

UCAS

**CLEARING  
PLUS  
ENHANCED  
PROFILE**



# PROMOTE YOUR COURSES THIS CLEARING

## Promote your brand this Clearing

Make sure you're ready to stand out during key moments across the Clearing period. Clearing Plus presents unplaced students with a personalised list of course options, matched to their circumstances and interests. Showcase your messaging alongside all your listings and get ahead of the competition with an enhanced profile.



### Boost your brand presence

Clearing Plus helps students find courses that meet their individual needs. It offers a personalised list of course options, carefully matched to their unique situation and interests.



### Elevate your exposure in Clearing

While every provider can add courses and specify matching criteria, opting for an enhanced profile elevates your branding and messaging, prominently displayed alongside all your matched course listings for students.



### Be seen and recognised

Your logo will be featured alongside all your listings, seamlessly pulled through from the UCAS collection tool to eliminate any additional artwork submission requirements.



### Tailor your messaging

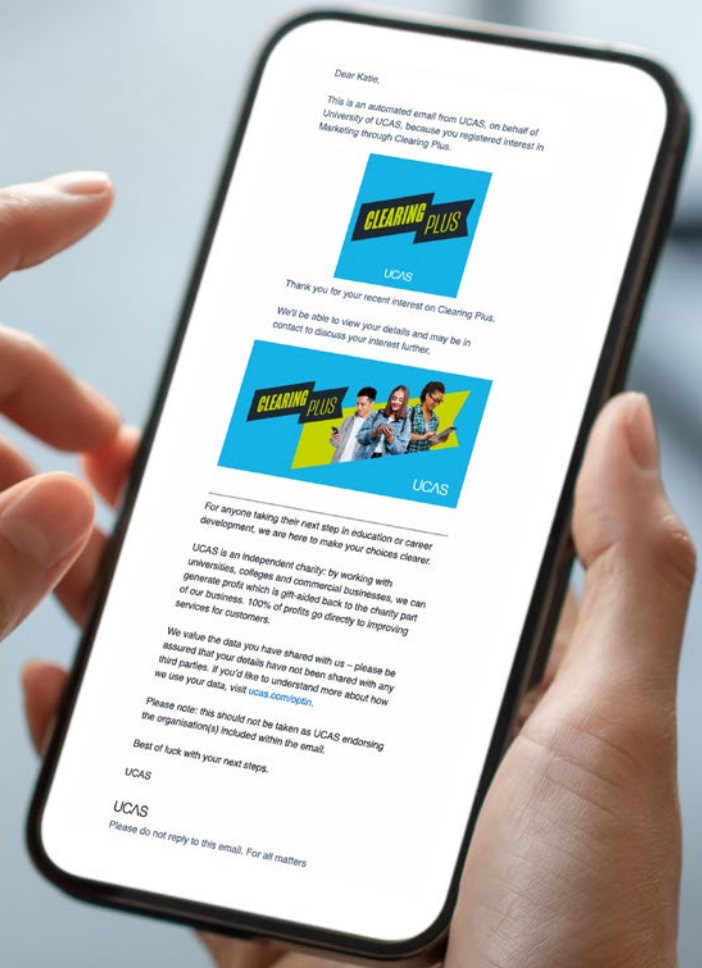
Promote your key Clearing messages by changing your displayed tagline as often as needed to align with your strategy, accessible via the dashboard.

94%

OF EXPRESSIONS OF INTEREST  
WERE MADE AGAINST COURSES  
OFFERED BY ENHANCED  
PROVIDERS (2024)

OVER 70%

STUDENTS WERE PLACED  
AT ENHANCED PROFILE  
PROVIDERS OF ALL STUDENTS  
PLACED THROUGH CP  
(2024)



# DIRECT EMAILS TO STUDENTS' INBOXES

## Elevate Student Interest with Triggered Emails

Now, unplaced students who register their interest with your institution will receive an triggered email, offering a seamless connection with your offerings. This includes your branding and connects students with essential information on your website.



### Bespoke emails

Send a personalised direct message to save time and increase conversion. Have full creative control and create a personalised Clearing Plus email allowing you to present your brand and messages – please refer to our email guidelines or provide us with your HTML code.



