

UCAS

**CLEARING  
SUCCESS**

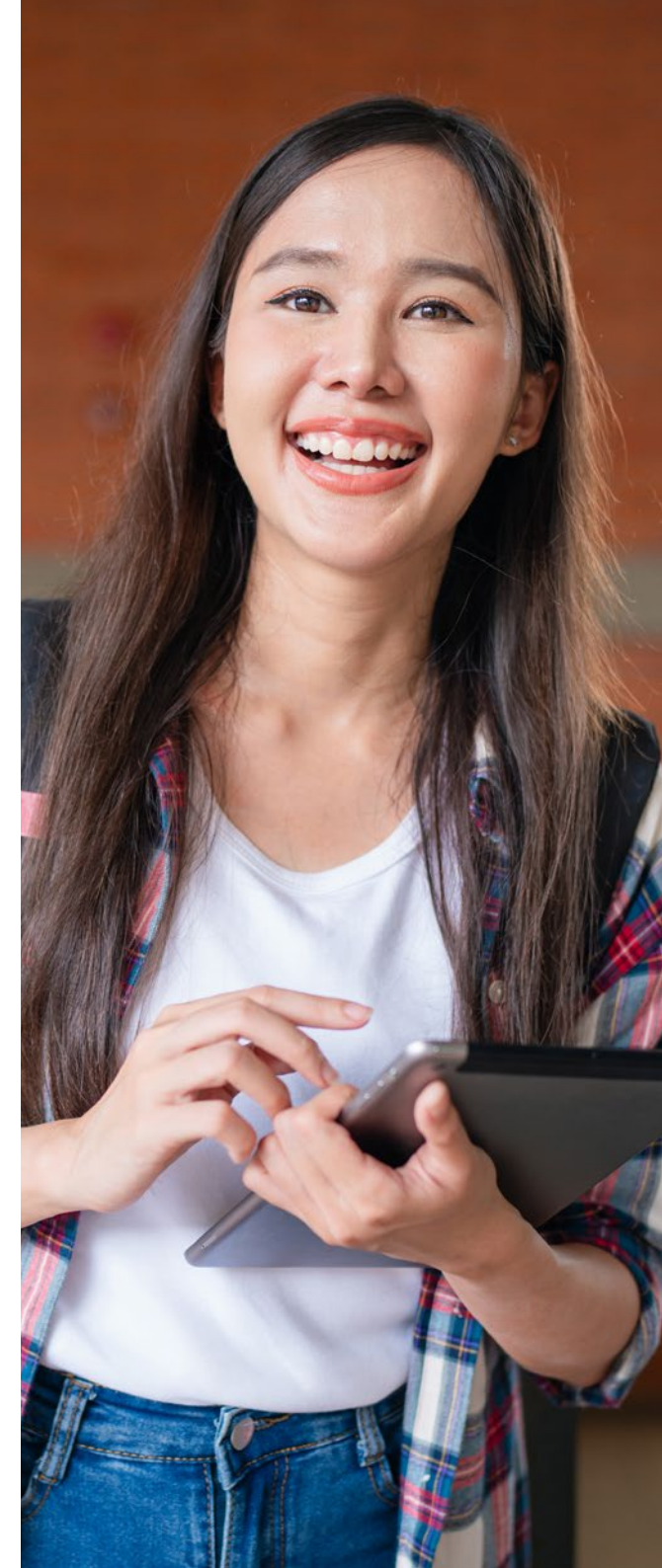
**2024**



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# INTRODUCTION



**REBECCA HOPWOOD**  
HEAD OF CUSTOMER  
GROWTH – EDUCATION

Clearing is becoming a deliberate choice for more applicants each year. In 2023, **55% of students placed in Clearing chose to use it**, either by applying direct (up 17% on 2022) or declining their original choices and accepting a new place (up 10%). It's a considered path for many – and with **85% rating their experience as good/excellent**, it's also a positive choice.

This year, we wanted to understand the different ways students become Clearing applicants in more detail, so we've taken a deep dive into the five different routes – whether that's waiting to apply direct, not holding any offers, not meeting the required grades, or declining their original choices to change subject or secure a new institution. But whichever path they take, one thing is clear – they're more prepared than ever.

In 2023:

- ▶ **62%** of students waiting for exam results researched the university/college they were placed at before results day
- ▶ **61%** of students who were placed in Clearing knew who they wanted to contact before results day
- ▶ fewer students accepted the first offer made to them or contacted a university before they had researched it properly (both down **5%** from 2022)

They're thinking through their options and considering alternatives, with **nearly 4 in 5 considering other options while searching for a place in Clearing**. With the cost of living weighing on their minds, they're focused on ensuring they make the right choice, rather than rushing to accept the first opportunity.

Early awareness and sustained messaging throughout the process is key to reaching and converting the right students in Clearing, whichever route they take to get there.

So for Clearing 2024, we've built on last year's successful multichannel packages to bring you more flexibility and new insights to target your campaigns effectively. As all packages run from July to September, you can put your institution in front of students who are planning their options before results day, and be with them throughout the journey.

# YOUR 2023 NEED TO KNOW NUMBERS

92%

OF PEOPLE PLACED THROUGH  
CLEARING WERE CONFIDENT THEY'D  
MADE THE RIGHT DECISION FOR THEM

59%

OF STUDENTS PLACED THROUGH  
CLEARING CONSIDERED IT AS AN  
OPTION BEFORE AUGUST

10%

OF APPLICANTS HAVE FOUND A  
PLACE IN CLEARING THIS YEAR  
(74,990, +12% ON 2022)

39,620

A RECORD NUMBER OF UK 18 YEAR  
OLDS SECURED A PLACE USING CLEARING  
(+14% ON 2022)

38,590

PEOPLE USED DECLINE MY PLACE (DMP) THIS  
YEAR, A RECORD NUMBER (+38% ON 2019 WHEN  
'DECLINE MY PLACE' WAS LAUNCHED)

# THE FIVE CLEARING PERSONAS

The Clearing cohort can be split into five personas, based on how they entered Clearing. Each has varying needs and motivations which we explore in the **Clearing 2023 survey report**. However, they all want the same things from their Clearing choice: the right course and location, quality teaching and academic support.

