# Clearing release 2023: essential insights and inventory

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# Clearing release 2023: essential insights and inventory
## Today's agenda

1. Clearing the way
   - Lessons from 2022's Clearing applicants

2. Clearing inventory release 2023
   - Clearing media packages
   - Next steps and timetable

3. Questions

Please send us any questions or comments using the Q&A function

# Clearing release 2023: essential insights and inventory
An introduction by Clare Marchant, CEO



**Access the video at: https://bcove.video/3XgKvFi**

# Clearing the way

- Lessons from 2022's Clearing applicants

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# Lessons from Clearing 2022:
## There are 3 Clearing audiences to consider

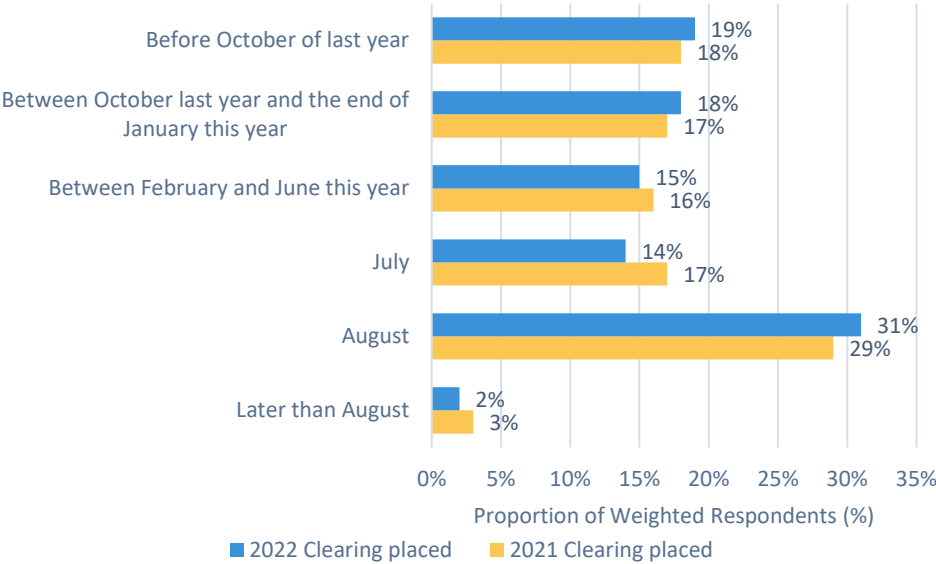| Main scheme Clearing | Direct to Clearing | Decline My Place |
|---|---|---|
| **21,000** unplaced on JCQ results day | | **37,000** applicants used |
| **12,000** placed | **16,600** placed | **20,000** placed |

# Lessons from Clearing 2022:
## Two thirds of research starts before August

**When did you start researching the university or college you were placed at through Clearing?**



Before October of last year: 19% / 18%

Between October last year and the end of January this year: 18% / 17%

Between February and June this year: 15% / 16%

July: 14% / 17%

August: 31% / 29%

Later than August: 2% / 3%

0%  5%  10%  15%  20%  25%  30%  35%

Proportion of Weighted Respondents (%)

■ 2022 Clearing placed    ■ 2021 Clearing placed

- **August** is the largest single month for beginning to research their university, but the bulk of research begins before then
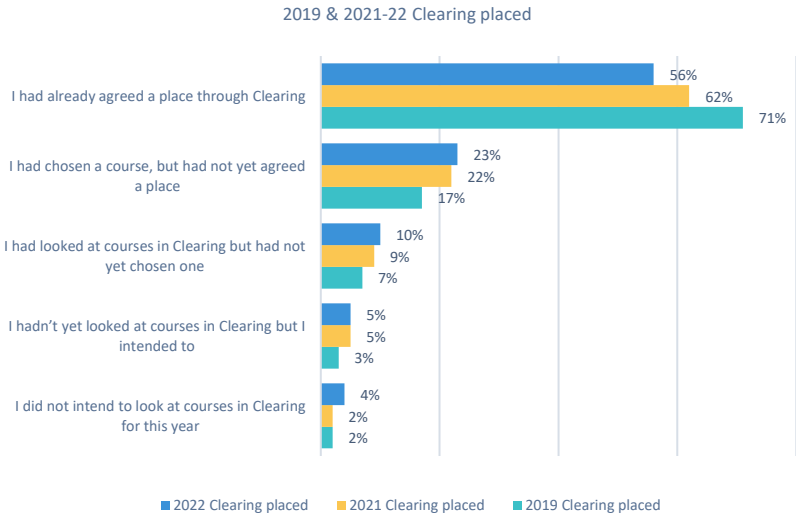
Source: UCAS Clearing Survey September 2022
2022 survey; No. respondents: 1,292