**72.49% AVG OPEN RATE**

BESPOKE CLEARING PLUS EMAILS, 2024



**9.5% AVG CLICK-THROUGH-RATE**

BESPOKE CLEARING PLUS EMAILS, 2024



### Templated emails

Provide in the moment content and engage directly with students. Optimise your communications effortlessly with our templated emails featuring your distinctive logo, engaging CTA buttons, and eye-catching banner images for an effective presentation.



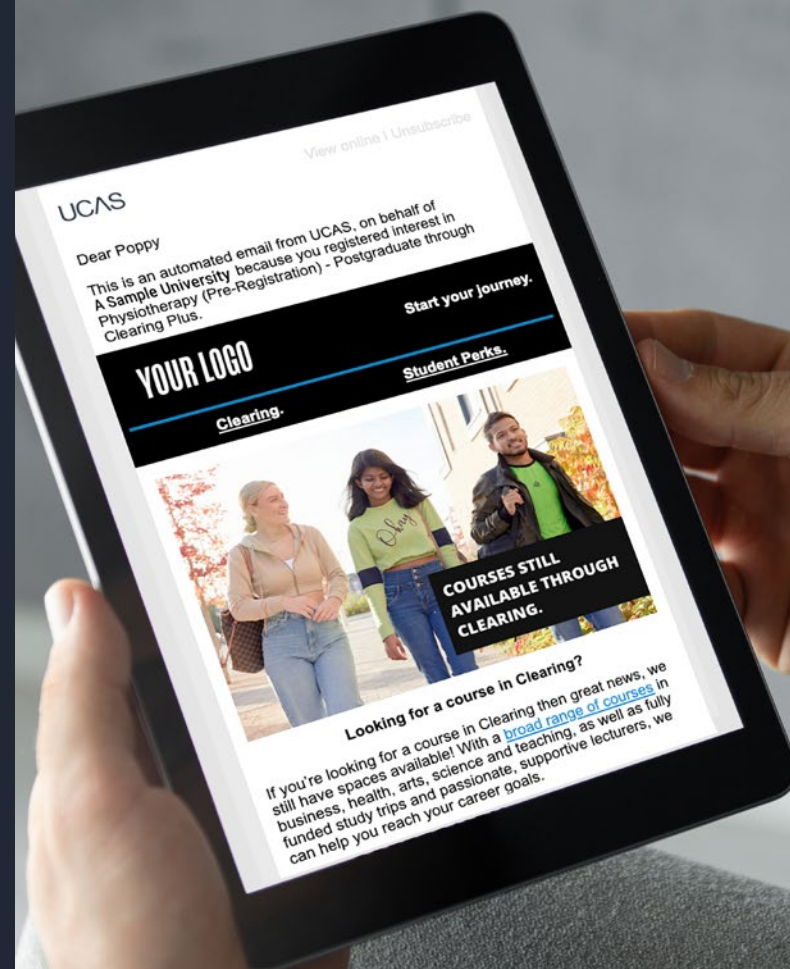
**85.6% AVG OPEN RATE**

TEMPLATED CLEARING PLUS EMAILS, 2024



**5.19% AVG CLICK-THROUGH-RATE**

TEMPLATED CLEARING PLUS EMAILS, 2024



# AMPLIFY YOUR VISIBILITY DURING CLEARING



## Availability

All providers can purchase an enhanced profile.  
All enhanced profiles will now include triggered email sends.



## Pricing

Enhanced profiles, complete with triggered email sends, are available within the flexible choices of the 2024 Clearing packages.