## Direct to Clearing

Applied directly into Clearing, usually mature applicants

**19,475 26% of total placed in Clearing**

## Disappointed on Results Day

Didn't achieve the grades for their Firm/Insurance offer

**21,560 29% of total placed in Clearing**

## Mind-changers

Declined their offers – changed where or what subject they will study

**13,690 18% of total placed in Clearing**

## No offers going into Clearing

Applied in the main scheme but either didn't receive offers or declined them

**12,340 16% of total placed in Clearing**

## 'Decline My Place (DMP)'

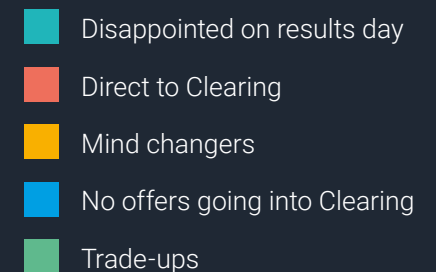
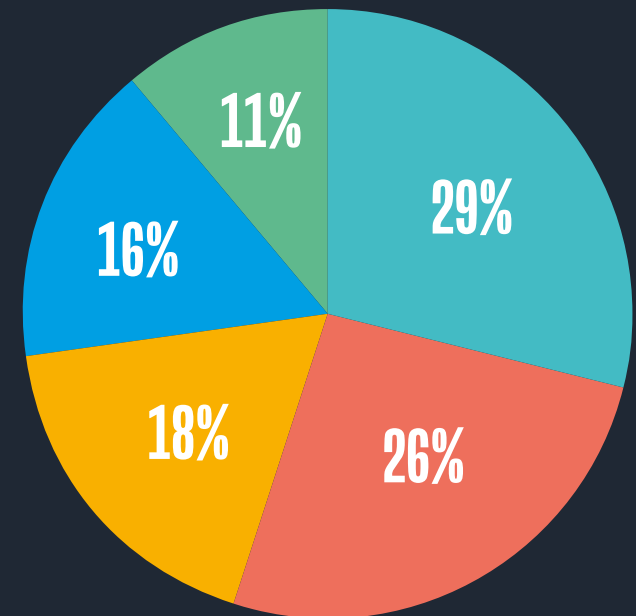
These applicants declined their original choice and deliberately self-released into Clearing

## Trade-ups

Declined their offers – changed where or what to study based on achieving higher grades than expected

**7,920 11% of total placed in Clearing**

# PERSONA SPLIT



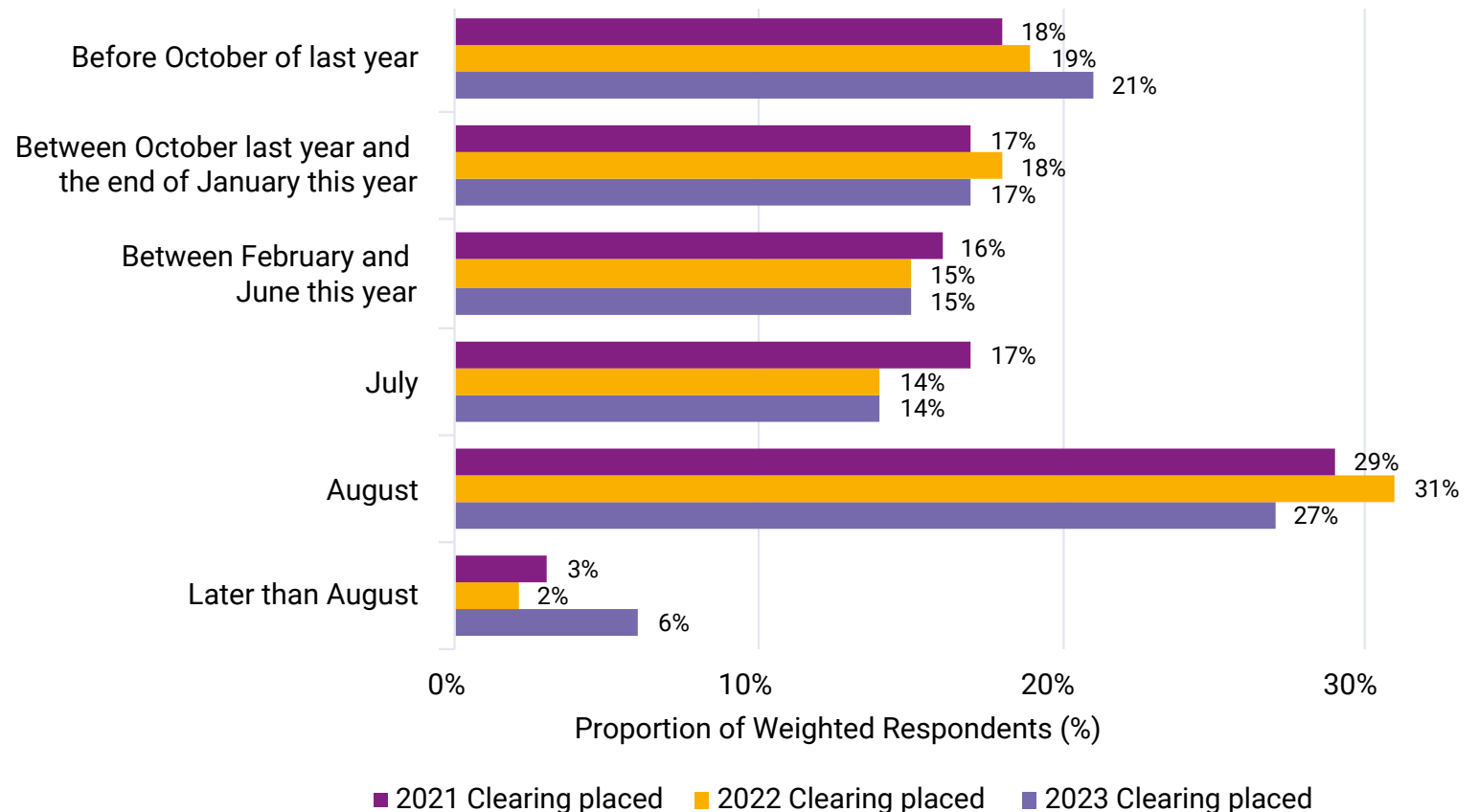
# BE VISIBLE AND AVAILABLE THROUGH THE FULL CYCLE

## CLEARING STUDENTS ARE MORE PREPARED THAN EVER

Research continues to be earlier, with 1 in 5 researching the university/college they are placed at before October of the previous year.

- ▶ 62% of those waiting for exam results researched the university/college they were placed at before they got their results.
- ▶ 59% of students placed through Clearing considered it as an option before August.

Despite this, we saw an increase in those that do last minute research (up to 6% this year) – likely to be due to more direct-to-Clearing applicants. So being visible and available throughout the full cycle is crucial to reach the different personas in Clearing.



