CREATE CONNECTIONS WITH POTENTIAL APPLICANTS

Start connecting with your **future applicants** today

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UNLOCK THE POWER OF UCAS' PRE-APPLICANT DATA

- Our pre-applicant database (PAD) consists of individuals who are exploring their options for higher education.

- They have registered with UCAS but haven't yet taken the next step to apply.

- With our pre-applicant data, you can reach next year's students' months before they apply.

- Start building connections with them right from the beginning of their journey, while they're in the exciting phase of exploring their options and seeking guidance on what to do next and who to seek information from.

Our campaigns give a clear, measurable return on investment. In the 2022 full cycle:

Pre-applicant campaigns delivered between **10 and 15% more** applicants than would otherwise have been expected

Every extra £1k spent on pre-applicant campaigns were worth between **15 and 25 extra applicants** (£40 - £65 per applicant)

PRECISION TARGETING

With our pre-applicant data, you can reach thousands of prospective students. Tailor your communications to reach the right people, with the right messaging.

TARGET STUDENTS BASED ON:

- Their top subjects
- Their location in the UK
- Country (international students)
- University
- School
- Demographics, including POLAR data (to help with your widening participation goals)

TOP 5 SUBJECT AREAS STUDENTS ARE INTERESTED IN*

- PSYCHOLOGY
- LAW
- COMPUTER SCIENCE
- MEDICINE AND ALLIED
- BUSINESS AND MANAGEMENT STUDIES SUBJECTS

* As of February 2024

87% OF STUDENTS
In the last full cycle went on to apply for the subject they registered their interest in

TOP 5 SUBJECT AREAS STUDENTS ARE INTERESTED IN

Subject	Number
Business and Management Studies	86,888
Medicine and Allied Subjects	88,198
Computer Science	92,902
Law	95,922
Psychology	110,091

Axis: 0 — 20,000 — 40,000 — 60,000 — 80,000 — 100,000 — 120,000
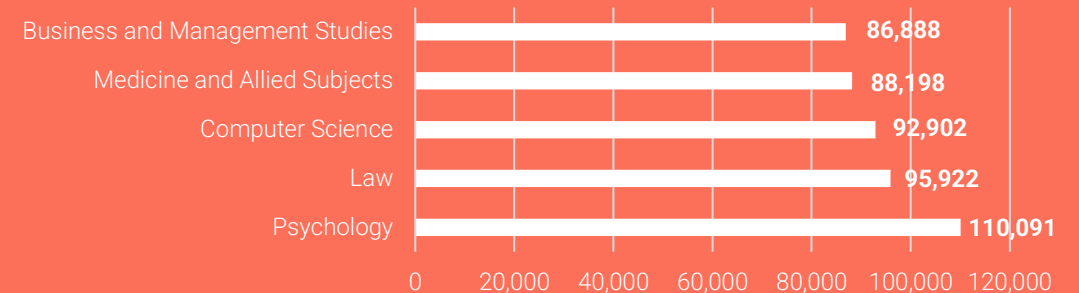
REACH THE RIGHT AUDIENCE NOW

1 **TARGET STUDENTS EARLY IN THE CYCLE**

Reach a huge database of engaged and excited future applicants, often before they've begun exploring their options – or made any decisions about what or where they want to study.

2 **RECRUIT THE RIGHT PEOPLE, FOR THE RIGHT COURSE**

87% of our pre-applicants later apply to a subject they told us they are interested in – you can be confident the students will be interested in what you have to say.