# Lessons from Clearing 2022:
## Less decline my place users had a new place lined up

**When you declined your firm choice and released yourself into Clearing, what were your plans?**

2019 & 2021-22 Clearing placed



- I had already agreed a place through Clearing: 56%, 62%, 71%
- I had chosen a course, but had not yet agreed a place: 23%, 22%, 17%
- I had looked at courses in Clearing but had not yet chosen one: 10%, 9%, 7%
- I hadn't yet looked at courses in Clearing but I intended to: 5%, 5%, 3%
- I did not intend to look at courses in Clearing for this year: 4%, 2%, 2%

■ 2022 Clearing placed  ■ 2021 Clearing placed  ■ 2019 Clearing placed

- The proportion of applicants who released themselves into Clearing and already had agreed a place continues to decline.
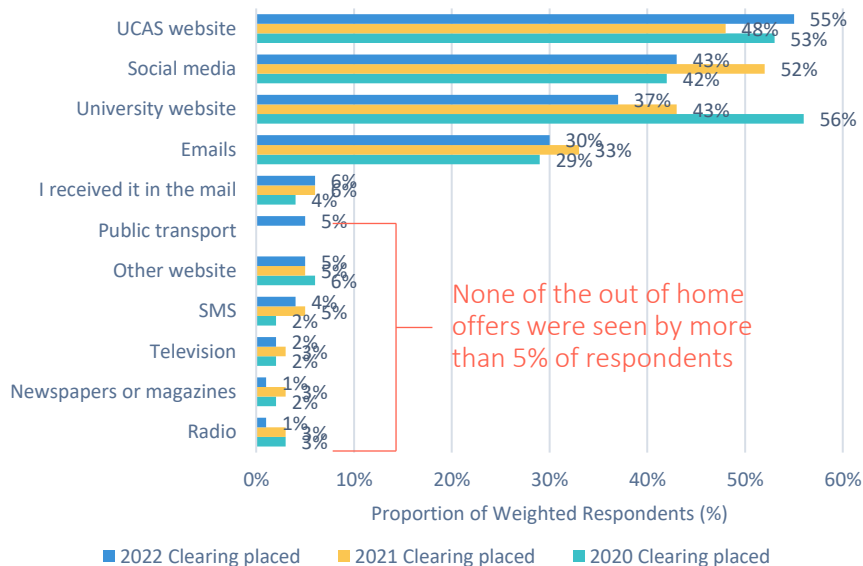
- This may indicate a level of trust in the process

