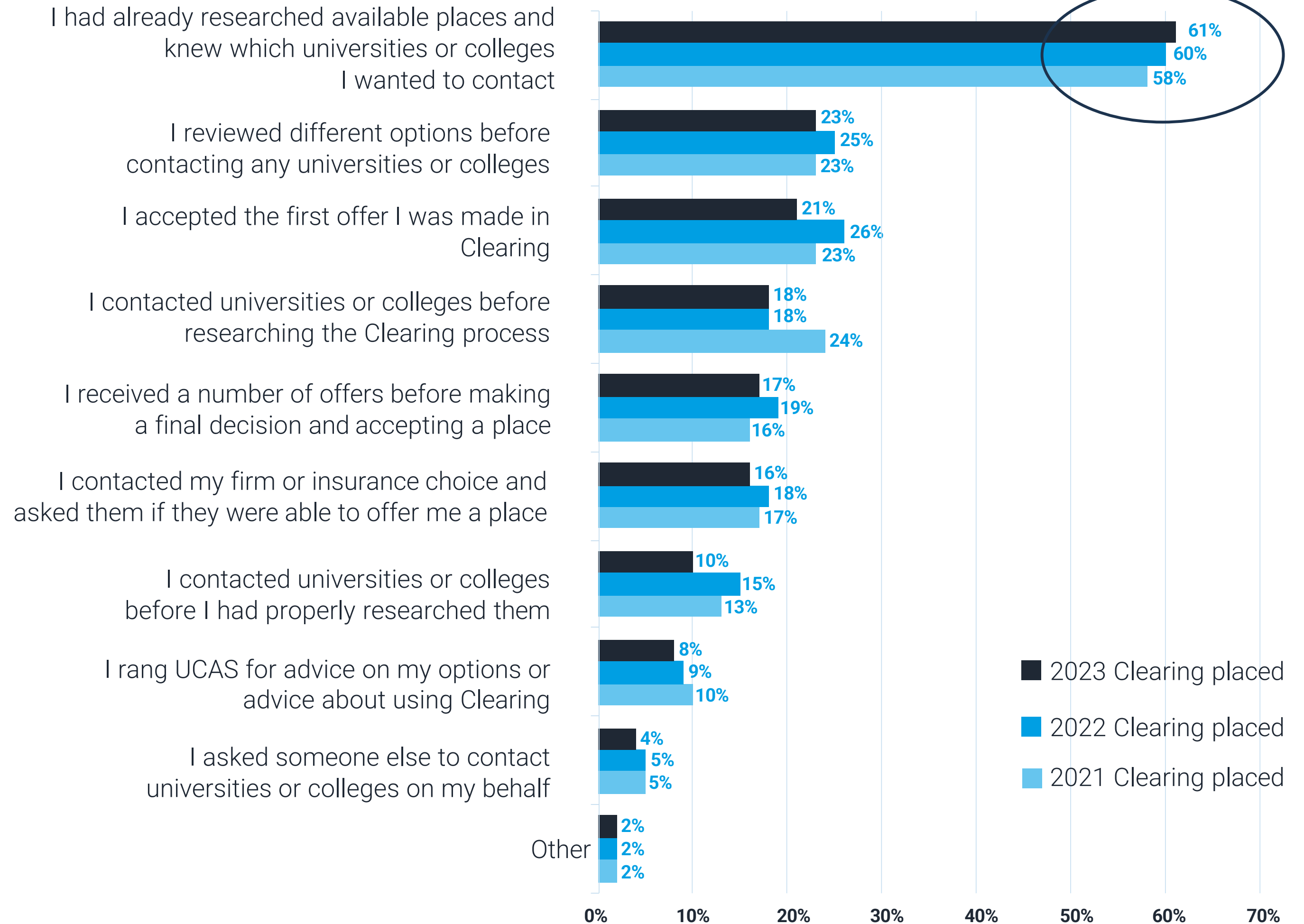
16% of total placed in Clearing -3% vs 2022