3 **TRACK CAMPAIGNS THROUGH TO APPLICATION AND ACCEPTANCE**

Only UCAS can provide tangible ROI – showing how many students you attracted and converted into applicants/acceptances across multiple channels.
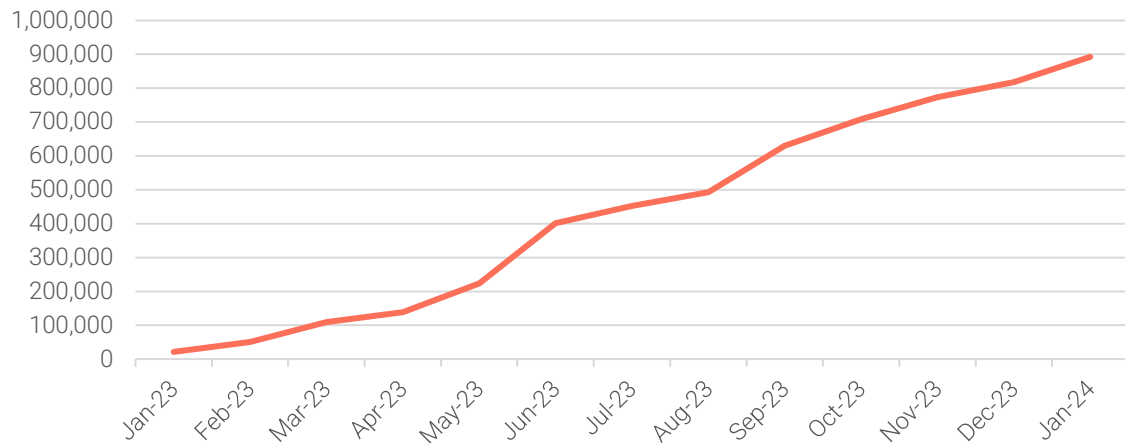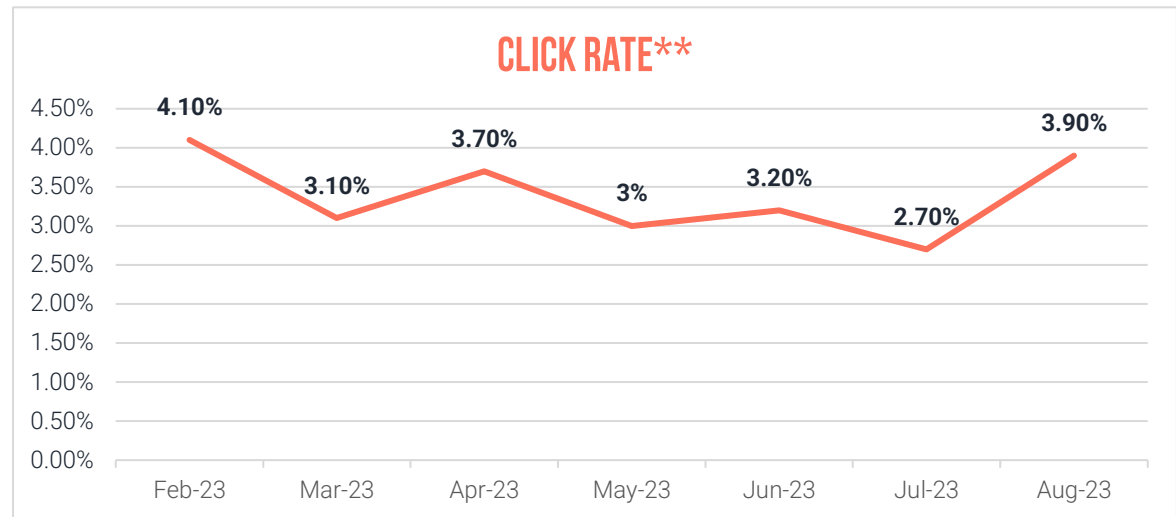
REACH TOMORROW'S APPLICANTS TODAY

Now is the perfect time to spark students' curiosity and start building a connection with them.

In 2023, we saw peak click-through rates for pre-applicant campaigns in February and April.

TOTAL PRE-APPLICANT 2024 SIGN UP GROWTH DURING 2023 CYCLE

CLICK RATE**

**Pre-applicant 2023 email clickthrough rates, from Feb23 – Aug23

CHANNELS TO REACH PRE-APPLICANTS

PAID MEDIA

Only UCAS can target verified pre-applicants across a mix of paid media platforms. Gain brand awareness, student engagement, and ROI – everywhere from Google to TikTok – re-targeting those who have shown interest.

EMAIL

Data-driven, targeted communications will help you meet your campaign goals, with options including demographic, location, and academic subject targeting.

SMS

Reach a vast student audience who are rarely without their devices. SMS is a quick way to reach students with context to help them with their next steps.

DIRECT MAIL

Stand out from your digital-only competitors. Send creative collateral, that effectively communicates your message all delivered in UCAS branded envelopes.

TARGET PRE-APPLICANTS WITH PAID MEDIA

SOCIAL MEDIA ADS

Understanding the needs and wants of future students is our forte, which allows us to harness the most relevant platforms and best ad types to maximise the performance of your message. We'll use our data to target your ads on the social sites that they love and use most often.