Source: UCAS Clearing Survey September 2022
No. respondents: 411

# Lessons from Clearing 2022:
## Most placed students saw their provider on UCAS.com

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**In which of the following places, if any, did you see advertisements from the university or college you're currently placed at during the Clearing period? Please select all that apply.**
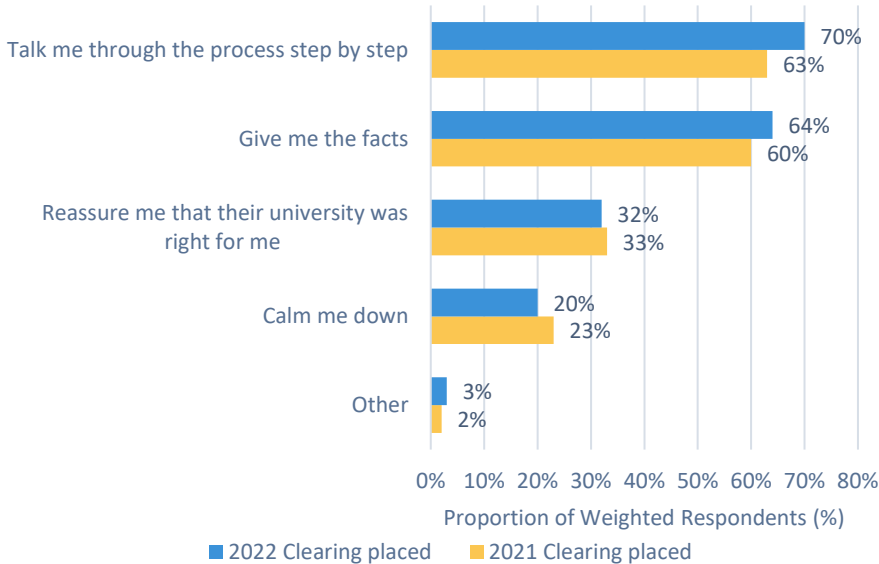


UCAS website: 55%, 48%, 53%
Social media: 43%, 52%, 42%
University website: 37%, 43%, 56%
Emails: 30%, 33%, 29%
I received it in the mail: 6%, 6%, 4%
Public transport: 5%
Other website: 5%, 5%, 6%
SMS: 4%, 5%, 2%
Television: 2%, 3%, 2%
Newspapers or magazines: 1%, 3%, 2%
Radio: 1%, 3%, 3%

None of the out of home offers were seen by more than 5% of respondents

Proportion of Weighted Respondents (%)

■ 2022 Clearing placed  ■ 2021 Clearing placed  ■ 2020 Clearing placed

vs 2021
Source: UCAS Clearing Survey September 2022
No. respondents: 1,294

- This year the **UCAS website** was the most likely to get their attention, but **social media** has a key role to play.
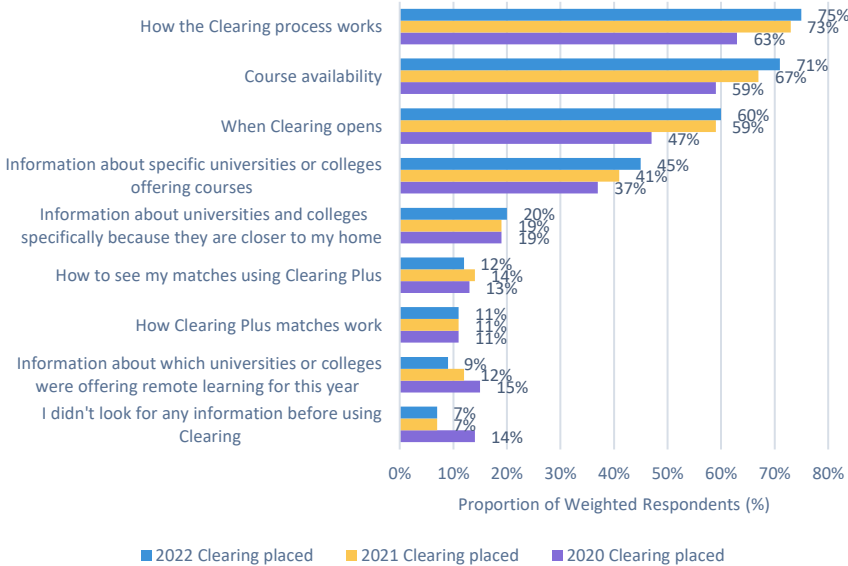
# Lessons from Clearing 2022:
## Information needs are up

### Where family and friends can provide emotional support, the majority want practical tips from their university or college.

