# EXACT

SERVICE, PRICING PRINCIPLES, NEXT STEPS

DAG MEETING

16TH NOVEMBER 2020

SUZANNE CAMPBELL

# A brief history……

## What is EXACT

Paid for bespoke data service

Providing Infinite choice, on a wide number of variables

Abides by ONS guidelines on disclosure

Delivering consistency in reporting

## A maturing and valuable service

Increasingly relied upon to a wider number of HEPs and those with an interest in applicant data.

Also extended to include the PERS data which covers all variables for your own data, for free

## Current Number of users

130 HEP clients have used the service in the last two years

100 Clients which are not UCAS members have purchased at least one

## Pricing

Each report is priced by an algorithm.

We cannot quote a reliable price until we have run the sample data

Minimum order value £200, maximum £30k

# More info on pricing......

The price of an EXACT request is calculated based on six factors:

## Transparent Factors

- The number of variables requested or used to filter
- The number of statistics requested
- The number of years requested

## Factors that are less transparent

- The resolution of variables requested
- The complexity of variables requested
- The extent to which the data is filtered

We have long been keen to replace the existing algorithm so we can make it more transparent to end users

# How we are helping manage budgets for data

| | | |
|---|---|---|
| Explained to enquirers that the price is based on - | The complexity of variables requested<br><br>the number of cycles ordered | HEPs always received a 50% discount off RRP<br><br>We will never charge a HEP for their own data |
| Launched Datapacks in 2017 on key themes with set prices | Offers<br><br>International<br><br>Schools | Subscription service launched as a trial in the latter part of 2018. |
| We now offer three options with three set price points for the entire financial year | 1 daily output<br><br>1weekly output<br><br>A bundle of ten | But that is not all.. |

# We have spent the last cycle looking at simplifying the algorithm…

The proposal is that the price is calculated using a combination of:
- "price per item" which reflects the **resolution** of each variable
- The number of statistics
- The number of variables overall
- A multiplier that reflects the number of cycles that the data is requested for – this would only reduce the price for older data

As a reminder, we provide statistics and also variables through EXACT:
- Statistics – these are the things we count (like applications)
- Variables – these are the things we filter by (like provider)

BUT THERE WERE SIGNIFICANT DIFFERENCES, DESPITE TRYING TO PRICE NEUTRALLY.

WITH THE RESULT THAT SOME CLIENTS, WHO HAVE RELIED UPON OUR SERVICE FOR A NUMBER OF YEARS, HAVE BECOME FAMILIAR WITH THE COST OF THEIR DATA SUDDENLY FINDING A BIG INCREASE.

INFLICTING AN INCREASE WAS NOT SOMETHING WE WERE AT PEACE WITH…..

# What we explored

| Item | Price per item |
|---|---|
| Number Variables overall | 1, 2 or 3 = £20, 4 = £100, 5 = £400, 6 = £1600 * |
| Number Statistics | £20 |
| High resolution variables | £100 |
| Total | £A |

| Item | Value |
|---|---|
| Current Cycle | 1 |
| Most Recent Closed Cycle | 1 |
| Older Cycles | 0.5 |
| Total | B |

Proposed EXACT price is calculated as £A x B

*50% HEP discount and £200 minimum fee still apply*

* NB the price is higher for 6 variables as we provide all combinations in the data

# An example...

**The request:**

Number of Applications, Number of Unique Applicants, Number of Offers as-at 30 June, Number of Applicant Firm Replies as-at 30 June, Number of Applicant Insurance Replies as-at 30 June, Number of Applicant Declines as-at 30 June, Number of Rejects as-at 30 June, Number of Acceptances split by Provider Name 2019, Subject Group (Summary Level), Subject Group (Detailed Level), Course Name, Course Identifier, Applicant Domicile (UK / EU / Not EU) at End of Cycle for 2019 application cycle.