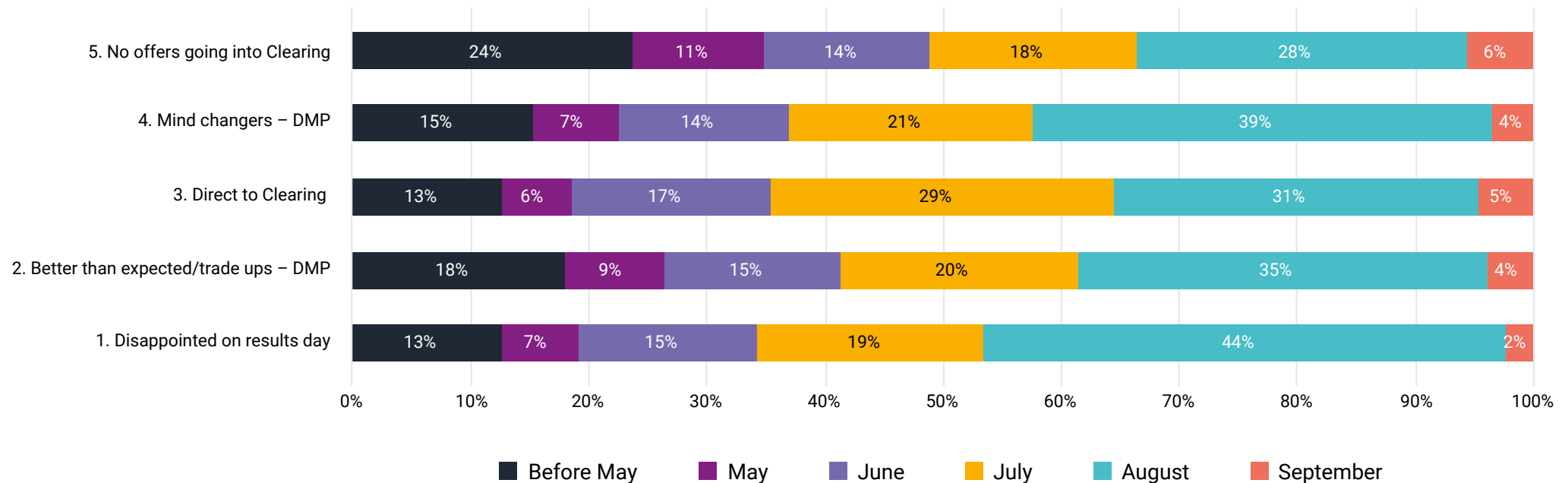
Q. When did you start researching the university or college you were placed at through Clearing? No. respondents: 6,119

Q. Did you research the university or college you were placed at through Clearing before or after you received your results? No. respondents: 6,124

Q. When did you first think Clearing might be an option for your route to university or college? No. respondents: 6,115

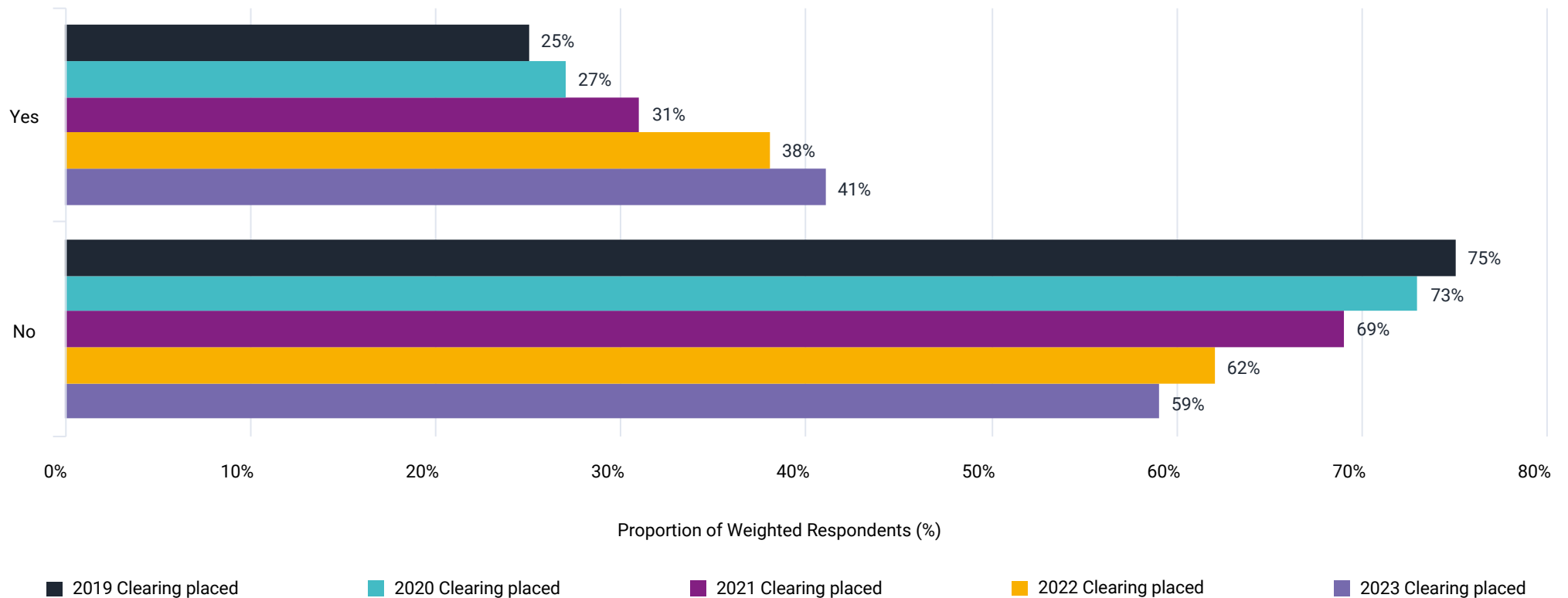
# AN ALWAYS ON STRATEGY ENSURES YOU REACH ALL AUDIENCES

