

ACCOMMODATION
**MARKETING
SERVICES**

With UCAS you can
ensure full occupancy
for your building

UCAS



FOR AN AUDIENCE SEARCHING FOR A PLACE TO BELONG, ACCOMMODATION IS FUNDAMENTAL.

Finding accommodation is high on the priorities of students – in part because of the fundamental role it plays in their experience of university.

Offering private accommodation in the current climate comes with a vast range of challenges – and all too often it comes down to chasing students in the final moments of decision-making and resorting to expensive incentives.

But the need students have for accommodation – and the fact it is often a source of some anxiety – means there is huge opportunity in reaching those audiences early and offering much needed support in finding the right place for them.

1/3

Accommodations is the third biggest driver of university selection.

£641

Average UK spend per month on rent.

EVERY YEAR OVER 1.5 MILLION STUDENTS AND YOUNG PEOPLE DEPEND ON UCAS TO EXPLORE THEIR OPTIONS.

It is their first major life decision and the choices they make now will have a far-reaching impact on their future.



UCAS is more visited for **educational resources** than Google



UCAS' **positive reputation** among young people places it on a par with the NHS, and ahead of the BBC



**FOR ACCOMMODATION BRANDS
LOOKING TO ENGAGE THE NEXT
GENERATION, UCAS IS UNIQUELY
PLACED TO REACH YOUNG PEOPLE
AND THEIR INFLUENCERS.**



We have unrivalled access to verified data that is both extensive and high quality, proven by our strong engagement rates



Our understanding of the youth audience is unparalleled, with in-depth insight into their career/higher education choices, preferences and commercial behaviours



Our audience has a huge amount of trust in our brand

**AND BECAUSE WE
ARE A CHARITY,
EVERY POUND
SPENT WITH UCAS
TODAY, IS AN
INVESTMENT IN
WIDENING ACCESS
TO EDUCATION AND
CAREER PATHS FOR
MORE YOUNG
PEOPLE TOMORROW.**

HOW CAN UCAS HELP YOUR BUSINESS?

As a partner of UCAS, you can be **at the forefront of the changing landscape** - understand what young people think, feel and do in the moments that matter. Access the latest data and trends to understand the market and inform your strategies.

And there is so much more we can do together - understand student and sector trends, review your performance and **deliver high performing campaigns**.

INSIGHT



CONSULTANCY



CAMPAIGNS

REACH THE RIGHT AUDIENCE FOR YOUR PROPERTY

Our verified student audiences include those looking to make their applications, those that have applied, have accepted and are at university, as well as their biggest influencers – their parents and advisors. This means we can harness any student audience that best aligns to your objectives.

APPLICANTS



1M+

pre-applicants

750K

applicants

70K+

clearing applicants

STUDENTS



570K+

placed at uni

1M+

current students

INFLUENCERS



30K

parents, teachers
and advisors

INTERNATIONAL



150K+

international
students

TARGETING

Using our advanced targeting options, you can define and engage the right audience for your campaign based on hundreds of data points. So, that means we can create specific pools of students for your property, based on your objectives.

With UCAS you can:

- Reach placed students in specific cities as they research their 2nd and 3rd year accommodation
- Target students by application status to reach them as they become placed to a University within your city of focus, by where they are right now
- Focus your campaign on those going to a specific tariff university to apply your market research



DATA GOVERNANCE

All our first-party data is GDPR compliant and is managed by rigorous data governance procedures.



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UCAS's marketing campaigns have been a game changer for us! Three months in and the digital media campaigns, especially on social media in our targeted cities, have shown impressive success rates. We're seeing click-through rates of 8-10%, a number we're genuinely proud of.

Beyond traditional email campaigns, UCAS understands that the Gen Z market thrives online. Their approach has significantly improved our top-of-the-funnel strategy, resonating with the online-centric Gen Z audience.

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**SHAAN CLARKE,
MARKETING DIRECTOR, COLLEGIATE UK.**

“

We have seen great open rates and click-through-rates, especially from emails, and were well above UCAS benchmarks. From other products (display & paid social), we also saw great number of clicks. When there are multiple campaigns running, we also see higher engagement on our own paid search channels and paid socials.