Existing Pricing Model Cost: £951

New Pricing Model Cost: £4,380
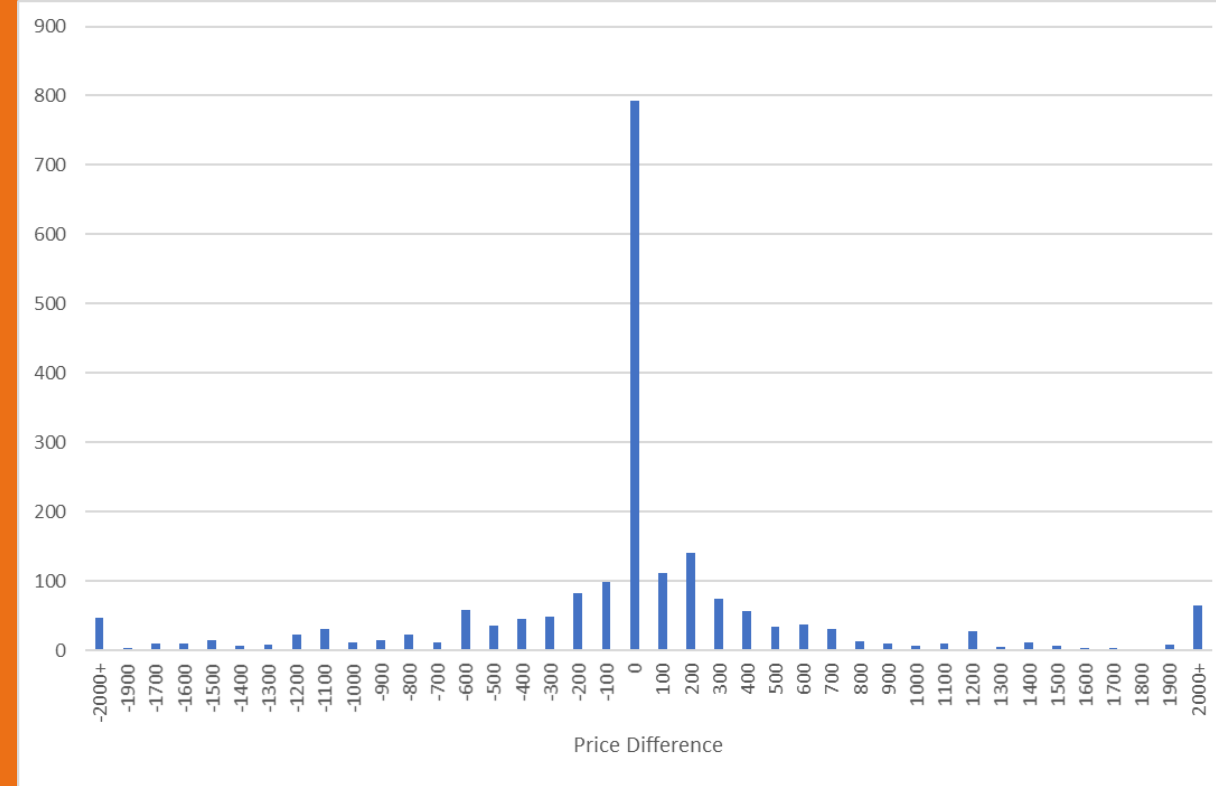


So we are attempting to answer the question in another way.....

Using the subscription order form as a starting point we have created a self-serve User Interface.

- internal use only at this stage

With the beta version of this interface. Insight consultants can currently -

✓ Price 90% of EXACT requests without needing Data Science expertise or intervention

✓ Access the new User interface to run sample outputs and prices

✓ Provide a cost, sample and disclosure controls the same day

The objective is to provide any client in the future to be able to log online and get an instant price

Next steps –

Tech approve build & UX approve useability

Ensure that the UI works well and can accept multiple requests at the same time

Launch to subscribers. If no further changes are required we hope to create a portal in the Provider section of UCAS.com

Roll out to all customers......

# Help us shape our priorities for our future direction and focus

As part of this group we look to you as a trusted adviser.

When it comes to pricing EXACT, what would you prioritise?

 - Predictability of price year-on-year
 - Transparency of how the quote was derived
 - Speed of receiving a quote from a consultant
 - Being able to utilise a self-serve platform
 -  Subscription services offering multiple requests for a fixed price

# Any Questions?

# Thank you

Suzanne Campbell

Senior Insight Consultant

s.campbell@ucas.ac.uk