**Talk me through the process step by step**
- 2022 Clearing placed: 70%
- 2021 Clearing placed: 63%

**Give me the facts**
- 2022 Clearing placed: 64%
- 2021 Clearing placed: 60%

**Reassure me that their university was right for me**
- 2022 Clearing placed: 32%
- 2021 Clearing placed: 33%

**Calm me down**
- 2022 Clearing placed: 20%
- 2021 Clearing placed: 23%

**Other**
- 2022 Clearing placed: 3%
- 2021 Clearing placed: 2%

Proportion of Weighted Respondents (%)

■ 2022 Clearing placed   ■ 2021 Clearing placed

**While you were searching for a place in Clearing, how did you want the universities or colleges you contacted to communicate with you? Please select all that apply.**
(vs 2021).
2022 survey; No. respondents: 1,286

### Technical information about **the clearing process and options** are the most sought after.

**How the Clearing process works**
- 2022: 75%
- 2021: 73%
- 2020: 63%

**Course availability**
- 2022: 71%
- 2021: 67%
- 2020: 59%

**When Clearing opens**
- 2022: 60%
- 2021: 47%
- 2020: 59%

**Information about specific universities or colleges offering courses**
- 2022: 45%
- 2021: 41%
- 2020: 37%

**Information about universities and colleges specifically because they are closer to my home**
- 2022: 20%
- 2021: 19%
- 2020: 19%

**How to see my matches using Clearing Plus**
- 2022: 12%
- 2021: 14%
- 2020: 13%

**How Clearing Plus matches work**
- 2022: 11%
- 2021: 11%
- 2020: 11%

**Information about which universities or colleges were offering remote learning for this year**
- 2022: 9%
- 2021: 12%
- 2020: 15%

**I didn't look for any information before using Clearing**
- 2022: 7%
- 2021: 7%
- 2020: 14%

Proportion of Weighted Respondents (%)

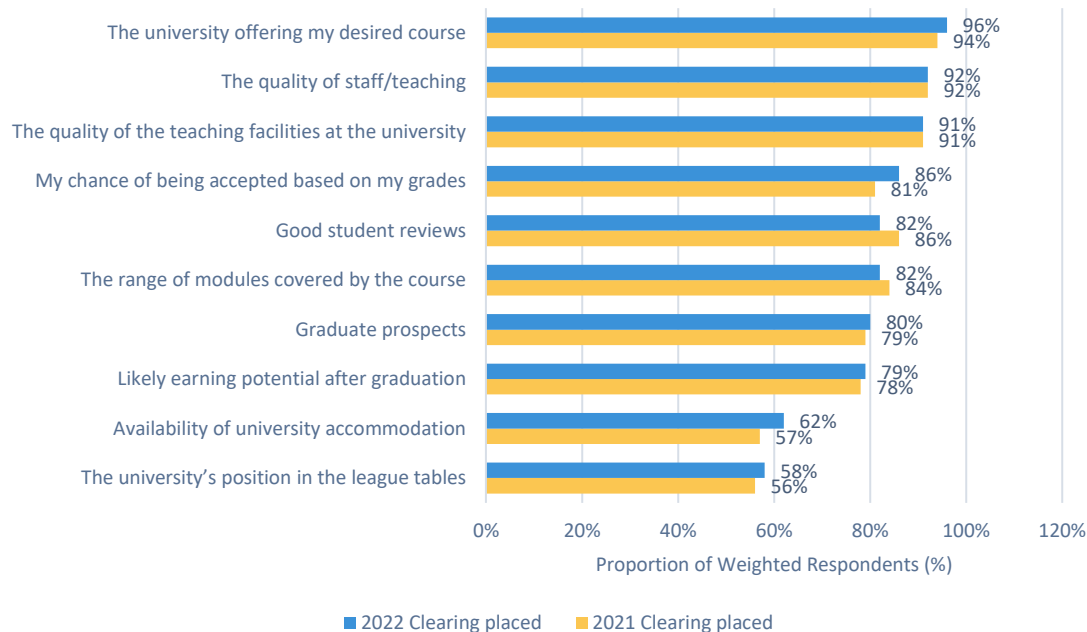■ 2022 Clearing placed   ■ 2021 Clearing placed   ■ 2020 Clearing placed

**What information did you look for about Clearing before you used the Clearing service? Please select all that apply.**
(vs 2021 and 2020).
2022 survey; No. respondents: 1,294