STUDENTS CONSIDER CLEARING AT DIFFERENT TIMES, SO BEING VISIBLE THROUGHOUT IS ESSENTIAL



Q. When did you first think Clearing might be an option for your route to university or college? No. respondents: 6,115

# APPLYING DIRECT IS INCREASINGLY BECOMING A PLANNED STRATEGY

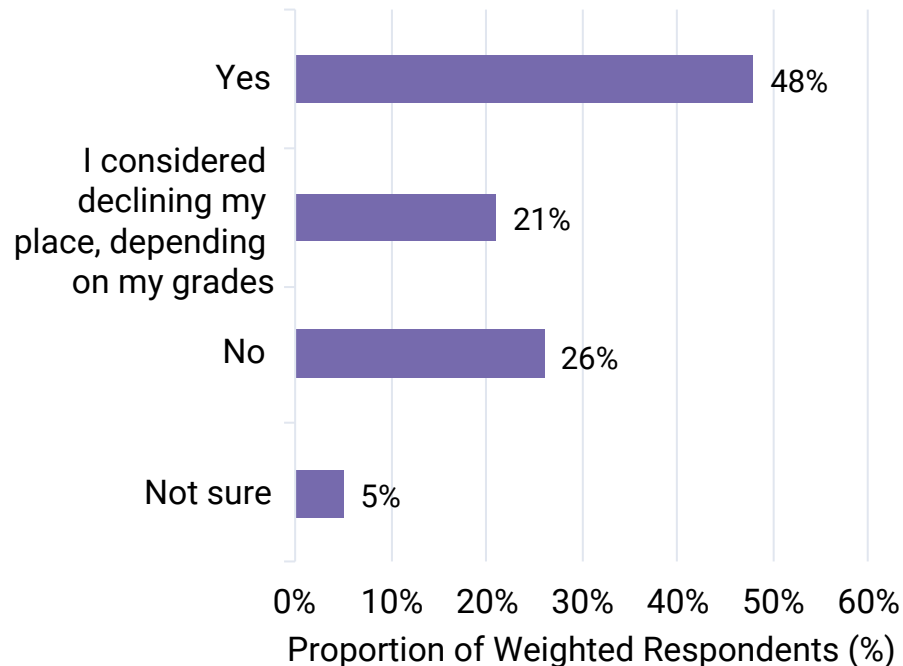


Q. When did you first think Clearing might be an option for your route to university or college? No. respondents: 6,115

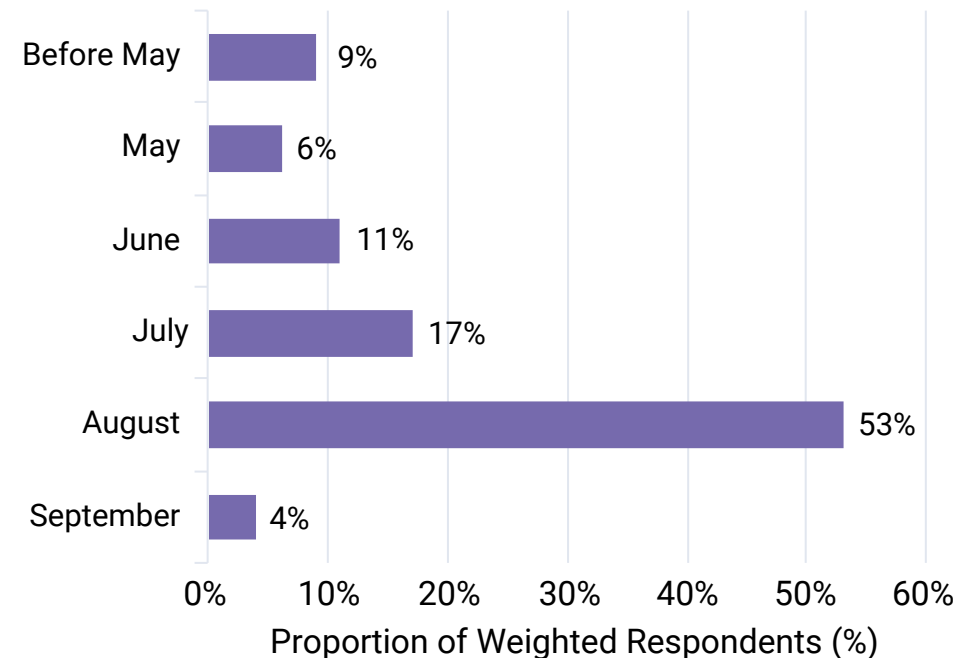


# IMPACTFUL INFLUENCE: FROM EARLY RESEARCH TO DECISION-MAKING MOMENTS

**Nearly half (48%) who declined their place changed their mind about their original choice before results day (up from 43% in 2021)**



**Although the decision is made in August for over half**

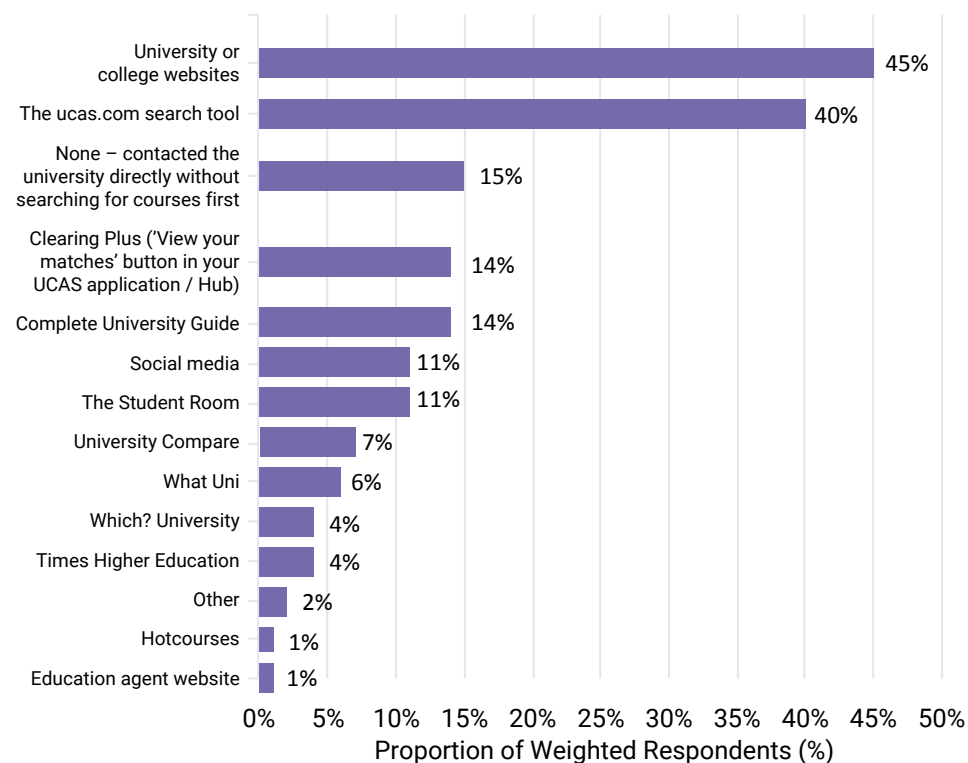


Q. Did you change your mind about studying at your original choice before results day? No. respondents: 1,893

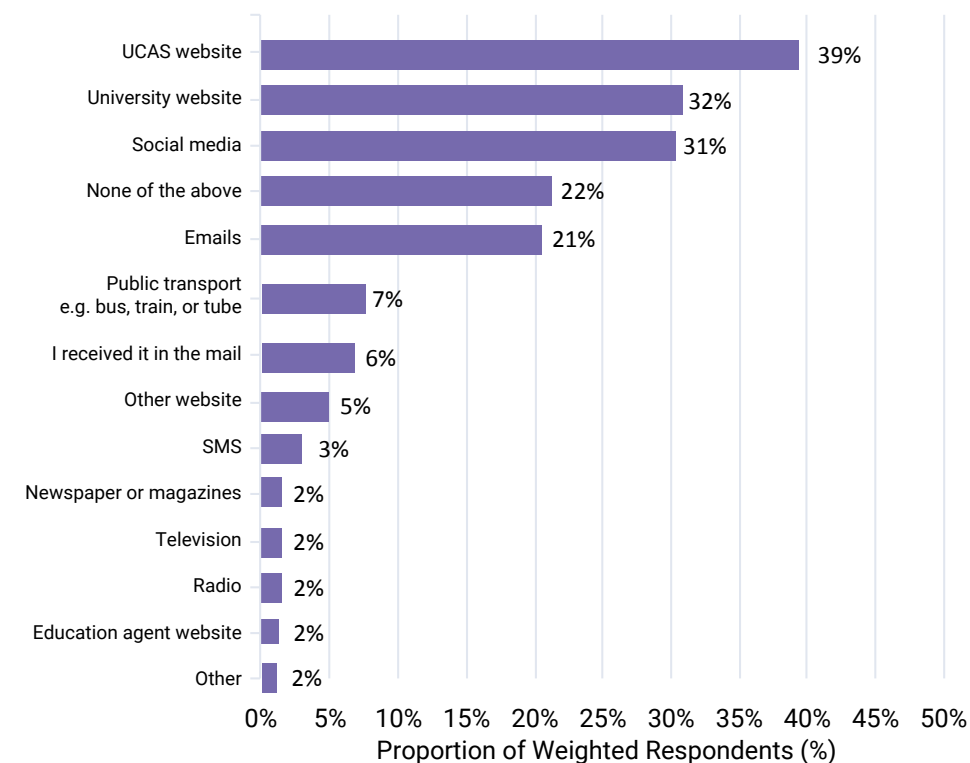
Q. When did you decide you would apply somewhere else? No. respondents: 1,895