**86%**  
described their  
experience of  
Clearing as  
'Excellent'  
or 'Good'

**74%** consider  
Cost of Living as  
important

**Cost of living  
and financial  
support is  
an important  
consideration  
to this group**

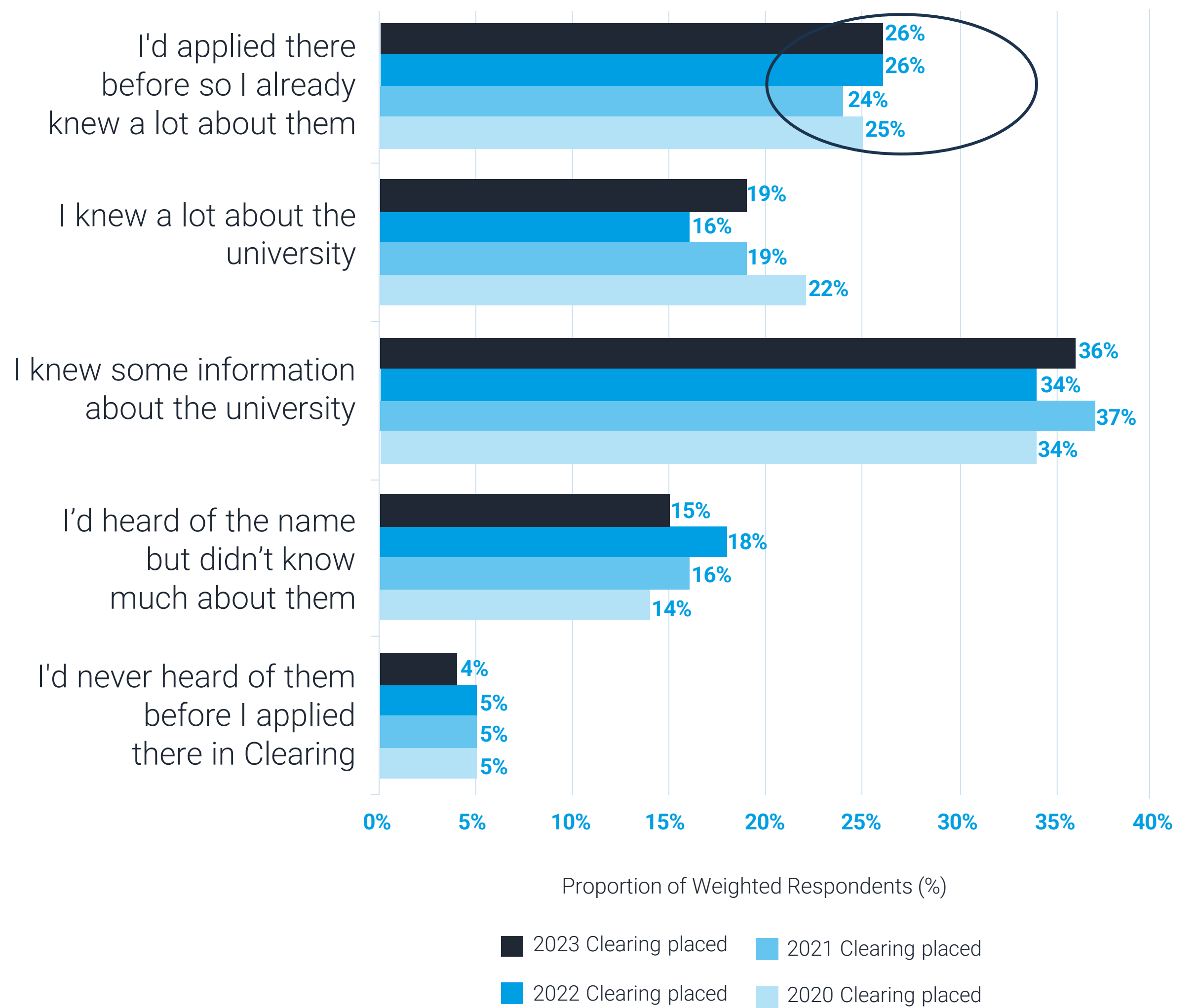
# APPLICANTS WERE MUCH MORE INFORMED THIS YEAR



Q.23 Which of the following statements describe how you used Clearing? Please select all that apply.