# Lessons from Clearing 2022:
## Access to the desired course drives decisions

**How important were the following factors when choosing your place in Clearing?**



| Factor | 2022 Clearing placed | 2021 Clearing placed |
|---|---|---|
| The university offering my desired course | 96% | 94% |
| The quality of staff/teaching | 92% | 92% |
| The quality of the teaching facilities at the university | 91% | 91% |
| My chance of being accepted based on my grades | 86% | 81% |
| Good student reviews | 82% | 86% |
| The range of modules covered by the course | 82% | 84% |
| Graduate prospects | 80% | 79% |
| Likely earning potential after graduation | 79% | 78% |
| Availability of university accommodation | 62% | 57% |
| The university's position in the league tables | 58% | 56% |

Proportion of Weighted Respondents (%)

■ 2022 Clearing placed   ■ 2021 Clearing placed

**How important were the following factors when choosing your place in Clearing?**
(Top five responses vs 2021, 2020 and 2019 - Very important + Important)
2022 survey; No. respondents: 1,293

# Lessons from Clearing 2022:

# THE BIG FOUR TO FIX

| Start your awareness campaigns yesterday | Be emotive and sympathetic | Promote your different contact options | A single Clearing strategy isn't enough |
| --- | --- | --- | --- |
| ▪ Everything is happening earlier.<br><br>▪ Research sometimes kicks off a year ahead and decision-making isn't waiting for results day.<br><br>▪ Building brand loyalty before prospects become applicants is vital to winning them over. | ▪ This is the first return-to-exams generation, the home-school generation, and the cost-of-living generation.<br><br>▪ Applicants have lots on their plate before Clearing – meet them halfway.<br><br>▪ Bring support options to the fore, equip staff with answers about your offer, and outline how Clearing works. | ▪ Clearing applicants are expert information hunters with lots of details to check before making a decision.<br><br>▪ Ensure phones are manned by people with answers and don't hide information or contact details deep in your website.<br><br>▪ Be open, be available, be an easy option. | ▪ **The Mind Changers** decline offers and join Clearing voluntarily.<br><br>▪ **The Direct Routers** apply directly via Clearing from July.<br><br>▪ **The Still Searching** enter Clearing to find a plan B.<br><br>▪ Get to know these groups, their differences, and their alternate decision-making timeframes. |

# Get the full Clearing picture

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**Check out our 2022 Clearing report...**





**...and access our Clearing inventory brochure**

## Shared later, or visit: ucas.com/clearing-solutions-2023

# Clearing inventory release 2023

- Clearing media packages
- Next steps and timetable

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# Clearing media 2023:
## A solutions-focused media approach

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3 core principles:

**Responsive**

– meeting current customer needs & market trends

**Effective**

– coherent & powerful packages that amplify performance

**Transparent**

– simple & without unexpected product combinations

# Clearing media 2023:
## Using multi-channel campaigning to deliver results

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Our multichannel campaigns, combining multiple touchpoints:

- build brand awareness throughout the Clearing period
- put you front of mind for our audience of engaged verified applicants, who have a greater intent to apply
- deliver more conversions through results day and beyond, with tangible ROI

| | | |
|---|---|---|
| 2.9x better conversion than single-channel | 100s of data points for precise targeting | Tracking through to application & acceptance |

# Clearing media 2023:
## Package availability and pricing

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| Package type | Package option | Price (Excl. VAT) | Quantity available |
|---|---|---|---|
| **Complete Clearing packages** | Platinum | £90k | 10 |
| | Gold | £58k | 20 |
| | Silver | £33k | 15 |
| | Bronze | £13k | 30 |
| **Specialist audience packages** | Tariff releases | £61k | 7 |
| | International | £42.5 | 5 |
| | SQA results day | £10.5k | 20 |
| | Widening participation | Options available – contact us to discuss and create your package | |
| **Subject specific packages** – 29 subjects available across 3 tiers | Gold | £26.5k (tier 1) / £20k (tier 2) / £16K (tier 3) | 1 per subject |
| | Silver | £19k (tier 1) / £14.5k (tier 2) / £13.5K (tier 3) | 3 per subject |
| | Bronze | £10.5k (tier 1) / £6k (tier 2) / £5K (tier 3) | 4 per subject |