# BE WHERE THEY SEARCH FIRST FOR TRUSTED INFORMATION AND GUIDANCE

**UCAS and university websites are where they actively carry out research**



**But they are passively discovering universities and colleges via social media and email too**



Q. When you were looking for a place in Clearing, where did you search for places? Please select all that apply. No. respondents: 6,059

Q. 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. No. respondents: 6,070

# 2024 CLEARING PACKAGES

Our solutions-based media offer is based on 3 core principles.

1. Responsive – addressing current customer needs and market trends
2. Efficient – delivering cohesive and impactful packages based on 2023 performance
3. Transparent – straightforward and devoid of unexpected product combinations

These simple, robust multichannel packages are carefully created to include:

- ▶ optimal channel combinations to reach diverse student demographics at various touchpoints throughout the Clearing process
- ▶ products that cultivate awareness starting from the beginning of Clearing on 5 July – facilitating maximum engagement and conversion later, extending through results day and beyond
- ▶ a variety of options with varying price points – delivering choices that cater to the diverse objectives and budgets of different providers.

**Campaigns run from 5 July – 8 September**



# WHY MULTICHANNEL?

This year, we're building on the success of 2023's packages, combining multiple touchpoints in your Clearing campaigns to:

- ▶ enhance brand visibility across a range of channels students use regularly
- ▶ reach engaged and verified applicants – before, during, and after results day
- ▶ achieve increased conversions on results day and beyond, providing tangible return on investment (ROI).

## A MULTICHANNEL CASE STUDY

One provider with a 2023 Complete Clearing Silver Package including email, display and paid media:

41,734

unique applicants  
contacted

535

applied via  
Clearing

466

Clearing  
accepts

32%

increase in acceptances  
(from 2022)



# NEW FOR 2024

## 1. FLEX OPTIONS

Introducing flexible choices within our packages, allowing you to pick one option from a range of media, products, or services. The flexible options differ based on the type of package – you could choose from:

- ▶ Clearing Plus enhanced (with bespoke or templated emails)
- ▶ Extra email records (excluding results day)
- ▶ Extra paid media spend towards your selected channels
- ▶ Sponsored content links
- ▶ Unplaced Sector Forecast.

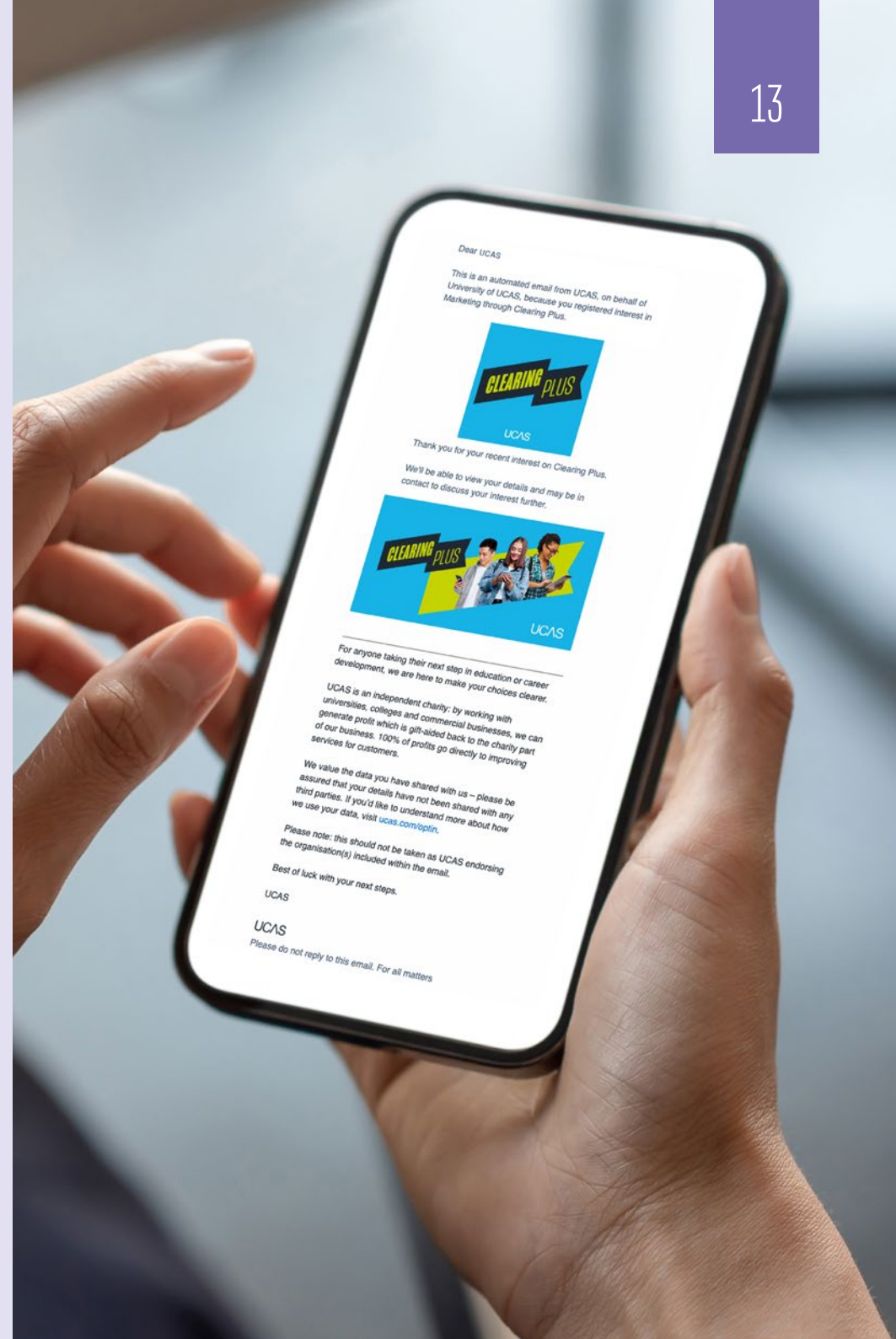
With the flex options, you can tailor your package to meet your needs. All of the options are also available as an add-on, if you want to benefit from more later on.