**BELINDA LING,
THE GROVE MEDIA.**

”



INSIGHT & CONSULTANCY

The data we hold offers a **unique view into what young people think, feel and do**. That data can be extracted for the targeting or enhancement of UCAS campaigns, or explored for deeper insights into your audience.

For organisations that would benefit from more guidance - or who have complex issues to solve - we offer **specialist consultancy** that brings together the depth and breadth of the UCAS ecosystem.

UNI AI

IDENTIFY THE RIGHT LOCATION FOR YOUR NEXT BIG INVESTMENT

Whether you're building a new development or looking to acquire an existing portfolio, you want to be sure your investment is secure. With unrivalled student data, UCAS can help you gain the essential insights you need to achieve proven return on investment.

UniAI is a forecasting digital dashboard which examines our rich HE and student data to forecast student accommodation demand levels for the next five years – by city and by university.

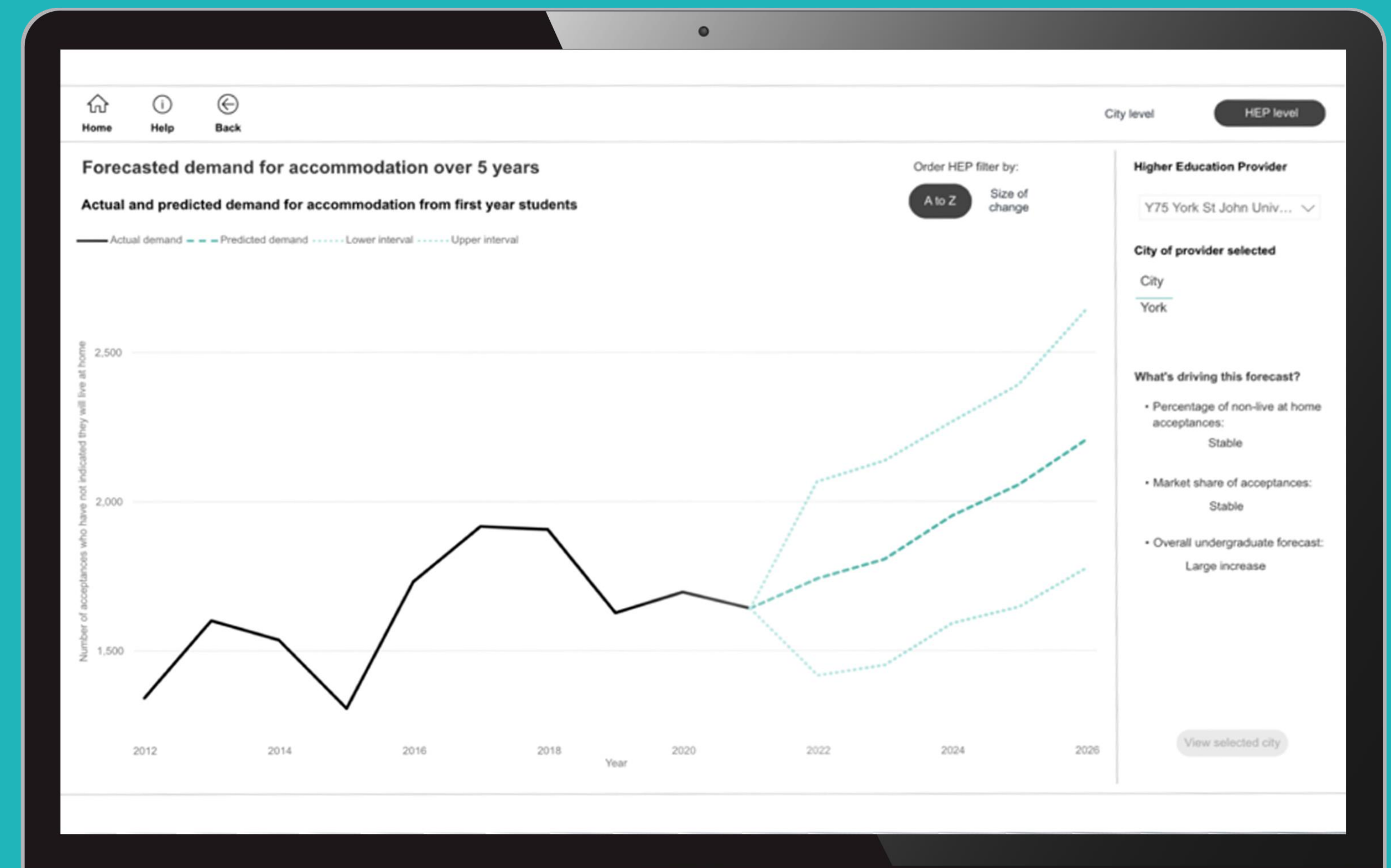
With UniAI, you can:

- Inform your planning and investment strategy.
- Take the guesswork out of where to open your next property.
- Easily engage stakeholders with visual presentation.