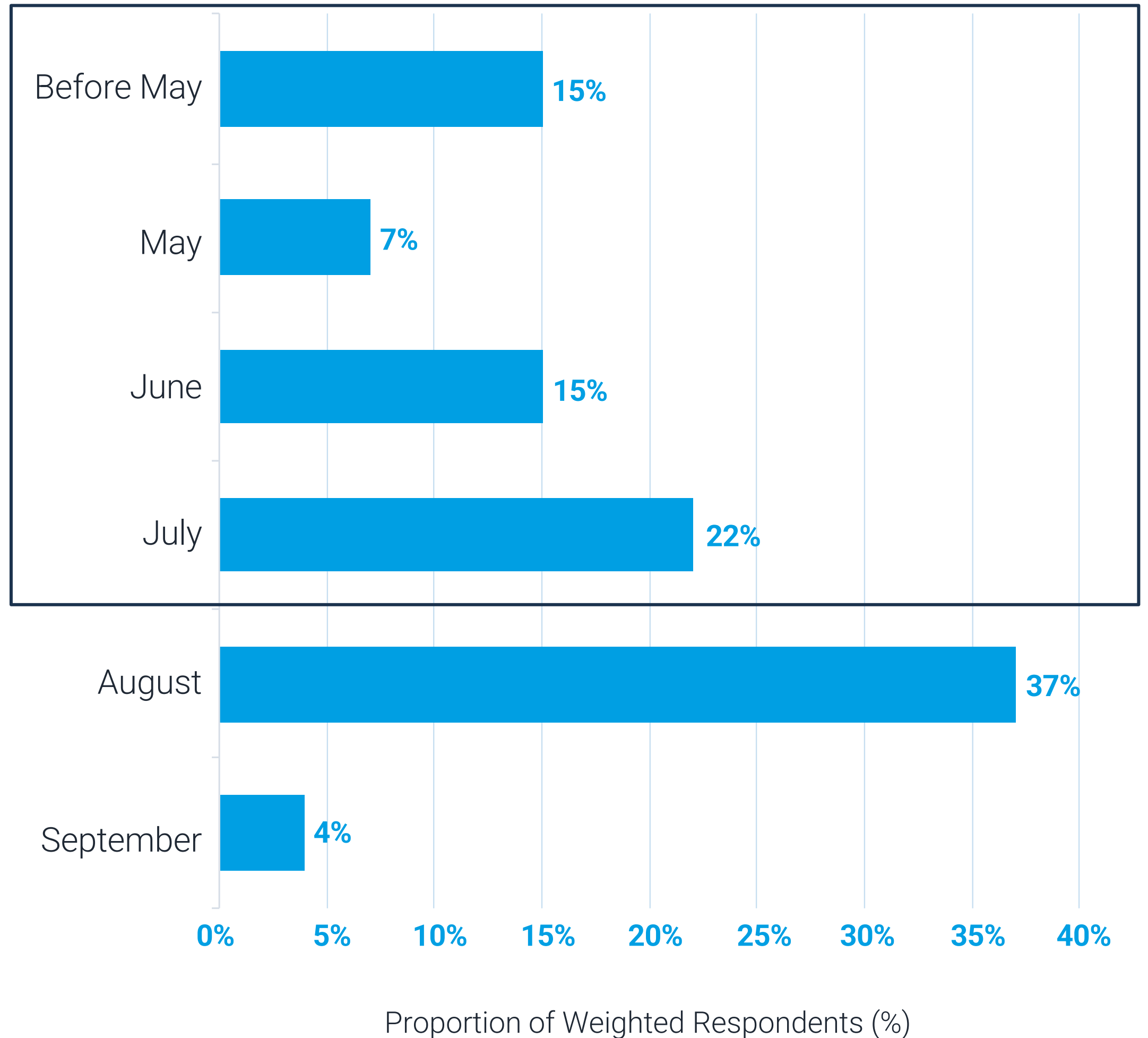


# A QUARTER HAD ALREADY APPLIED TO THE UNIVERSITY PREVIOUSLY



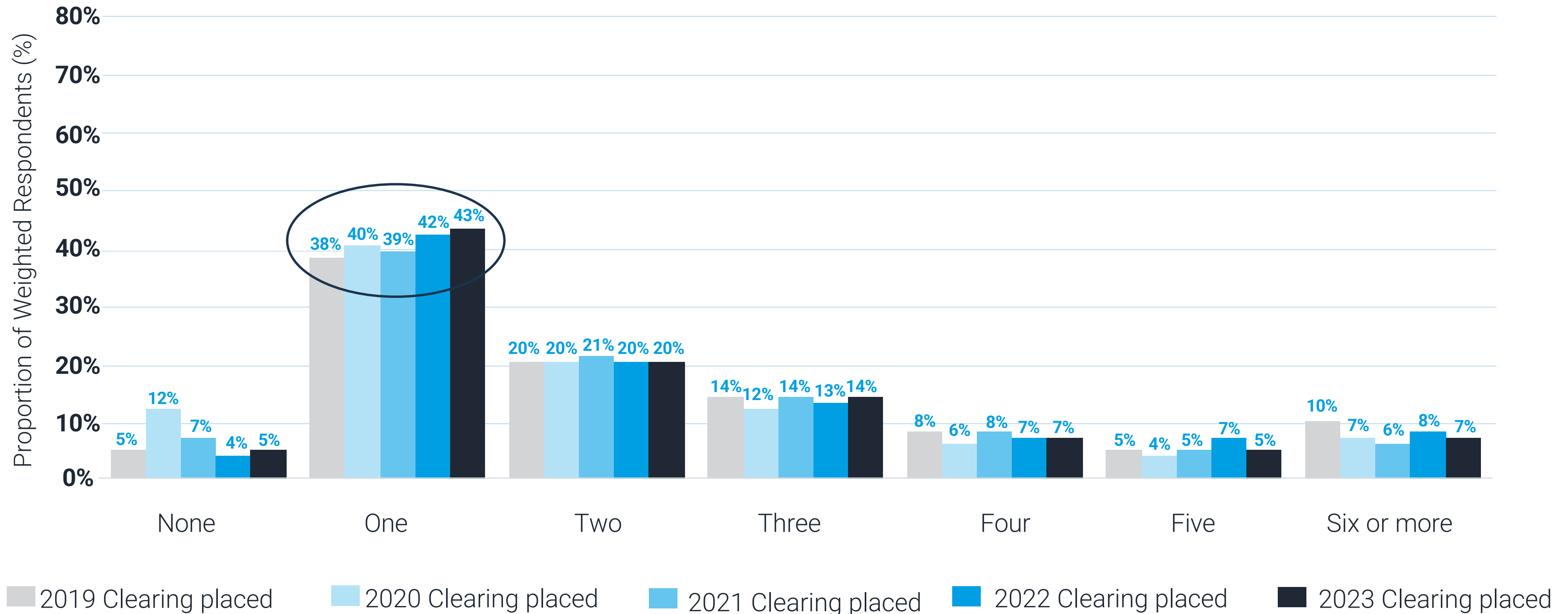
Q.4 Thinking about the university or college you were placed at through Clearing; how much do you feel you knew about them before applying to them through Clearing?