## 2. STRATEGIC SUPPORT

This year, we're providing comprehensive strategic media support from our digital specialists to maximise the impact your campaign.

You'll benefit from:

- ▶ an initial creative consultation before you submit your campaign creatives
- ▶ a mid-campaign check-in call to assess the performance of your campaign
- ▶ a post-campaign check-in to visualise and analyse your results and performance
- ▶ a complete campaign media plan (available for platinum packages only).





### 3. UNPLACED SECTOR FORECAST

Benefit from data-driven forecasting into how Clearing will look in 2024. Discover:

- ▶ the factors influencing Clearing 2024
- ▶ overall predictions for unplaced applicants on results day, split by demographic and qualifications
- ▶ how many of those are likely to go on to be placed in Clearing
- ▶ predictions split by subject area and regional view, so you can focus on your target courses and locations.

The Clearing Sector Forecast is built into Platinum and Gold flex options, or you can purchase it separately.

### 4. CLEARING PROVIDER INSIGHTS

Delve into your current trends, comprehend the Clearing sector forecast, and pinpoint where to concentrate your efforts.

Our Clearing Insights report comprises four sections, offering you the opportunity to analyse past Clearing activity and anticipate what lies ahead:

1. A summary of your Clearing activity in recent cycles
2. Analysis of trends in self-release and switching behaviour among your applicants – identifying subjects where you're losing applicants and who you're losing them to
3. Forecasting unplaced volumes for this cycle to help shape your Clearing strategy
4. Deep dives into subject areas of opportunity and risk this cycle

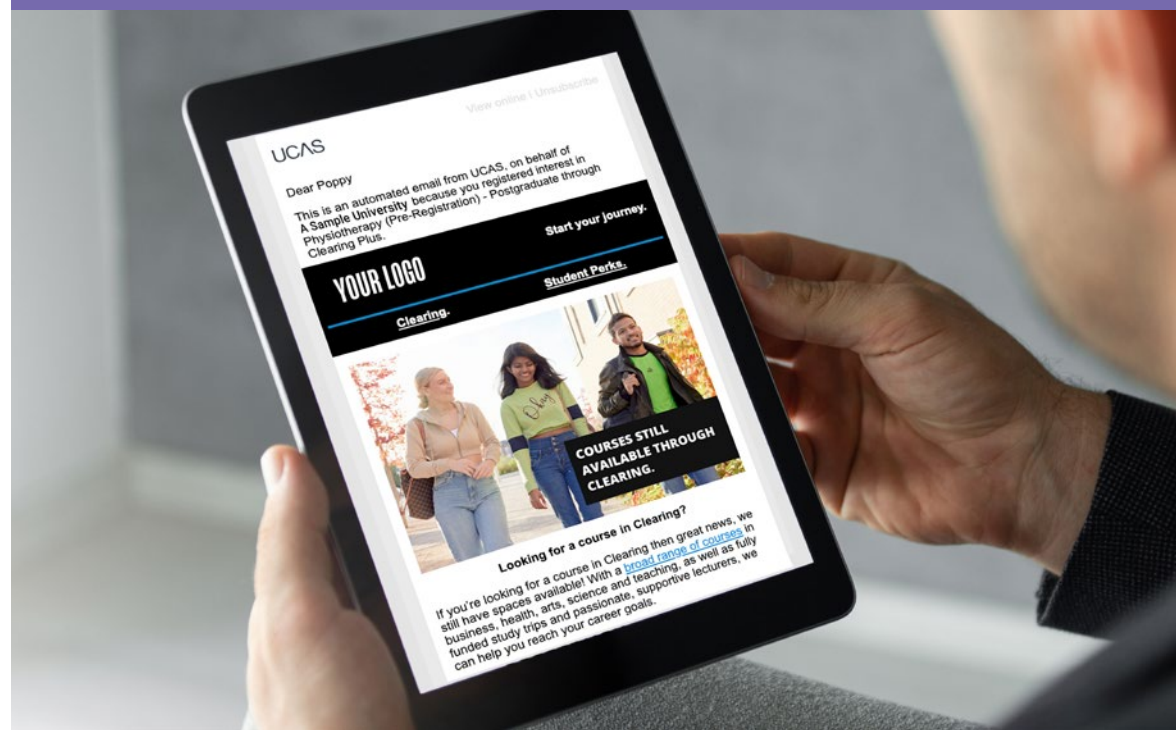
If booking the platinum package you'll be given the first opportunity to purchase the **Provider-level Clearing Insights report**.

### 5. CLEARING PLUS TRIGGERED EMAILS

Showcase your messaging alongside all your listings, and get ahead of the competition with an enhanced profile.

We've improved enhanced profiles by sending a triggered email to unplaced students who register their interest with you. These bespoke or templated emails feature your branding and establish a connection with students by providing essential information directly from your website.

Templated emails	Bespoke emails
Add your logo, Call-to-Action (CTA) buttons, and your hero image	Offers complete creative control over the email design



### Complete Clearing packages

Showcase your offering across every stage of the journey, connecting you with a diverse range of potential students.

### Specialist audience packages

Customise your communications and direct your efforts towards your specific target audience throughout the Clearing period.

### Subject-specific packages

Promote subject areas across the stages of awareness, intent, and conversion during Clearing.

Package type	Package option	2024 price	Quantity available
Complete Clearing packages	Platinum	£98k	10
	Gold	£64k	20
	Silver	£36.5k	15
	Bronze	£15k	30
Specialist audience packages	Audience focus	£66k	7
	SQA results day	£13k	20
Subject specific packages (28 subjects available)	Gold	£30k (Prem)	1 per subject
		£18.5k (Std)	
	Silver	£22k (Prem)	3 per subject
		£16k (Std)	
	Bronze	£13k (Prem)	4 per subject
		£7k (Std)	

Package prices do not include VAT or agency discount.

# COMPLETE CLEARING PACKAGES

**Inclusive options that cover all stages – brand awareness, intent, and conversion**

Packages crafted for you to:

- ▶ showcase a comprehensive overview of your offering
- ▶ promote a diverse array of course or subject types during Clearing
- ▶ reach potential students using various criteria or combinations, including location, achievements, subjects, and more.

## PACKAGE OPTIONS:

- |                                  |                                |
|----------------------------------|--------------------------------|
| ▶ <b>Platinum</b> (10 available) | ▶ <b>Silver</b> (15 available) |
| ▶ <b>Gold</b> (20 available)     | ▶ <b>Bronze</b> (30 available) |



# PLATINUM OPTION

10 AVAILABLE

**The ultimate Clearing showcase, featuring a comprehensive multichannel package to optimise high-impact touchpoints.**

- ▶ Enhance awareness among both student and adviser audiences through premium ad placements across UCAS, leveraging our data to reach verified unplaced applicants on various social or other popular platforms.
- ▶ Gain prominence and credibility by featuring alongside our trusted UCAS brand, delivering advice and guidance via sponsored social.
- ▶ Achieve conversions through a series of emails on results day and beyond, utilising hundreds of data points for targeted outreach.

