

UCAS' service catalogue

Service is at the core of what we do. We put the customer at the forefront of our minds when delivering our services, enabling the outcomes you want to achieve.

You're putting your trust in our hands, so we focus on delivering a consistent and reliable service for you. We want to make your UCAS experience easy, so you get what you want, when you need it. Our service catalogue describes all our products and services, and we hope it's a valuable tool that enables you to get the most out of us.

How is UCAS' service catalogue structured?

There are three main service lines:

- admissions services
- information services
- marketing and recruitment services

Under each main service line are the services we provide for our customers. These are underpinned by a set of products and tools that deliver the service you receive.



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[Admissions services](#) | [Information services](#) | [Marketing and recruitment services](#)



Admissions services

A set of distinct services that provide an efficient, reliable, and innovative admissions service, meeting the varying needs of education providers.



Information services

Ensuring access to information and advice that will help students make informed choices about their education, and help providers compare and understand qualifications.



Marketing and recruitment services

Access to a trusted and authoritative source of intelligence about achievement, progression, and participation, that enables providers and commercial organisations to plan, advertise, and recruit.



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[Admissions services](#) | [Information services](#) | [Marketing and recruitment services](#)

Admissions services

Application management services

Enable you to effectively manage your applications from the initial stages to completion, including fulfilling your reporting obligations.

Fraud and verification services

Help you to detect fraudulent applications and verify their originality.

Results processing services

A centralised process that matches secure and verified exam results to individual applicants, enabling the confirmation of offers.

Course management services

Enable you to manage your course information, ensuring your courses are reflected accurately and are published for applicants.

Test services

Provide the ability to test integration with UCAS' services, the student experience, and ongoing changes to our services.



Quick click to admissions services

[Application management services](#) | [Fraud and verification services](#) | [Results processing services](#) | [Course management services](#) | [Test services](#)

Information services

Decision-making services

Provide impartial and reliable information and advice for students and their advisers, together with tools to explore the range of higher education options, enabling students to make informed choices and applications.

Destination preparation services

Provide information and advice to help applicants prepare for and successfully move on to their destinations.

Qualification information services

Provide information and advice on qualifications, their size, and grading structure, enabling applicants and providers to easily compare a variety of qualifications.



Quick click to information services

[Decision-making services](#) | [Destination preparation services](#) | [Qualification information services](#)

Marketing and recruitment services

Advertising services

Enable you to promote your products and services through a variety of channels.

Strategic planning services

Support the development of marketing and recruitment strategies for the education sector, and provide insight for analysis and policy-making.

Recruitment services

Helping you manage, attract, connect, and engage with potential applicants.



Quick click to marketing and recruitment services

Advertising services | Strategic planning services | Recruitment services

Admissions services



Quick click to admissions services

Application management services | Fraud and verification services | Results processing services | Course management services | Test services

Application management services

Apply ✓

Applicants can enter the appropriate information and submit their applications to their chosen course providers.

Track ✓

Applicants can keep up-to-date with their application, and manage their application after submission.

Apply for advisers ✓

This is available for UCAS registered centres only (schools, colleges, and agents, both UK and international). Applicants are able to link their applications to a registered centre via a buzzword set by the centre. Once an applicant is linked, an Apply centre is able to monitor, advise, add a reference, check, and submit their students' UCAS Undergraduate applications to UCAS.

Adviser Track +

Advisers are able to keep up-to-date with their students' applications, so appropriate advice can be given.

Application Tracker +

Application Tracker gives providers in-cycle application data on a weekly basis, including:

- comparison of provider-level data, course data, and subject data against national trends
- competitor comparisons at a course, department, and university-level
- profiles of applicants
- success of courses and faculties



Quick click to admissions services

Application management services | Fraud and verification services | Results processing services | Course management services | Test services

Application management services

Decision Tracker +

Decision Tracker gives providers access to:

- analysis of applicant behaviours and trends
- segmentation of data in granular detail – including by subject, course code, faculty, and location (depending on subscription)
- market intelligence tools, to view national and aggregated competitor decisions
- customise intelligence reports with flowcharts, benchmarking tools, and competitor reports

Link products ✓

web-link: the user interface we provide to allow providers to view and manage applications in real-time. It is split into two sections: applicant data and institution data. It also allows access to management and reference information.

odbc-link (open database connectivity): a web-based service. It allows providers to connect to the UCAS database, and push and pull information through their own student management tool.

xml-link (extensible markup language): a web-based service. It allows providers to connect to the UCAS database, and push and pull information through their own student management tool.