59%  
CONSIDERED  
CLEARING AS AN  
OPTION BEFORE  
AUGUST



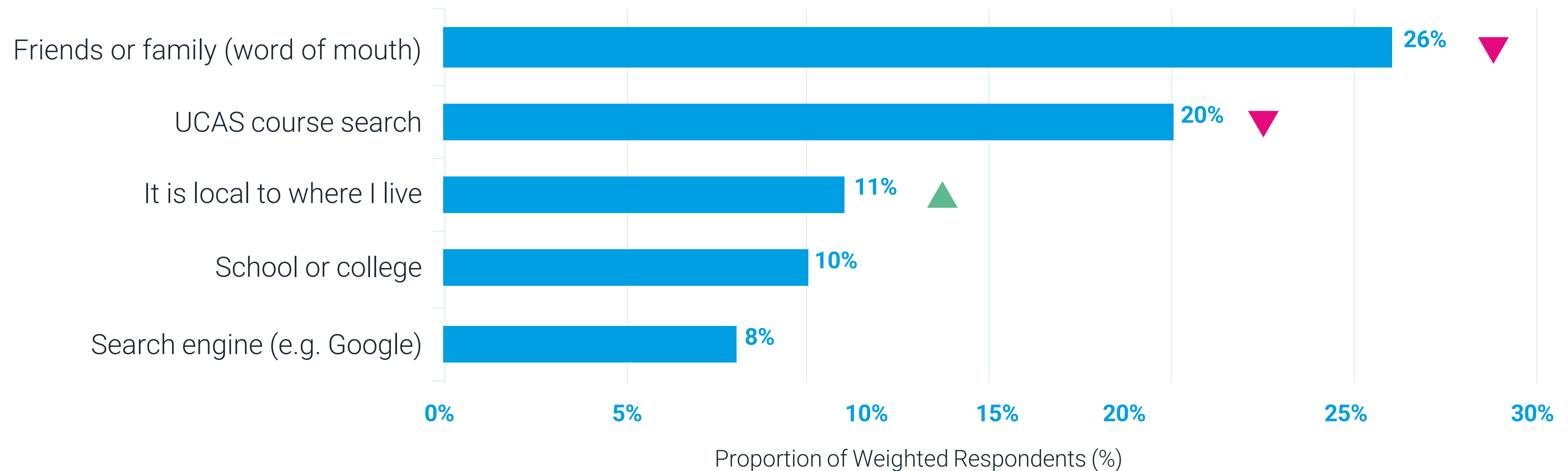
Q.13 When did you first think Clearing might be an option for your route to university or college?

# NUMBER OF UNIVERSITIES CONTACTED DROPPED SLIGHTLY



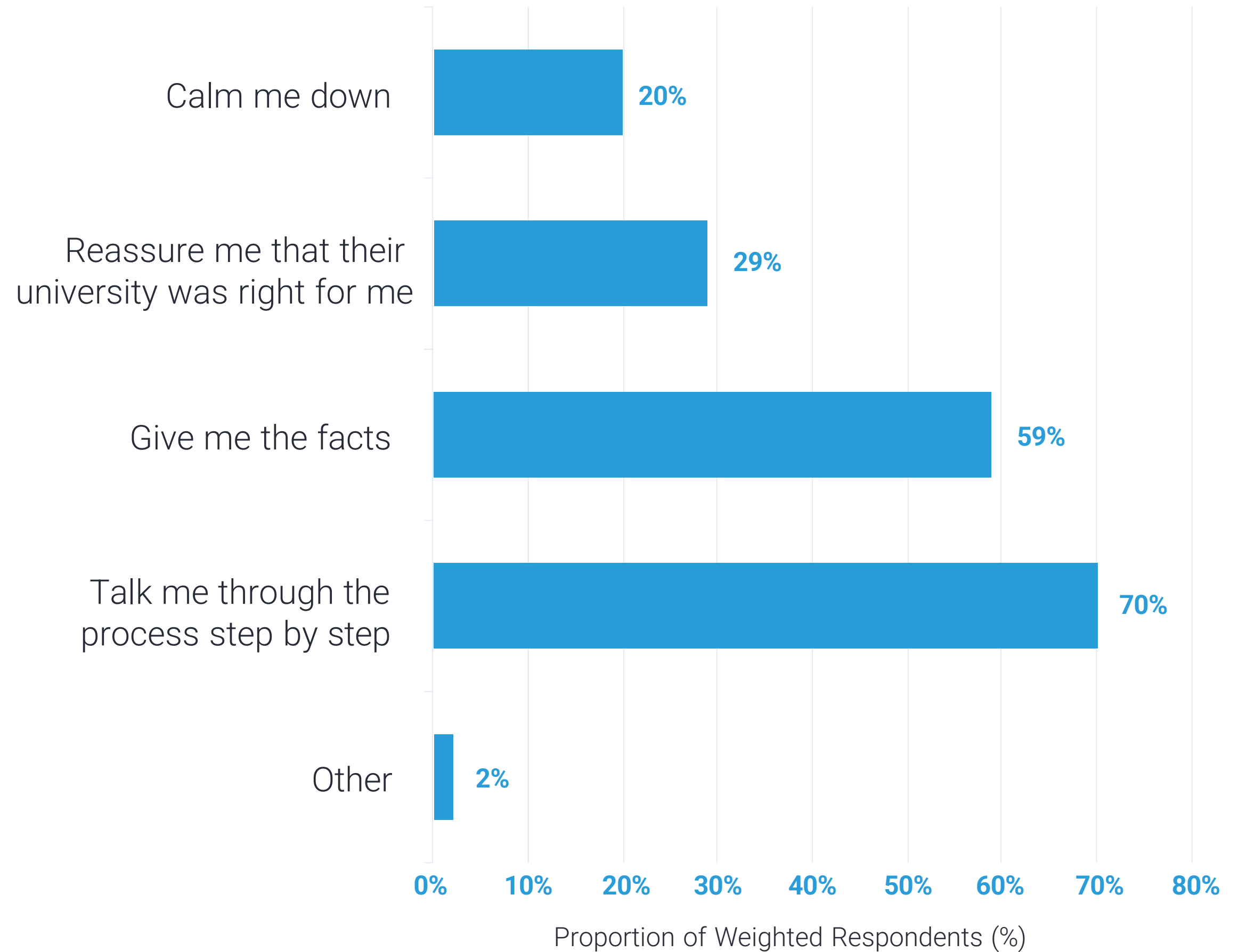
Q.51 How many universities or colleges... did you contact about courses in Clearing?