**58.7% OR**

(AVG FOR 1ST EMAIL)

**4.1% CTR**

(AVG FOR 1ST EMAIL)

**0.17% CTR**

(AVG FOR DISPLAY)

**16,379**

(AVG TOTAL CLICKS PER CUSTOMER (OVERALL))

**0.54% CTR**

(AVG FOR PAID MEDIA)

Channel	Product
Email	A-level results day
	Post-results weekend (Sat – Mon)
	Post-results week two (Fri, Tues-Fri)
Display	Clearing homepage
	In-application ads
	Hub homepage
	Clearing resource pages
Paid media	Two-stage multichannel campaign
	(Three channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)
Flex choices (choose one)	Clearing Plus enhanced (with bespoke emails)
	Extra email records (non-ARD) – 6,575 records
	Extra paid media spend
	Sponsored content links
	Pre-recorded sponsored social video
	Unplaced Sector Forecast*
<b>Package price:</b>	<b>£98k</b>

## STRATEGIC MEDIA SUPPORT

This package includes comprehensive strategic media support provided by our digital specialists to maximise the impact of your campaign.

You'll receive:

- ▶ an initial creative consultation before you submit your campaign creatives
- ▶ a mid-campaign check-in call to assess the performance of your campaign
- ▶ a post-campaign check-in to visualise and analyse your results and performance
- ▶ a complete campaign media plan.

**IF BOOKING THE PLATINUM PACKAGE YOU'LL BE GIVEN THE FIRST OPPORTUNITY TO PURCHASE THE PROVIDER-LEVEL CLEARING INSIGHTS REPORT.**

# GOLD OPTION

20 AVAILABLE

**Elevate awareness and re-engage the students you aim to connect with, wherever they may be, at every stage.**

- ▶ Establish extensive brand recognition among students, teachers, and parents through display placements on our primary UCAS homepage and key advice pages.
- ▶ Access the right students on the sites they use – with a selected multistage multichannel campaign, targeted using our verified unplaced applicant data.
- ▶ Utilise two targeted emails in the days after results day, to ensure the best chance of conversion.

Channel	Product
Email	Post-results Friday
	Post-results week one (Tues-Thurs)
Display	UCAS.com homepage
	Content page bundle
Paid media	Two-stage re-targeting campaign
	(Two channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)
Flex choices (choose one)	Clearing Plus enhanced (with bespoke emails)
	Extra email records (non-ARD) – 6,575 records
	Extra paid media spend
	Sponsored content link display ad
	Unplaced Sector Forecast*
<b>Package price:</b>	<b>£64k</b>

**53.7% OR**

(AVG FOR 1ST EMAIL)

**2.2% CTR**

(AVG FOR 1ST EMAIL)

**0.11% CTR**

(AVG FOR DISPLAY)

**15,522**

(AVG TOTAL CLICKS PER  
CUSTOMER (OVERALL))

**0.52% CTR**

(AVG FOR PAID MEDIA)

\*Delivered direct to providers



# SILVER OPTION

15 AVAILABLE

**A multi-faceted awareness campaign strengthened by precise and targeted post-results e-comms.**

- ▶ Reach students and parents researching on some of the highest-traffic pages on UCAS.com.
- ▶ Choose from some of the most popular social platforms as part of a two-stage campaign to raise awareness and re-target the most engaged.
- ▶ Targeted emails help you generate applications just after results day and through the long tail of Clearing.

Channel	Product
Email	Post-results weekend (Sat-Mon)
	Post-results week two (Fri, Tues-Fri)
Display	Premium content pages
	Hub and search bundle
Paid media	Two-stage re-targeting campaign
	(One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)
Flex choices (choose one)	Clearing Plus enhanced (with templated emails)
	Extra email records (non-ARD) – 5,275 records
	Extra paid media spend
<b>Package price:</b>	<b>£36.5k</b>

**50% OR**

(AVG FOR 1ST EMAIL)

**2% CTR**

(AVG FOR 1ST EMAIL)

**0.06% CTR**

(AVG FOR DISPLAY)

**8,356**

(AVG TOTAL CLICKS PER  
CUSTOMER (OVERALL))

**0.49% CTR**

(AVG FOR PAID MEDIA)

# BRONZE OPTION

30 AVAILABLE

**Get your key Clearing messages in front of our audience across UCAS.com and via a popular off-site platform.**

- ▶ Promote your brand on pages dedicated to students, parents, and teachers throughout our website, featuring direct links to your Clearing content.
- ▶ Enhance your brand visibility on Clearing Plus and make your listings unmissable for any matched students.
- ▶ Expand your reach and use our data to target verified unplaced applicants on other popular channels, such as Facebook/Instagram, Google Display Network, TikTok or Snapchat.