Contextual data ✓

The contextual data service is a selection of educational and geo-demographic measures, collected and supplied by UCAS for use by undergraduate providers and conservatoires. It gives providers data about an applicant's school or college.



Quick click to admissions services

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Application management services

HESA return ✓

Allows our customers to complete their HESA student record return to HESA. Also used by planners.

Available via our link products. It gives access to applicant, application, and statistical information.

More information is available in the secure providers' section of ucas.com:

www.ucas.com/providers/services/our-products-and-systems/availability-ucas-data

Search tool ✓

The single destination to research educational and career progression opportunities, giving providers the chance to position themselves in front of students.



Quick click to admissions services

Application management services | Fraud and verification services | Results processing services | Course management services | Test services

Fraud and verification services

Plagiarism detection ✓

Compares all applicants' personal statements, and identifies risks of plagiarism.

Counter-fraud ✓

Compares applications at field-level, and identifies any applications that could be fraudulent.



Quick click to admissions services

Application management services | Fraud and verification services | Results processing services | Course management services | Test services

Results processing services

Awarding Body Linkage (ABL) ✓

Matches awarding body exam results with specific applicants, enabling providers to confirm places efficiently.

Admissions test results service ✓

UCAS works with some other testing services to supply results to some common admissions tests, without breaking the rules of invisibility.



Quick click to admissions services

Application management services | Fraud and verification services | Results processing services | Course management services | Test services

Course management services

Collection tool ✓

Allows providers to supply information to be displayed in the search tool, and enable applications to be made.

Net.update ✓

Allows UCAS Teacher Training providers to supply training programme information to be displayed in the UCAS Teacher Training search tool.

Entry Profiles ✓

Allows UCAS Teacher Training providers to supply supplementary training programme and training provider information.



Quick click to admissions services

Application management services | Fraud and verification services | Results processing services | Course management services | Test services

Test services

HEP test environments 1 and 2 across our technology estate ✓

Allow providers to test the end-to-end applicant process, and mirror the applicant experience.



Quick click to admissions services

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Information services



Quick click to information services

Decision-making services | Destination preparation services | Qualification information services

Decision-making services

Information and advice ✓

A complete and impartial provision of information and advice for students and their advisers, covering the options available at each transition point, set in the context of progression to and within higher education, training, careers, and employment. Through engaging students in exploration, broadening their horizons, and offering a personalised service, they are supported to make the best informed choices, quality applications, and transition to their chosen destinations.

Access to the experts ✓

We use, and provide access to, experts and specialist sources of quality content, information, advice, and resources to help students and their advisers, highlighting what they need to know.

Extending reach ✓

We provide tailored, meaningful, and accessible information and advice in a range of appropriate formats. We actively seek to engage a wider student and adviser audience in exploring higher education, and respond to their needs, providing a personalised service which reflects their different starting points, preferences, needs, and profiles.



Quick click to information services

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Destination preparation services

Information and advice ✓

We provide information and advice to prepare applicants for their chosen education destinations, as well as facilitating access to the support they need to make the successful transition to higher education.



Quick click to information services

Decision-making services | Destination preparation services | Qualification information services

Qualification information services

Qualification Information Profiles ✓

Information about a wide variety of qualifications, allowing providers and advisers to understand their content and depth.

Tariff ✓

The UCAS Tariff is a means of allocating points to post-16 qualifications, based on their size and grading scale. Its main purpose is to support university and college management information needs for submitting student record data returns to the Higher Education Statistics Agency (HESA). Some providers also use it as a tool to set their entry requirements, and to make offers.