# WORD OF MOUTH IS RESPONSIBLE FOR A QUARTER OF CLEARING PLACEMENTS



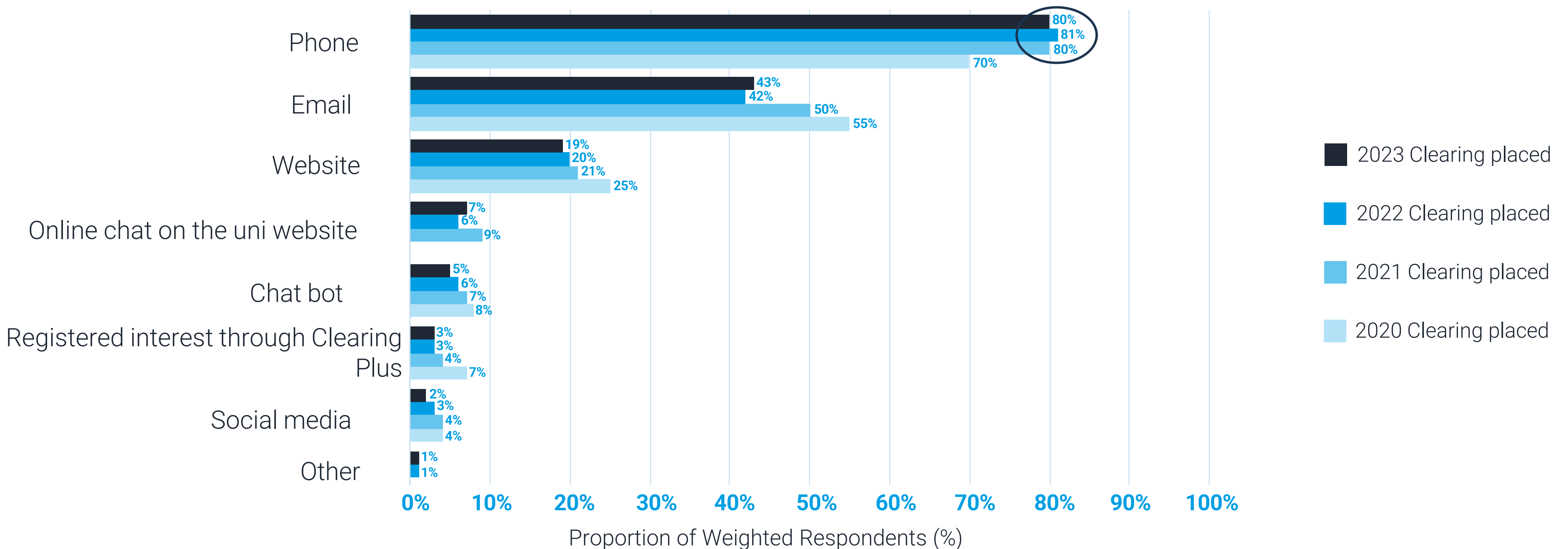
Q.15 Where did you first hear about the university or college you found a place at in Clearing?

# STUDENTS WANT RATIONAL, FACTUAL INFORMATION FROM UNIVERSITIES AND COLLEGES



Q.22 While you were searching for a place in Clearing, how did you want the universities or colleges you contacted to communicate with you?