- **67%** match rate on Meta*
- **55%** match rate on Snapchat*
- **51%** match rate on TikTok*
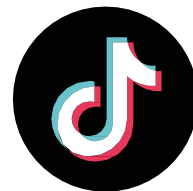
OFF-SITE DISPLAY ADS

Harnessing the most relevant platforms and best ad types to maximize the performance of your message, we'll use our data to target your ads on the social sites that they love and use regularly.

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

*Match rates fluctuate depending on dataset used

UCAS.COM

Position your brand on the platform most trusted by students as they explore options for their futures.

66M VIEWS OF THE UCAS.COM DASHBOARD IN 2023

1,212,918 STUDENTS REGISTERED ON THE UCAS HUB

1,183,958 REGISTERED STUDENTS HAVE SET A FAVOURITE UNIVERSITY OR COLLEGE ON THE UCAS HUB

TARGET PRE-APPLICANTS WITH PAID MEDIA

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

Using our **opt-in and targeted website data**, we can extend your audience reach across popular social media and Google products. Match rates for the previous cycle:

40%
Google (Google Ads & YouTube)

55%
Snapchat

67%
Meta

51%
TikTok

Using our **100s of data points**, you can reach and remarket to the right individuals with tailored messages, based on their demographics, interests and interactions – driving engagement and conversions.

35% OF STUDENTS USED SOCIAL MEDIA TO RESEARCH HIGHER EDUCATION CHOICES*

*UCAS new applicant decisions survey 2023

32% OF PRE-APPLICANTS WANT TO RECEIVE INFORMATION VIA SOCIAL MEDIA**

**UCAS early choices survey 2023

TARGET PRE-APPLICANTS WITH PAID MEDIA

Client	PAD Email Click Rate	Meta CTR	Snapchat CTR	Google Display Network CTR	Proportion applied	Number of applicants
University three	19% higher than benchmarks	22% higher than benchmarks	8% higher than benchmarks	14% higher than benchmarks	2.15%	2,598

Campaign duration ran from March 2023 – January 2024.

TARGET PRE-APPLICANTS WITH EMAIL

Benefit from our first-party verified data to connect directly with the right pre-applicants at the right time.

TARGET YOUR AUDIENCE

Utilising hundreds of data points, including age, gender, location, academic subject interest, and more, to precisely segment and refine your target audience.

We deliver your messaging alongside the UCAS brand – trusted and recognised by students – for maximum engagement.

FOLLOW UP WITH SMS

Once you've started building a connection, utilise SMS for follow-up communications such as:

- Reminders about upcoming open days
- Details about webinars and virtual events
- Relevant prompts throughout the cycle

PRE-APPLICANT DATA EMAIL CLICK RATES EXCEEDED BENCHMARKS BY 10%

4.9% CLICK RATE FOR ALL PAD25 EMAIL CAMPAIGNS SO FAR
(As of March 2024)

OVER 86,400 UNIQUE OPENS AND 6,300 CLICK THROUGHS
(April 2023 – May 2023)

BOOST EMAIL PERFORMANCE USING AI

- Enhance engagement and conversion rates with our audience using email send time optimisation, powered by artificial intelligence (AI).

- We harness AI to ensure your emails are sent at a time preferred by each student within your defined timeframe.

- 'Einstein' the AI feature, analyses audience behaviours, providing insights to improve email engagement, drawing on behavioural data from our extensive pool of subscribers.

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

TARGET PRE-APPLICANTS WITH DIRECT MAIL

Get your message across in a flexible format which cuts through with pre-applicants. Send them something they'll keep and remember when they apply.

- We'll harness our student data to send your creative in UCAS branded envelope.

- We'll manage the production and delivery too, taking the stress out of the process for you.

7.52% AVERAGE CONVERSION RATE FROM DIRECT MAIL TO APPLICATION*

15- to 24-year-olds trust content delivered by mail over any other age group**

*Pre-Applicant Campaign 2023

** Royal Mail Market Reach

UNLOCK THE FULL POTENTIAL, WITH MULTICHANNEL CAMPAIGNS

Client	Channel	Overall click rate for channel	Number of applications	Proportion applied
Example one	Email	2.20%	4,307	6.00%
	SMS	2.70%		
	Display	0.04%		
Example two	Email	2.70%	5,104	3.10%
	Meta	0.74%		

Adding paid media unlocks the potential of a campaign – combining awareness messaging on pre-applicants' favourite social channels with direct calls to action via email, driving engagement and maximising conversions.