Quick click to information services

Decision-making services | Destination preparation services | Qualification information services

Marketing and recruitment services



Quick click to marketing and recruitment services

Advertising services | Strategic planning services | Recruitment services

Advertising services

Online advertising +

Gives customers the ability to connect with UCAS' audience across the UCAS estate and external websites.

Ad campaigns +

Allow customers the opportunity to execute targeted advertising campaigns across multiple channels.

Event sponsorship +

Gives customers the opportunity to increase brand awareness and sentiment with UCAS' audience.



Quick click to marketing and recruitment services

Advertising services | Strategic planning services | Recruitment services

Strategic planning services

Published in-cycle statistics ✓

Publications during the cycle include daily Clearing analysis and application deadline reporting. Statistics are often accompanied by a short commentary report, which summarises the main themes in the published data. Statistics can be found in the 'Data and analysis' section of www.ucas.com.

In-cycle statistics for providers ✓

Alongside each sector-level publication of in-cycle statistics, providers are given the same set of reports at provider-level, enabling them to compare their own situation to the sector at various points throughout the cycle. Data is transferred through **MOVEit**.



Quick click to marketing and recruitment services

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Strategic planning services

End of cycle reports and data resources ✓

A publication of statistics and reports showing the raw data and trends in demand, offer-making, and application outcomes for all applicants in the previous application cycle. This can be found in the 'Data and analysis' section of www.ucas.com.

UCAS Teacher Training daily reporting ✓

For customers subject to NCTL number controls:

- A publication of daily statistics showing up-to-date numbers for NCTL allocated programmes, which allows customers to see the latest application statistics.

Analysis notes ✓

Analysis notes are short reports, covering a single topic of interest. They are published intermittently throughout the year, and can be found in the 'Data and analysis' section of www.ucas.com.



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Strategic planning services

EXACT +

EXACT is a service that can create new datasets to a particular specification. It is based around a growing set of over 130 variables, covering applicants and provision from our published datasets. The service allows customers to access data, enabling them to build strategies and make data-driven decisions. For more information, email exact@ucas.ac.uk.

EXACT record supplies for providers ✓

Each year, providers with at least one acceptance in the previous closed cycle, can receive records for all their acceptances and main scheme applications (under their current UCAS provider code), from 2004 to the latest closed cycle. Variables that represent the entirety of the EXACT application-level underlying data (as of the date of release) are included as part of this annual supply. An output for each cycle point is included. For more information, please email the EXACT Team at exact@ucas.ac.uk.



Quick click to marketing and recruitment services

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Strategic planning services

Provider-level equality reports ✓

- Allow our customers to have a detailed picture of the key statistics associated with undergraduate admissions for a set of larger providers, by equality characteristics.
- Include applicants, placed applicants, applications, and offers — a key set of background measures used to assess equality.
- Statistics are reported alongside measures that set them in context, such as population sizes, and the pattern of course choices relative to qualifications.
- Include statistics that help customers assess whether differences by equality measures are large or small, relative to their underlying variability.
- Standard set of statistics that are calculated for all providers are included in the service in the same way.
- All statistics for each provider in one report, and a single CSV data file, along with all statistics for all published providers, for further analysis.
- Reports are published following a provider preview period, and can be found in the 'Data and analysis' section of www.ucas.com.

STROBE ✓ +

The service allows customers to obtain aggregated statistics in relation to known individuals, on outcomes in higher education. STROBE is particularly relevant to providers of outreach activities, seeking to evaluate the outcomes achieved for their participants. For more information, email the team at strobe@ucas.ac.uk.



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Strategic planning services

Student decision reports +

The student decision reports are based on applicant responses to the annual Track survey. The reports show which factors are most important to applicants in deciding which of their offers they want to accept. Providers can use the information in these reports to find out which areas they are strongest in, and which are their highest priority areas for improvement. The reports also allow providers to compare themselves against their competitors, and develop their marketing strategies to encourage more applicants to accept their offers. For more information, contact your UCAS Media account manager.