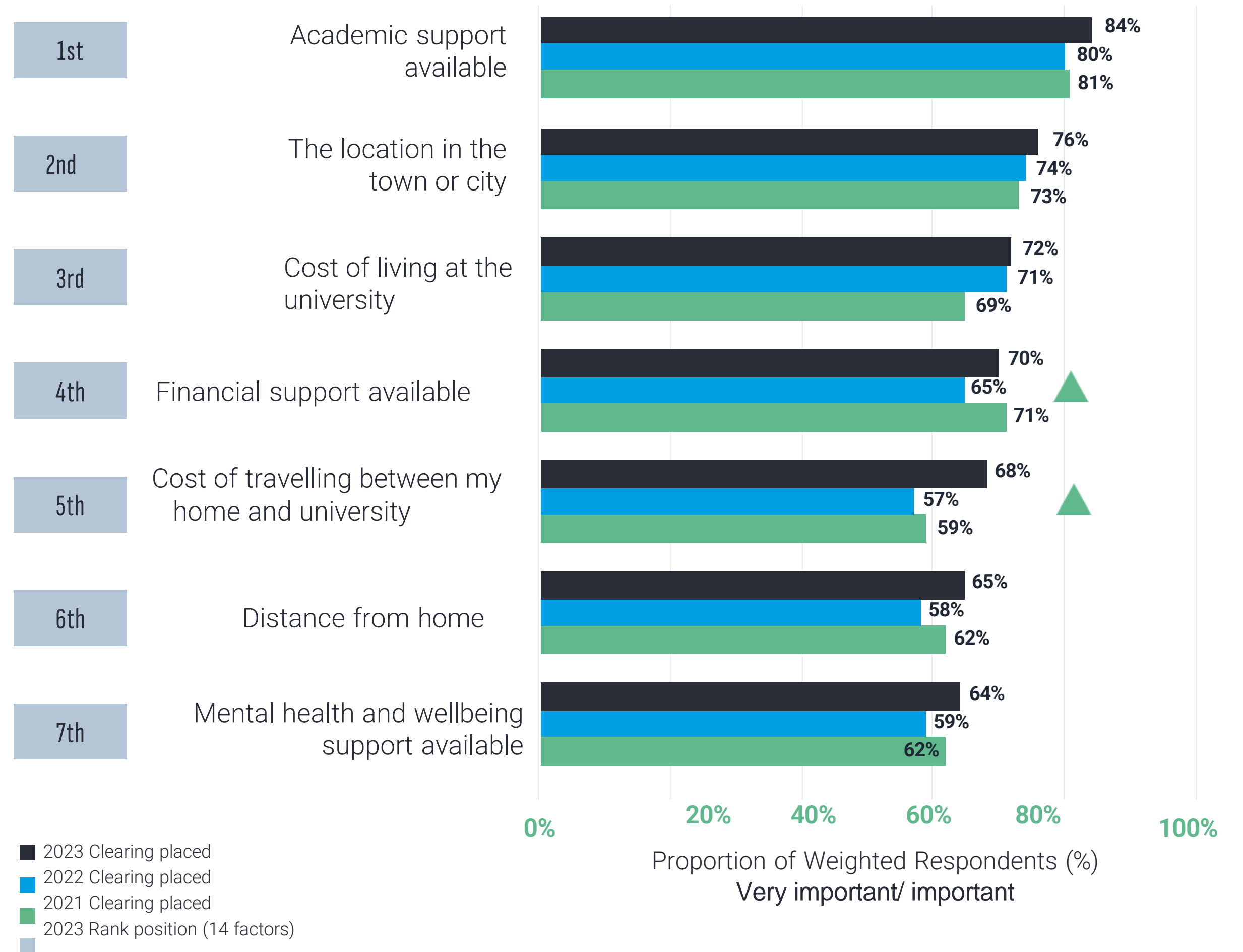
# PHONE CONTINUES TO BE THE PREFERRED WAY TO COMMUNICATE - FOR SPEED AND IMMEDIACY



Q.54 How did you contact universities or colleges to discuss finding a place through Clearing?

# COST OF LIVING THE THIRD MOST IMPORTANT LIFESTYLE FACTOR WHEN CHOOSING A PLACE IN CLEARING

## TOP 7 MOST IMPORTANT LIFESTYLE FACTORS FROM 2023-2021



Q.16 How important were the following lifestyle factors when choosing your place in Clearing?