Over 700,000 students join and trust UCAS each year – each is asked to indicate if they will require student accommodation during their first year of study.

NEW FOR 2024

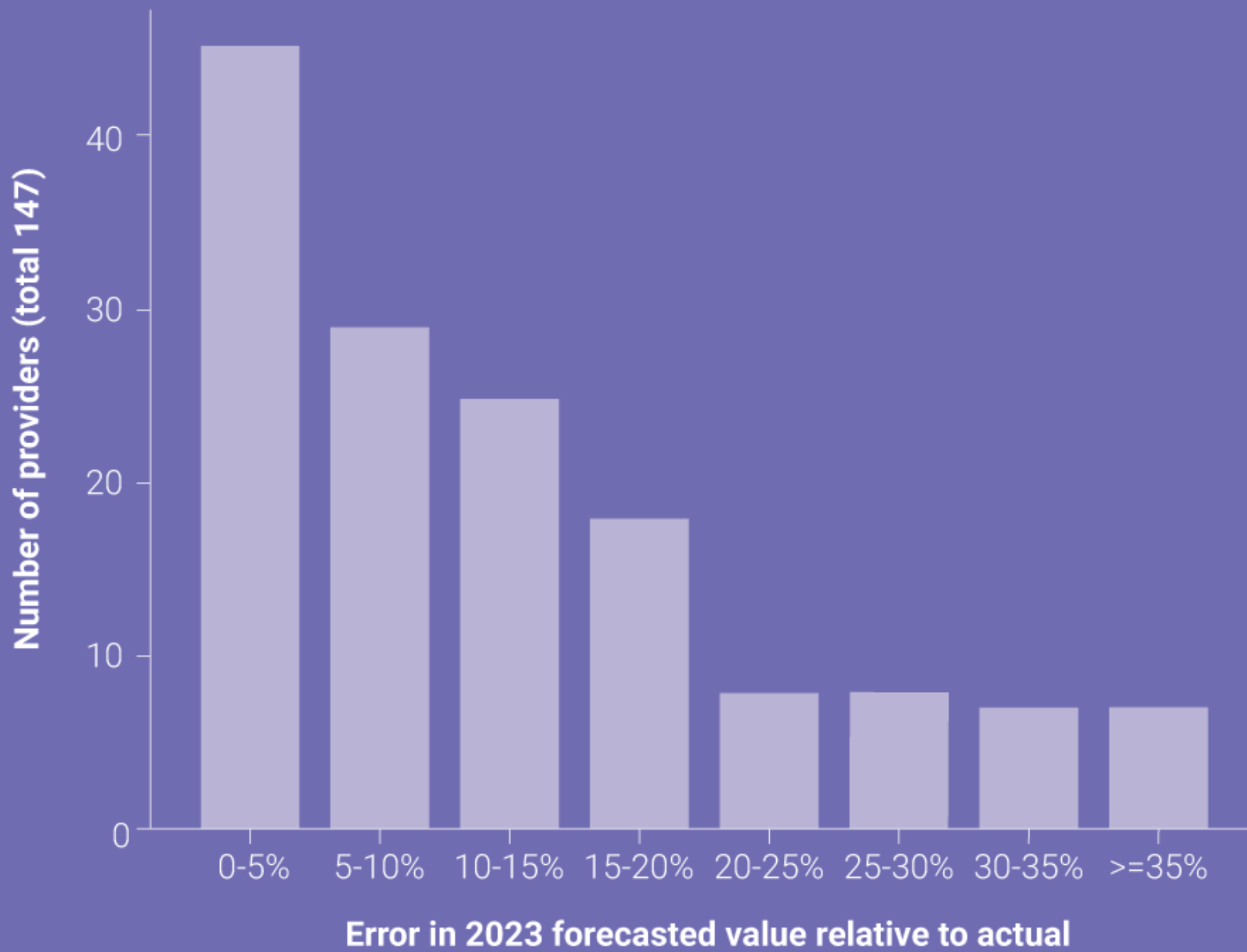
International and domestic student market splits.