# Complete Clearing packages

**Fully-rounded provider level options that cover all stages – brand awareness, intent and conversion (5 July – 8 Sept)**

**Perfect for providers that want to:**

- Present a full picture of what their university or college as a whole has to offer

- Promote a wide array of different course or subject types in Clearing

- Target using a range of different types / combinations of criteria, such as location, achievement, subject and more

**Package options:**

- **Platinum** (10 available)
- **Gold** (20 available)
- **Silver** (15 available)
- **Bronze** (30 available)

# Complete Clearing packages:
## Package highlights

- Includes **multiple sends** wherever email is included in a package (Platinum, Gold and Silver)

- Display product combinations ensure visibility across **multiple touchpoints on UCAS.com**

- Paid media included – **target verified unplaced applicants** via social media / off site display

# Paid media:
## Product highlights

- Channel options (depending on package) include:
  - Facebook/Instagram
  - Google Display Network
  - Snapchat
  - TikTok

- Only UCAS can use **verified unplaced applicant** and UCAS.com **search tool user** data in targeting mix

- **Multiple creative formats** can be utilised for every channel included in package

If you're already committed to running social / off-site display activity with an external agency in Clearing, please contact us to discuss how we can make our Clearing packages work for you.

# Complete Clearing packages:
## Channel / product overview

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| Package option | Channel: | | | | | Price | Quantity available |
|---|---|---|---|---|---|---|---|
| | Email | Display | Paid Media | Clearing Plus | Sponsored Social | | |
| Platinum | ▪ A-level results day<br>▪ Post-results weekend<br>▪ Post-results week 2 | ▪ Clearing homepage<br>▪ In-application ads<br>▪ Clearing resource pages | ▪ 2-stage multichannel campaign | ▪ Enhanced profile | ▪ Pre-recorded Sponsored social video | £90k | 10 |
| Gold | ▪ Post-results Friday<br>▪ Post-results week 1 | ▪ UCAS.com homepage<br>▪ Content page bundle | ▪ 2-stage multichannel campaign | ▪ Enhanced profile | | £58k | 20 |
| Silver | ▪ Post-results weekend<br>▪ Post-results week 2 | ▪ Premium content pages<br>▪ Hub and search bundle | ▪ 2-stage brand campaign | ▪ Enhanced profile | | £33k | 15 |
| Bronze | | ▪ Sponsored content links | ▪ Provider awareness campaign | ▪ Enhanced profile | | £13k | 30 |

**Package options:**

- **Tariff release** (7 available)
- **International** (5 available)
- **SQA results day** (20 available)
- **Widening participation** (contact us)



# Specialist audience packages

Options for concentrating activity on a specific specialised subset of students throughout Clearing (5 July – 8 Sept)

**Ideal for providers that want to:**

- Focus on reaching students released by institutions in a particular tariff-band, or who have widening participation as a core Clearing objective

- Target international students, or Scottish-based students (including on SQA results day)

- Ensure all their Clearing brand awareness, intent and conversion activity (July to September) is optimised for reaching the specified audience

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# Specialist audience packages:
## Package highlights

- **Results day emails** ensure you quickly reach released applicants in your specialist audience

- Paid media **campaign on relevant off-site channel(s)** helps build awareness throughout Clearing to relevant audience

- **Enhanced Clearing Plus profile** makes your brand and message unmissable for matched users

# Specialist audience packages:
## Channel / product overview

UCAS

| Package option | Channel: | | | | Price | Quantity available |
| --- | --- | --- | --- | --- | --- | --- |
| | Email | Display | Paid Media | Clearing Plus | | |
| Tariff releases | ▪ A-level results day<br>▪ Post-results weekend | ▪ Hub homepage<br>▪ In-application ads<br>▪ Clearing research pages (MPU)<br>▪ Clearing resource pages | ▪ 2-stage brand campaign | ▪ Enhanced profile | £61k | 7 |
| International | ▪ A-level results day<br>▪ Post-results week 1 | | ▪ 2-stage brand campaign | ▪ Enhanced profile | £42.5k | 5 |
| SQA results day | ▪ SQA results day | | ▪ Provider awareness campaign | ▪ Enhanced profile | £10.5k | 20 |
| Widening participation | Please get in touch with us at to discuss options – we'll work with you to create a suitable package. | | | | | |

