SMS

SPECIFICATIONS

UCAS

THANK YOU

Thank you for choosing to advertise with UCAS.

Please take the time to read the following SMS specification guidelines, before submitting content to us.

All adverts and their content are subject to approval by UCAS.

Please ensure the message content displays your institution/company name, and does not imply the message is from UCAS. These messages are sent on behalf of customers to our vast database, where this needs to be clearly stated.

SMS SPECIFICATIONS

Character count available per SMS			
UK/ international	UCAS intro text	Client message	UCAS opt out text
UK	10	93	35

UCAS INTRODUCTION TEXT

An introduction from UCAS will read 'SPONSORED' and count as 10 characters of the message. This introduction will be used as standard for all messages and cannot be changed.

YOUR MESSAGE

You can provide up to 93 characters of copy (inclusive of spaces, emoji's cannot be used).

Client URL: One client URL can be provided to accompany the SMS copy. Whatever the length of this URL, our SMS platform will shorten it to form a bit.ly link. This will be done as standard for all URLs provided. We are unable to use vanity links.

If the client provides a bit.ly link for us to use, we will use this link as is as we cannot change it into our own bit.ly link and are unable to track it. In this case tracking falls on the client.

Please note that unique UTMs must be added onto the end of your URL for each SMS campaign, in order for your SMS to be tracked individually. We can do this for you. If you choose to add your own UTMs onto the URL you provide us then you

must ensure your UTMs are unique for each SMS campaign we run for you. If they are not unique, each SMS that uses the same URL and UTM combination will have combined click reporting.

UCAS OPT OUT TEXT

UCAS must supply an option to unsubscribe or opt out from text messages: '**To opt out text UCASSTOP to #####**' will be used at the end of each SMS. This is standard for all campaigns.

EXAMPLE SMS

- ▶ Sponsored
- ▶ (93 characters, client copy)
- ▶ (Client URL, bit.ly link)
- ▶ To opt out text UCASSTOP to 60115

In you have any queries, please contact: Ad Operations Team at adops@ucas.ac.uk

24-111512