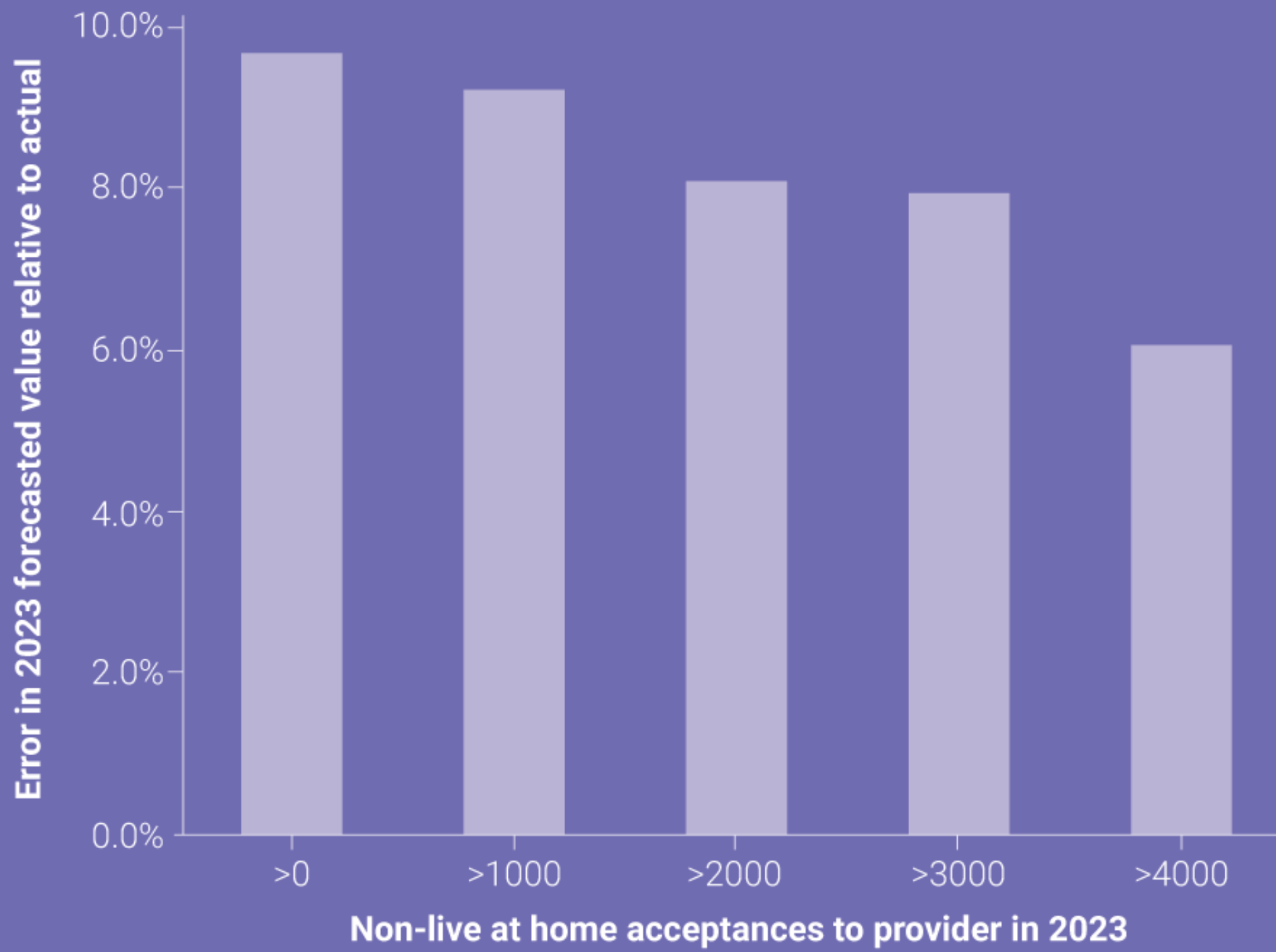
UNIVERSITY ACCOMMODATION INSIGHTS ACCURACY METRICS

Accuracy relative to 2023 End of Cycle actuals

To evaluate how well the forecasts for UniAI are performing, the forecasted values for 2023 End of Cycle have been compared to the actuals. Across all providers who are included in UniAI, the average error between the forecast value and the actual value is 8.8% per city and 9.7% per provider. This means that, on average, the forecast most-likely value will be just under 9% higher or lower than the actual value for cities, and just under 10% for providers.