Marketscan +

Marketscan provides customers with the market trend for a set of courses, showing applications, offers and acceptances, and applicant demographics. This helps universities assess the viability of opening a course in that subject area. For more information, contact your UCAS Media account manager.



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Strategic planning services

Conversion analysis +

Conversion analysis provides universities with a full view of their conversion, in terms of their applicant profile and their main competitors. The service gives providers a comprehensive description of who their competitors are, by showing which providers they are contending with at each stage of the cycle. For more information, contact your UCAS Media account manager.

Apply centre reports +

The Apply centre reports provide information on applicants, choices, offers, and acceptances, with breakdowns such as subject, provider, and entry route. The reports enable Apply centres to evaluate their success in terms of sending their students to higher education.



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Recruitment services

UCAS' targeted communications +

Allow providers to send out targeted communications to all applicants, potential applicants, and/or historic applicants via email, SMS, or direct mail to promote their university, course, product, service, message, internship, or placement. For more information, contact your UCAS Media account manager.



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Recruitment services

Employer data services — ‘Attract’ +

This experimental service enables graduate recruiters to contact graduating students who fit a selected profile. The profile is designed with social mobility at its core, with built in statistical processes to eliminate common biases that some students may face in the employment market. For more information, contact the team at strobe@ucas.ac.uk.

Employer data services — ‘Assess’ +

This experimental service enables a dataset of named individuals to be matched to UCAS’ application database. The service provides employers with a robust, independent view of their workforce from an equality point of view. For more information, contact the team at strobe@ucas.ac.uk.

Direct contact service +

The direct contact service (DCS) is an experimental service which algorithmically matches applicants to courses that providers have vacancies in. Matched applicant details are transferred to the provider for them to access, and facilitate a call to discuss their available course place. For more information, email the team at dcsc@ucas.ac.uk.

Events: conferences and exhibitions +

A variety of opportunities to engage with applicants at our events, including the ability to sponsor exhibitions, capture data using scanners, purchase stands, and more.



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Recruitment services

Course distribution service +

Providing postgraduate and undergraduate course data to commercial customers.

Digital ID service +

The digital ID service is a verification service that validates an individual as a UCAS applicant, and, in doing so, their eligibility and relevancy for student-related products and services provided by selected commercial third parties. For more information, contact your UCAS Media account manager.



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Our products

✓ Included in capitation fee

+ Additional value available via your relationship manager or account manager

Admissions services

Application management services	
Apply	✓
Track	✓
Apply for advisers	✓
Adviser Track	+
Application Tracker	+
Decision Tracker	+
Link products	✓
Contextual data	✓
HESA return	✓
Search tool	✓
Fraud and verification services	
Plagiarism detection	✓
Counter-fraud	✓
Results processing services	
Awarding Body Linkage (ABL)	✓
Other results	✓
Course management services	
Collection tool	✓
Net.update	✓
Entry Profiles	✓
Test services	
HEP test environments 1 and 2	✓

Information services

Decision-making services	
Information and advice	✓
Access to the experts	✓
Outreach	✓
Destination preparation services	
Information and advice	✓
Qualification information services	
Qualification Information Profiles	✓
Tariff	✓

Marketing and recruitment services

Advertising services	
Online advertising	+
Ad campaigns	+
Event sponsorship	+
Strategic planning services	
Published in-cycle statistics	✓
In-cycle statistics for providers	✓
End of cycle reports and data resources	✓
UCAS Teacher Training daily reporting	✓
Analysis notes	✓
EXACT	+
EXACT record supplies for providers	✓
Provider-level equality reports	✓
STROBE	✓+
Student decision reports	+
Marketscan	+
Conversion analysis	+
Apply centre reports	+
Recruitment services	
UCAS' targeted communications	+
Employer data services — 'Attract'	+
Employer data services — 'Assess'	+
Direct contact service	+
Events: conferences and exhibitions	+
Course distribution service	+
Digital ID service	+



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