# CREATIVE TOP TIPS





# USE A MULTICHANNEL APPROACH

## CASE STUDY

A UCAS Clearing 2023  
Complete Silver Package  
including email, display,  
and paid media:

- 82,540 unique applicants contacted
- 319 applied via Clearing
- 295 accepts



**FIND YOUR COURSE**  
Clearing vacancies in:  
Business // Computing // Creative Industries // Education // Engineering // Life Sciences // Midwifery // Nursing // Physical Sciences // Social Sciences // Sport  
[Find out more](#)

**CLEARING ADVICE SESSIONS**  
Across the [redacted] campuses we're also running drop-in advice sessions for prospective students, like yourself, to come in to find out more about your [redacted] Clearing options based on your exam results and career goals. Check the Clearing website for details and times of the drop-in sessions, to see what suits for you.  
[Find out more](#)

**HEAR FROM OUR STUDENTS**  
Whether you're looking to build on school or college qualifications, or thinking about a change of career, we're here to help you find your place. Hear from some of our current students about their experiences of life and study at [redacted].  
[Find out more](#)

# STUDENT LED CONTENT

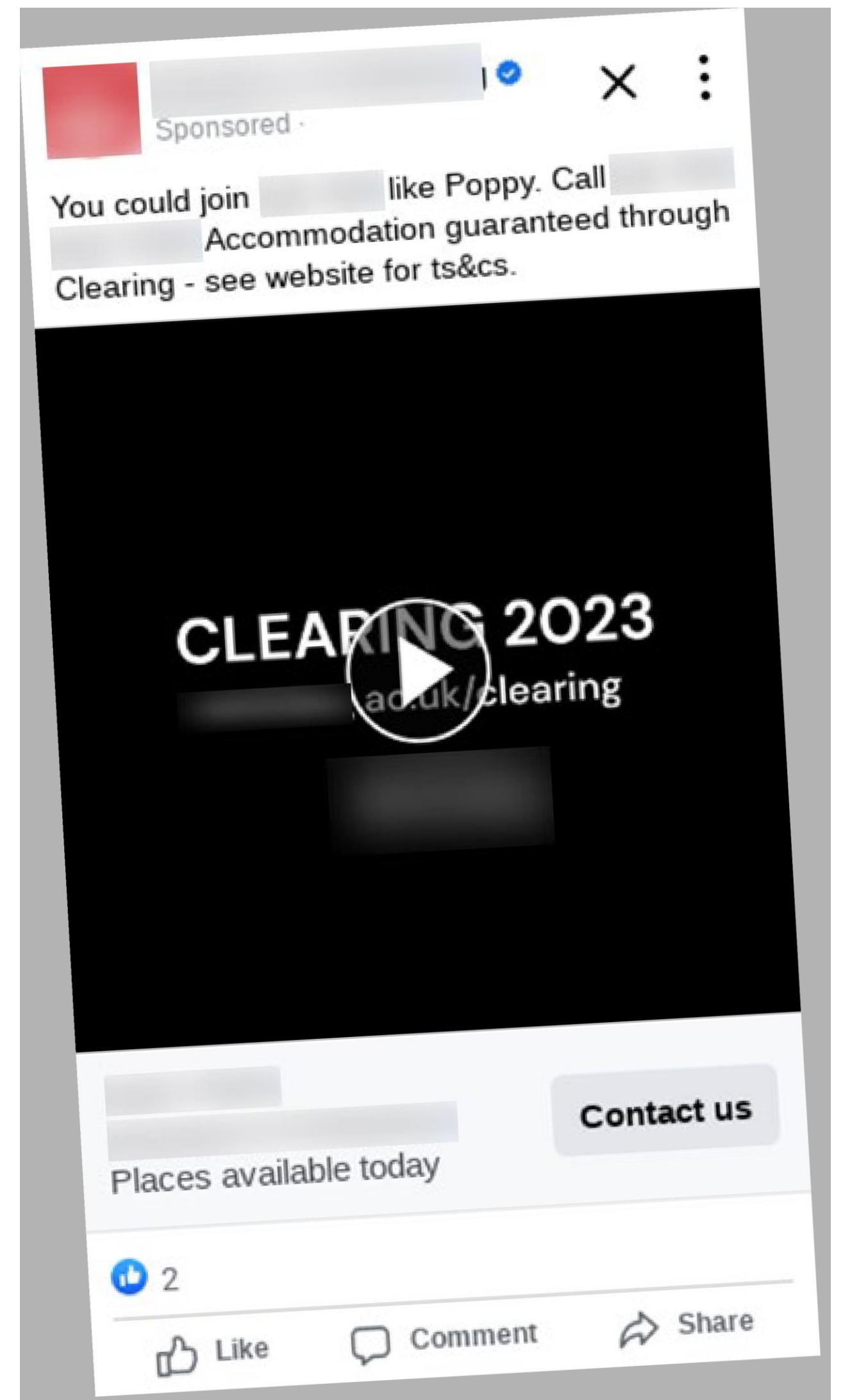
## FIRST-HAND EXPERIENCE CONTENT

One provider saw:

CTR OF  
1.41 %

3 X THE  
BENCHMARK

3K POST  
ENGAGEMENTS

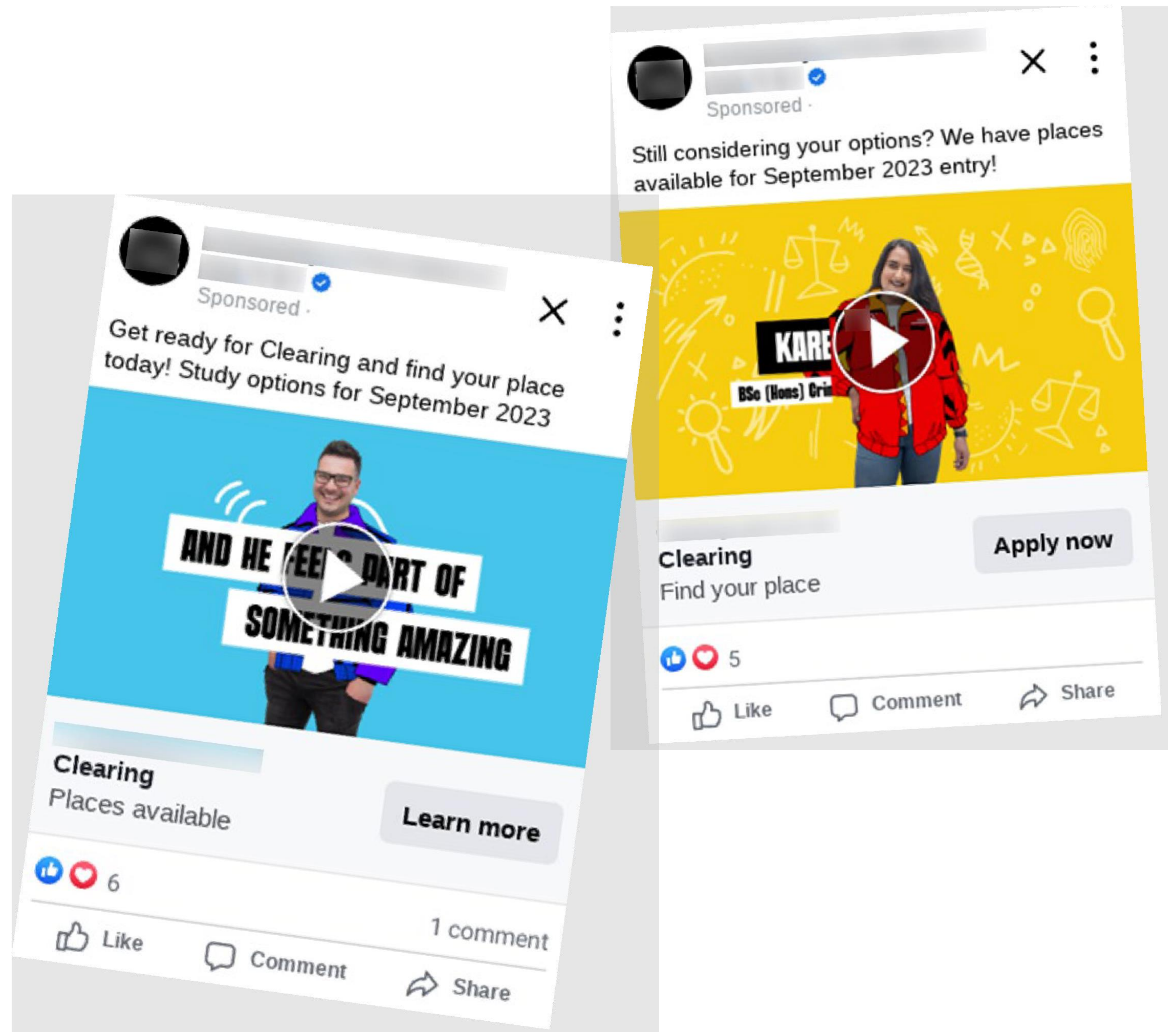


# BE SPECIFIC WITH YOUR TARGETING

CREATIVE IS A PRIORITY BUT USE RELEVANT TARGETING FOR  
PRIORITY COURSES AND REGIONS TO DRIVE CONVERSION

# BE CONSISTENT & COMPELLING

## STUDENTS SHOULD RESONATE WITH YOUR CONTENT



# CONTEXTUALISE YOUR CONTENT

CREATE CONTENT THAT'S  
RELEVANT TO WHERE IT WILL BE  
PLACED FOR TOP PERFORMANCE

→ **APPLY NOW**

→ **IN CRIMINOLOGY** →

→ **FIND YOUR PLACE AT**

**I FOUND MY PLACE AT [redacted] FIND YOURS.**

**ADAM**  
BA (Hons)  
Commercial  
Music

Got your results and looking at your Clearing options? At [redacted] we're ready to help you find your place.

Check our [Clearing website](#) for details of the courses still available for September entry across our campuses in [redacted]. And get in touch to talk through your options - email [redacted] or call us on [redacted] now.

Clearing Website

# TIMING IS KEY TO BUILD BRAND AWARENESS

STUDENTS START THEIR RESEARCH EARLY – STAY FRONT OF MIND WITH A LONG BUILD UP TO RESULTS DAY

## **Clearing display ads that went live in August, instead of July:**

- Clearing research page CTRs were 50% lower
- Both Keyword and Hub homepage CTRs dropped by 14%
- Clearing resource page CTRs dropped from 0.18% to 0.01%

# THANK YOU

The slides and playback will be shared over the next few days.