If you'd like to purchase Clearing Plus in addition to your Clearing package, or as a standalone please contact:

[educationservices@ucas.ac.uk](mailto:educationservices@ucas.ac.uk)

- ▶ **Clearing Plus enhanced profile with bespoke triggered emails**

**£5,000**

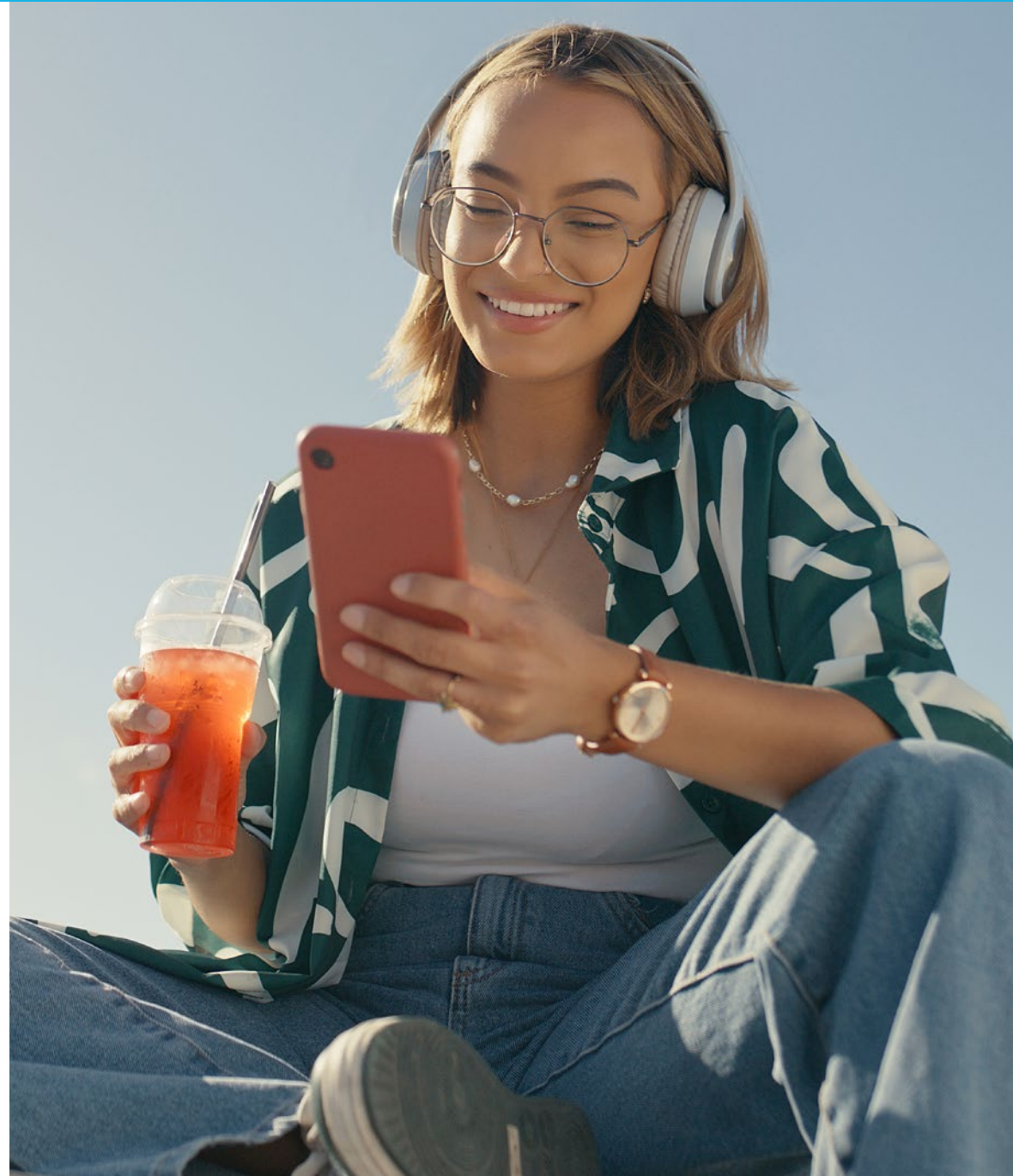
- ▶ **Clearing Plus enhance profile with templated triggered emails**

**£4,000**



## Further support

Find out more about the Clearing Plus training and support we offer on our digital learning platform here: [pdp.ucas.com](https://pdp.ucas.com)



# UCAS

## GET IN TOUCH

To find out more, contact your Customer Success Director or email us at:

[educationservices@ucas.ac.uk](mailto:educationservices@ucas.ac.uk)



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