This error varies by provider. The chart to the left shows the distribution of errors across providers. Around 30% of providers have an error between 0 and 5%. Most providers (just over 50%) have an error between 0 and 10%. Some providers have errors of more than 10%.



The average error also varies if only looking at larger providers. When subsetting providers to have a certain number of non-live at home acceptances, the chart to the right shows that larger providers exhibit smaller errors as expected. For example, providers with over 4,000 non-live at home acceptances in 2023 had an average error of 6.0%.

These values are based on comparison to the most-likely value only. UniAI also contains confidence intervals for these forecasts to allow for uncertainty in the predictions. In 2023, 70% of providers and 80% of cities had the actual value fall within the confidence intervals.

EXACT

GAIN DEEPER UNDERSTANDING AND CONFIDENCE IN YOUR NEXT INVESTMENT

EXACT is UCAS' bespoke data service that delivers CSV datasets to a particular specification. Using the rich UCAS data, EXACT answers your questions, helping you gain insight and understanding of trends, market size, growth, decline and demand – and the makeup of that data.

With UCAS EXACT, you can:

- Understand the local student market
- Understand the true value of your investment
- Gain the confidence that your investment will pay off
- Identify the risks, challenges and opportunities to shape your next steps

HIGHER EDUCATION
SECTOR EXPERTS
PROVIDING
EVIDENCE-BASED
RECOMMENDATIONS
FOR YOUR
ACCOMMODATION
INVESTMENT

OVER 700,000
STUDENTS JOIN
AND TRUST UCAS
EACH YEAR

COMBINE
QUANTITATIVE DATA
WITH QUALITATIVE
ANALYSIS





CONTENT, CAMPAIGNS AND EVENTS

Whether it's presence at a UCAS event, multi-channel campaigns across direct, digital and social, or bespoke content within our channels, we'll work with you to define the most effective outcome.

MULTI-CHANNEL CAMPAIGNS

Promote a consistent message across our multi-channel offering. Our experts will work with you to understand your unique objectives to ensure you are targeting the right person, at the right time, with the right message using their preferred channel.



EMAIL

Get your message into student inboxes, reliably and consistently, via our trusted email campaigns.



EVENTS

Exhibit your brand and meet future customers in person with UCAS events.



WEBSITE

Target users with display ads throughout their research and decision phase on UCAS content pages and the Hub.



PAID MEDIA

Reach gen z on their favourite platforms, using our verified student opt-ins with paid media.



DIRECT MAIL

Showcase your brand experience, not just your message, by getting it through the letterboxes of young people, students, and potential new customers.

EMAIL



GET YOUR MESSAGE INTO STUDENT MAILBOXES, RELIABLY AND CONSISTENTLY, VIA OUR TRUSTED EMAIL CAMPAIGNS

Drive awareness of your brand amongst our audiences, who are uniquely engaged with the emails we send, demonstrated by our unparalleled open rates.

With UCAS email, you can:

- Communicate directly with your target audience with sophisticated filtering and the ability to segment subscribers
- Clearly measure your results
- Personalise your message

MORE STUDENTS WOULD TRUST UCAS WITH THEIR PRIVATE DATA THAN THEIR HIGH STREET BANK

77% OF STUDENTS HAVE SAID THEY TRUST THE COMMUNICATIONS WE SEND ON BEHALF OF OUR PARTNERS

COMMERCIAL BUSINESSES HAVE SEEN A 51.6% AVERAGE OPEN RATE, WITH TOP RATES REACHING 86%

With the ability to send standalone, dynamic or multiple trigger-based automated email campaigns you can maximise the opportunity and take advantage of our highly engaged database.