**Package options:**

- **Gold** (1 per subject available)
- **Silver** (3 per subject available)
- **Bronze** (4 per subject available)

**29 subject areas in total**

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# Subject specific packages

**Showcase individual subject areas to the right audience in the right places across Clearing (5 July – 8 Sept)**

**Ideal for providers that want to:**

- Promote a specific subject area(s) throughout Clearing (July to September) right across the awareness, intent and conversion stages

- Focus on building awareness of their Clearing offer primarily at subject level, rather than on an institution-wide basis

- Ensure the Clearing content they present to potential students focuses first-and-foremost on the topic

# Subject specific packages:
## Subject areas

29 subject areas available for each package (Gold, Silver and bronze)

Pricing within each package type is tiered by subject popularity, from tier 1 (highest search volume subjects) to tier 3 (lowest search volume subjects)

| Price tier* | Subject* | | |
|---|---|---|---|
| **Tier 1** | ▪ Accounting and Finance<br>▪ Biology<br>▪ Business<br>▪ Chemistry | ▪ Criminology<br>▪ Engineering<br>▪ Law<br>▪ Medicine | ▪ Nursing<br>▪ Psychology<br>▪ Physics<br>▪ Social Studies |
| **Tier 2** | ▪ Architecture<br>▪ Arts, Crafts and Design<br>▪ Computer Science | ▪ English<br>▪ Languages<br>▪ Maths | ▪ Physical Sciences<br>▪ Sport and Exercise Science<br>▪ Veterinary Science |
| **Tier 3** | ▪ Agriculture<br>▪ Dance<br>▪ Drama | ▪ History<br>▪ Media<br>▪ Music | ▪ Performing Arts<br>▪ Teaching |

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# **Subject specific packages:**
# Package highlights

- Display **placements on UCAS.com** where students actively research the subject (including subject search results pages)

- Your course featured alongside trusted info. **on our popular online subject guides** (Gold and Silver)

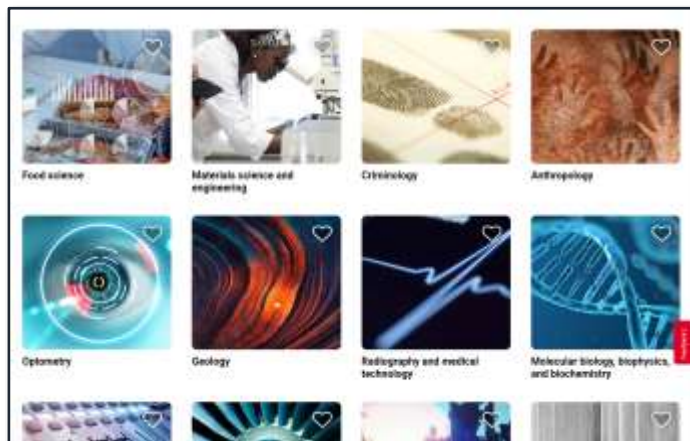- **Solus emails** with subject specific targeting and content (Gold)

# Subject guide videos and promoted courses:
## Product highlights

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Our subject guides gained **1.6m views in Clearing 2022**.
New and improved content and designs in development for 2023, with **new Clearing placements**:



### Subject guide videos (Gold)

- Showcase your subject expertise and offer, with your course video featured alongside trusted info.