REVIEW, MEASURE AND REPORT ON YOUR CAMPAIGN

As part of any digital campaign, you'll get access to TapClicks – our reporting platform that gives you access to all marketing campaign results in one place.

With **TapClicks**, you can:

▶ Log in whenever you need

▶ Pull through data as recent as the previous day

▶ Filter for specific dates – giving you flexible date viewing

You can also receive **Recruitment Campaign Analysis** (RCA) to show how many students went on to apply and were placed as a result of your campaign.

Only UCAS can track campaigns through to application and acceptance for tangible ROI

DOWNLOAD AND SHARE

View online, or download different reports in multiple formats.

A quick and handy way to present the results visually and share achievements with your colleagues.

3 STEPS TO SUCCESS

Reach pre-applicants at the right time, using a multichannel approach that suits your needs and budget.

1 DECIDE YOUR TARGETING

- Their top subjects
- Their location in the UK
- Country (international students)
- University
- School
- Demographics, including POLAR data
  (to help with your widening participation goals).

2 CHOOSE YOUR CHANNELS

- Email
- Paid Media
- Direct Mail
- SMS

3 DEFINE YOUR BUDGET

We'll work with you to create the optimum package delivered at exactly the right time.

THE RIGHT PACKAGES TO ACHIEVE YOUR GOALS

We've curated a selection of example packages – to give an idea of what's possible, depending on your budget.
If you'd like to find out more, in line with your specific goals and budget, speak to our team of experts.

Example package 1 - from £6,075

Paid media	Engagement campaign 1 channel (4 weeks)	£2,500
Email	5,500 records	£3,575

Example package 2 – from £15,314

Paid media	For longer term campaigns (6 weeks) across two social channels. Combining brand awareness and engagement.	£7,500
Email	7,500	£4,875
Direct mail	7,500 records. A5 mailing with data and PDF supplied. Print and personalise on 350g silk board. Trim to size and Admail postage 2nd class.	£2,939* *Pricing of direct mail varies depending on creative involved.

Example package 3 – from £ 21,855

Paid media	Multi-Platform Campaign - 12 Weeks	£12,500
Email (and/or SMS)	9,000 records	£5,850
Direct mail	9,000 records. A5 mailing with data and PDF supplied. Print and personalise on 350g silk board. Trim to size and Admail postage 2nd class.	£3,505* *Pricing of direct mail varies depending on creative involved.

PRICING — BROKEN DOWN BY PRODUCT

Speak to our team if you'd like to find out more about our products, associated costs and how we can work with you to reach the right pre-applicant audience.

Product	Cost	Minimum booking
Email (and/or SMS)	From £0.65	£1,000
Einstein STO	15% increase on email spend Pricing example: If the cost of your email campaign is £5,000, the additional cost of STO is £750	Can only be added to emails with a minimum value (before adding STO) of £5,000
SMS	From £.065	£1,000
Direct mail	Cost depends on product sent and number of sends	£750
Paid media 1 platform campaign – 4 weeks	From £2,500	£5 per Click - All Social Media Channels £10 per CPM - Google Display Network
Paid media 2 platform campaign – 6 weeks	From £7,500	
Paid media multi-platform campaign – 12 weeks	From £12,500	

OTHER WAYS TO BOOST YOUR EARLY AWARENESS

Contact our team to find out additional ways that we can help you share your message and achieve your goals, including:

EVENTS:

Interact, motivate, and engage with students and influencers at UCAS events across the country. Our events cater to diverse budgets, from smaller campus events to our major events in London, Birmingham, and Manchester, drawing over 12,000 attendees to each.

PROVIDER PAGES:

UCAS.com attracts millions of students who are researching their options. Make sure your university or college stands out during their decision-making process by placing it front and centre.

UNIBUDDY:

Put prospective students in touch with peers, so they can ask questions and build affinity with your institution, as they do their research.

FEATURED OPEN DAYS:

Get students to your events by promoting them on ucas.com, visited by millions each year.

SPRINGPOD:

Offer students approved content through videos, insights, and interactive activities with lecturers themselves.

REACH PRE-APPLICANTS TODAY

Contact your Customer Success Director/ Customer Manager or email educationservices@ucas.ac.uk