Source: 2022 campaigns data



EVENTS



EXHIBIT YOUR BRAND AND MEET FUTURE CUSTOMERS IN PERSON

Over 9 months, UCAS events visit more than 40 towns and cities across the UK. This provides brands with ample opportunity to connect with and make a lasting connection on young people.

With UCAS events, you can:

- Increase brand awareness
- Interact with potential customers face-to-face
- Network and explore partnerships
- Create loyal customers

EVENT
SPONSORSHIP
DRIVES BRAND
ENGAGEMENT
WITH 98% OF
CONSUMERS

OVER 160,000
ATTENDEES
ACROSS 40 CITIES

OUR COMMERCIAL
PARTNERS
GENERATE 596
LEADS ON AVERAGE



WEBSITE 

ENGAGE WITH YOUNG PEOPLE ON UCAS.COM AT KEY MOMENTS IN THEIR DECISION-MAKING PROCESS

Position your brand at the forefront of young people's minds by securing a prime spot on UCAS. This is the place where big decisions are made – and where your brand could sit front and centre for young people and their influencers.

With UCAS.com advertising, you can:

- Create a visual impact
- Target millions of potential new customers
- Increase brand awareness

BE SEEN BY 1.8
MILLION MONTHLY
VISITORS ON
UCAS.COM

TARGET 700,000
STUDENTS WITHIN
THEIR UNIVERSITY
APPLICATION

PERSONALISE
YOUR ADS TO
TARGETED
AUDIENCES AND
GENERATE 10X
MORE CLICKS

Whether it be targeted display, sponsored content, programmatic or peer-to-peer engagement, we have an opportunity to promote your brand.



PAID MEDIA



REACH GEN Z ON THEIR FAVOURITE PLATFORMS

Whether you're building strong brand awareness or encouraging direct action, our paid media is a smarter solution to the growing demand for personalised, relevant advertising.

With UCAS paid media, you can:

- Precisely define your ideal audience based on their HUB favourites and UCAS.com searches
- Increase your reach to a verified student audience group
- Remarket to users you know are interested based on their activity
- Retarget users on the platforms they are most engaged

WE CAN USE OUR INSIGHT TO MAKE SURE WE ARE TARGETING STUDENTS AT THE RIGHT TIME ON THE RIGHT CHANNEL

OUR STUDENT LIFESTYLE SURVEY SUGGESTS THAT STUDENTS FIND YOUTUBE ONE OF THE MOST ENGAGING PLATFORMS

71% OF YOUNG PEOPLE SAY THAT THEY WOULD PREFER ADS THAT ARE TAILORED TO THEIR INTERESTS AND HABITS

With UCAS paid media, we have the ability to target precise, verified audiences based on your specific objectives. Our high match rate allows us to connect with these audiences on their preferred platforms and channels.



DIRECT MAIL



SHOWCASE YOUR BRAND WITH GEN Z & THEIR INFLUENCERS, DIRECT TO THEIR DOOR

Get your message across in a format which has fantastic cut-through with students, is kept longer than other forms of communication and is more likely to be seen by parents and family too.

With UCAS direct mail, you can:

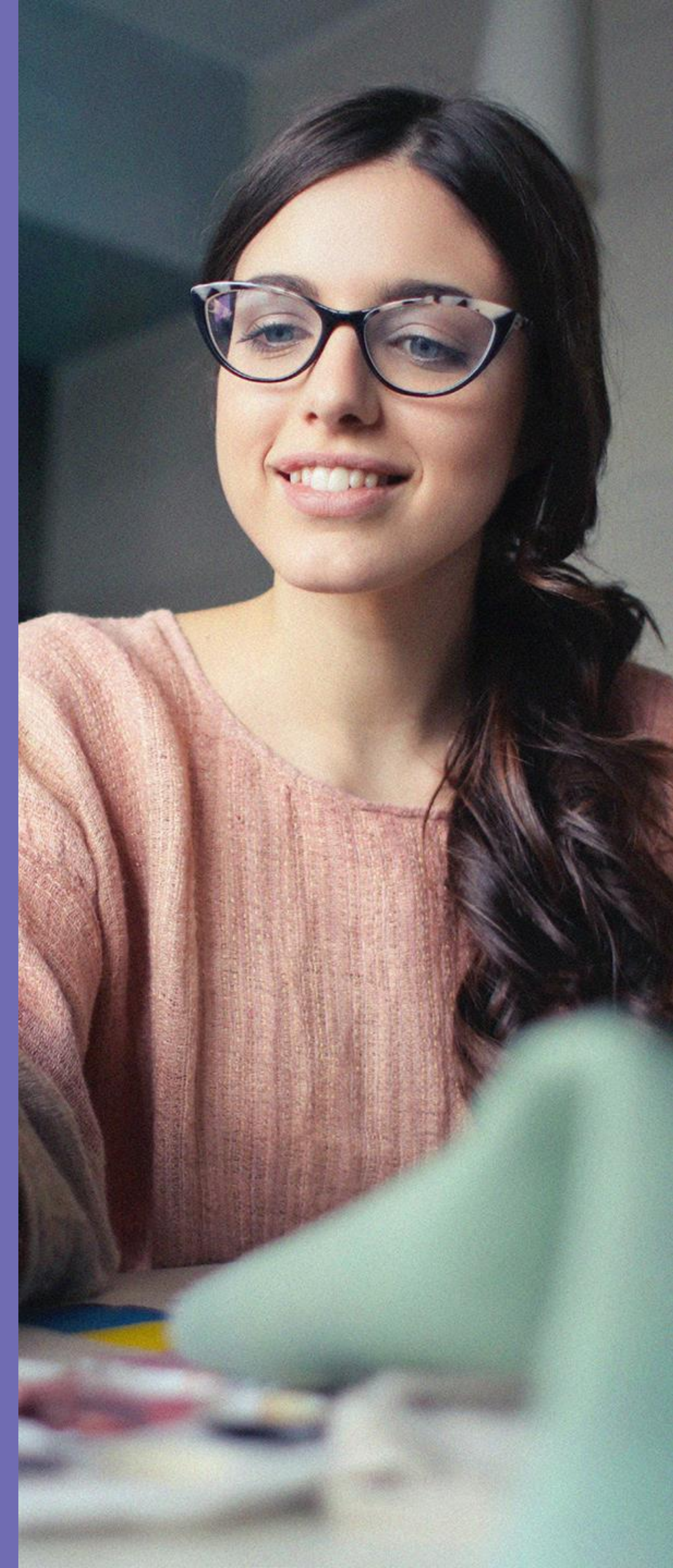
- Cut through the digital noise
- Differentiate your brand and stand out in the market
- Get in front of young people and their influencers

3.85 TIMES

a month is the average number of interactions young people have with a particular piece of direct mail – including opening, reading, pinning to notice board or passing it on to someone else.

10.4 DAYS

is the average time direct mail is kept in the home by young people before being thrown or filed away – more than 2 days longer than the general average.



VIDEO 

SPONSOR VIDEOS ON UCAS' MOST ENGAGING PLATFORMS AND ESTABLISH YOUR BRAND AS A TRUSTED AUTHORITY

Our innovative video service allows brands to host videos on UCAS' channels, directly engaging with a vast audience of digital natives on their favourite platforms. Tap into UCAS' trusted brand with authentic, organic content that young people are actively looking for.

With UCAS sponsored video, you can:

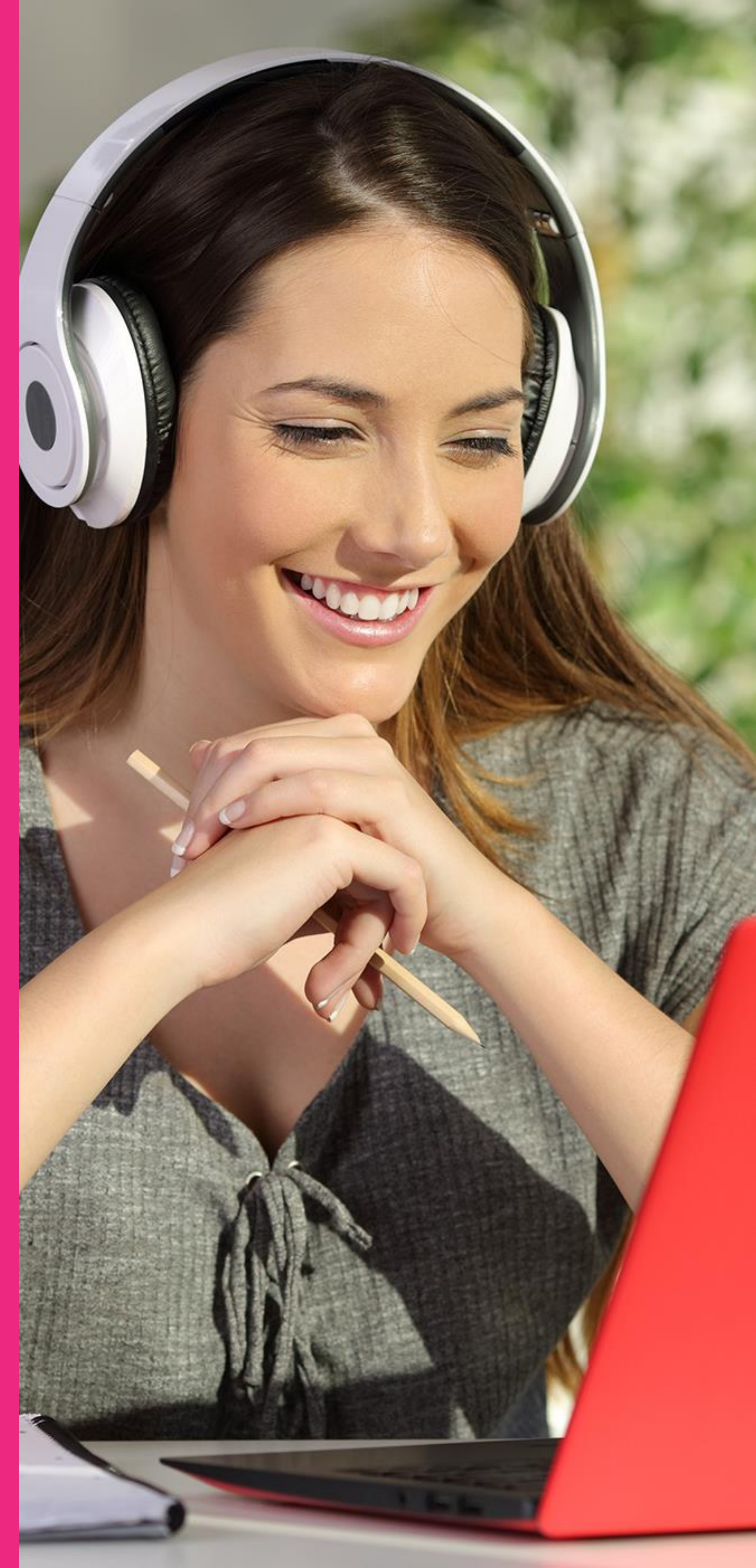
- Differentiate your brand and stand out in the market
- Establish yourself as a thought leader
- Flex your creative muscle

OVER 600,000 FOLLOWERS
ACROSS UCAS' SOCIAL
MEDIA PLATFORMS

AVERAGE ENGAGEMENT
RATE OF 3.7% COMPARED TO
2.9% INDUSTRY AVERAGE

We'll work closely with you to understand your campaign objectives – from in-studio filming at UCAS to site visits to bespoke solutions, our teams are on standby to ensure a seamless collaborative experience. Dive deep into your chosen topic with livestreams, share inspirational clips on Facebook, Instagram, TikTok, YouTube Shorts and Threads, or host impactful longer form content on our YouTube channel.

Source: 2022 campaigns data



ACCOMMODATION MARKETING PACKAGES

Our data and channels can be combined to create a bespoke campaign that meets your own business objectives; however, we have also crafted a simple, powerful multi-channel package designed to amplify your brand and maximise the number of high-impact touchpoints.

Email	4,500 names over 2 emails	£2,500
Paid Media	2 channel, 4-week brand awareness campaign	£7,500



Get in touch with the most trusted brand in education. With unique access to over 2 million applicants, current students and graduates, we're uniquely positioned to help you connect with the next generation.

CONTACT US



Accommodation@ucas.ac.uk



ucas.com/accommodation-solutions



[Real Estate LinkedIn](#)

Stephen Cleal
Customer Success Director
S.Cleal@ucas.ac.uk

Steph Butcher
Key Customer Manager
S.Butcher@ucas.ac.uk

Alice Jago
Key Customer Manager
A.Jago@ucas.ac.uk