### Subject guide promoted course (Silver)

- Direct engaged subject researchers through to your UCAS course listing with a prominent link

# Subject specific packages:
## Channel / product overview

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| Package option | Channel: | | | | Price | Quantity available |
|---|---|---|---|---|---|---|
| | **Email** | **Display** | **Paid Media** | **Clearing Plus** | | |
| Gold | ▪ Post-results weekend<br>▪ Post-results week 2 | ▪ Search tool subject keywords<br>▪ Subject guide video<br>▪ Clearing subject page text links | ▪ Subject campaign | ▪ Enhanced profile | £26.5k (tier 1)<br>£20k (tier 2)<br>£16K (tier 3) | 1 per subject |
| Silver | | ▪ Search tool subject keywords<br>▪ Subject guide promoted course<br>▪ Clearing subject page text links | ▪ Subject campaign | ▪ Enhanced profile | £19k (tier 1)<br>£14.5k (tier 2)<br>£13.5K (tier 3) | 3 per subject |
| Bronze | | ▪ Search tool subject keywords<br>▪ Clearing subject page text links | | ▪ Enhanced profile | £10.5k (tier 1)<br>£6k (tier 2)<br>£5K (tier 3) | 4 per subject |

Pricing within Gold, Silver and Bronze subject packages tiered by subject popularity from tier 1 (highest search volume subjects) to tier 3 (lowest search volume subjects)

# Next steps and timetable

# Clearing inventory release 2023:
## Next steps − getting further information

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**Learn more about our Clearing media:**

- Read our inventory brochure − shared later today
  (or visit: ucas.com/clearing-solutions-2023)

- Talk to your UCAS Customer Manager
  (or email clearingmedia@ucas.ac.uk)

- Sign up for future webinars
  (ucas.com/clearing-2023-webinars):

  - Choosing and optimising Clearing media − 1:00pm Thurs 26 Jan
  - Preparing for Clearing success: expert panel Q&A − 11:00am Thurs 2 Feb



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CLEARING SOLUTIONS
2023

# Clearing inventory release 2023:
## Next steps – booking your media

1) **Submit your choices:**

▪ Select your preferred package(s) using our online form:
ucas.com/clearing-media-form

▪ You'll receive an acknowledgement of your submission by email (within 2 working days)

**You can submit your form from today until 5:00pm Mon 6 Feb**

# Clearing inventory release 2023:
## Next steps – booking your media

**2) We'll allocate inventory utilising a random selection process:**

- Once the submission window has closed, packages will be allocated based on a random selection process

- This ensures all providers have a fair chance to benefit from our full range options

**We'll let you know your packages no later than Fri 17 Feb**

# Clearing inventory release 2023:
## Next steps – booking your media

**3) Confirm your booking:**

- Once we've let you know your package allocation, you'll need to confirm the booking(s) with us via a completed order form or purchase order

- If you don't confirm by the deadline, your packages may be reallocated to another provider

**You must confirm your booking by 5:00pm Mon 6 March**

# Clearing inventory release 2023:
## Next steps – timetable

| Date | Event |
|------|-------|
| **Wed 18 Jan** | ▪ **Clearing inventory brochure release**<br>▪ **Clearing 2022 report release**<br>▪ **Clearing inventory window opens** |
| **Wed 25 Jan** | ▪ Equal consideration deadline |
| **Thurs 26 Jan** | ▪ Webinar: 'Choosing and optimising Clearing media' (1:00pm) |
| **Thurs 2 Feb** | ▪ Webinar: 'Preparing for Clearing success: expert panel Q&A' (11:00am) |
| **Mon 6 Feb** | ▪ **Clearing inventory window closes (5:00pm)** |
| **Mon 13 Feb** | ▪ Clearing inventory allocation |
| **Fri 17 Feb** | ▪ Last date for clients to be notified of Clearing inventory allocation |
| **Mon 6 March** | ▪ **Deadline for confirming Clearing bookings with us (5:00pm)** |

# Get everything you need for Clearing success

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Check out our 2022 Clearing report...

...and get our inventory brochure

## Shared later, or visit: **ucas.com/clearing-solutions-2023**

- You'll also get registration links to future webinars, past webinar playbacks and our Clearing media submission form

# Any questions?

# Thank you

Any queries, contact your UCAS Customer Success Director / Customer Manager or email:
clearingmedia@ucas.ac.uk

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