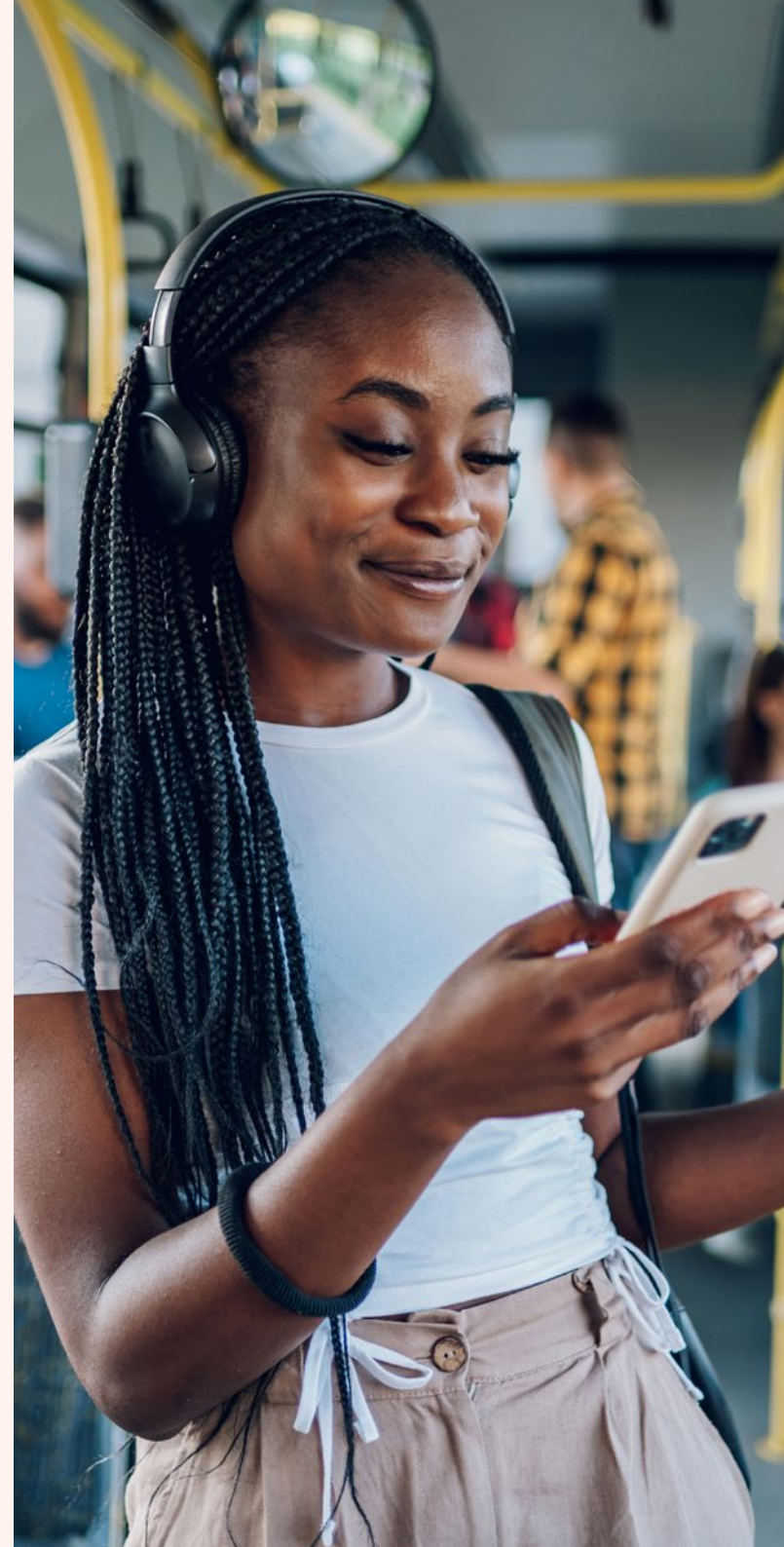
Channel	Product
Display	Sponsored content links
Paid media	Engagement campaign One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube
Flex choices (choose one)	Clearing Plus enhanced (with templated emails) Extra paid media spend
<b>Package price:</b>	<b>£15k</b>

**81.03% OR**  
(AVG FOR 1ST EMAIL)

**0.61% CTR**  
(AVG FOR 1ST EMAIL)

**5,244**  
(AVG TOTAL CLICKS PER CUSTOMER (OVERALL))

**60%**  
OF CLEARING PLUS REGISTRATIONS WERE WITH ENHANCED PROVIDERS



# SPECIALIST AUDIENCE PACKAGES

## Options for focusing activity on a specific subset of students throughout Clearing.

These specialist packagers are valuable for providers aiming to:

- ▶ concentrate on connecting with specific students
- ▶ target by tariff, international, or those based in Scotland (including on SQA results day)
- ▶ tailor your messaging to resonate with your target audience, engaging with them during optimal moments.

### PACKAGE OPTIONS:

- ▶ **Audience focus**  
(7 available)
- ▶ **SQA results day**  
(20 available)







## WIDENING PARTICIPATION OPTION

**Our unparalleled access to verified student data enables you to tailor your recruitment efforts to align with your widening participation goals.**

- ▶ Ensure your branding and message captivate students and their advisers by featuring display ads in sections of our site, where all students regularly check their application status.
- ▶ Amplify your reach across various touchpoints through targeted social activities.
- ▶ Position your message strategically to the appropriate audience during optimal moments, utilising results-day and post-results emails, combined with enhanced branding opportunities in Clearing Plus.

If you're interested in targeting based on widening participation criteria, please get in touch with your Customer Success Director or Customer Manager to discuss options. We'll work with you to create a suitable package.

# AUDIENCE FOCUS OPTION

7 AVAILABLE

**Target and convert students in a specific country or tariff-band to meet your Clearing targets.**

- ▶ Raise your profile with students and parents throughout Clearing with high-impact ads on our site – including the Hub homepage where students view their application status.
- ▶ Amplify your brand's presence by engaging with students across display on UCAS.com.
- ▶ Reach your target students quickly after release, with in-application ads, and via results day and post-results weekend emails.

**55.5% OR**

(AVG FOR 1ST EMAIL)

**2.9% CTR**

(AVG FOR 1ST EMAIL)

**2.1M AVG**

(IMPRESSIONS ACROSS  
DISPLAY)

**70%**

(PLACED ON COURSE AT A  
PROVIDER WITH A CLEARING  
PLUS ENHANCED PROFILE)

Channel	Product
Email	A-level results day
	Post-results week one (Tues-Thurs)
Display	Hub homepage
	In-application ads
	Clearing research pages (MPU)
	Clearing resource pages
Paid media	Two-stage re-targeting campaign
	(Two channels: Google Display Network, Meta, Snapchat, TikTok, YouTube)
Flex choices (choose one)	Clearing Plus enhanced (with bespoke emails)
	Extra email records (non-ARD) – 6,575 records
	Extra paid media spend
	Sponsored content link display ad
	Unplaced Sector Forecast*
<b>Package price:</b>	<b>£66k</b>

\*Delivered direct to providers



# SQA RESULTS DAY OPTION

20 AVAILABLE

**A multichannel package targeting students in Scotland throughout Clearing, and directly on SQA results day.**

- ▶ Take advantage of our unrivalled student data and knowledge to target Scottish-based applicants, with your provider awareness ads featured on a popular social media channel.
- ▶ Reach students with your unique creative and messaging, in a high-impact email on SQA results day.
- ▶ Available for use as a stand-alone option, or to supplement another Clearing package with an additional Scottish focus.

Channel	Product
Email	SQA results day – 2,000 records
Display	Hub homepage
	In-application ads
	Clearing research pages (MPU)
	Clearing resource pages
Paid media	Engagement campaign
	One channel: Meta, Snapchat, YouTube
Flex choices (choose one)	Clearing Plus enhanced (with templated emails)
	Extra paid media spend
<b>Package price:</b>	<b>£13k</b>

**55.5% OR**

(AVG FOR 1ST EMAIL)

**4% CTR**

(AVG FOR 1ST EMAIL)

**0.82% CTR**

(AVG FOR PAID MEDIA)

**6% CTR**

(AVG FOR CLEARING PLUS EMAIL)



# SUBJECT-SPECIFIC PACKAGES

**Showcase individual subject areas to the right audience in the right places across the Clearing period.**

Ideal for providers aiming to:

- ▶ promote specific-subject areas consistently across the awareness, intent, and conversion stages of Clearing
- ▶ build awareness of your Clearing offer primarily at the subject level, rather than on an institution-wide basis
- ▶ prioritise presenting Clearing content to potential students that centres around the specific topics they're most interested in.

## PACKAGE OPTIONS:

- ▶ **Gold:**  
(one available per subject)
- ▶ **Bronze:**  
(four available per subject)
- ▶ **Silver:**  
(three available per subject)





## 28 SUBJECT AREAS IN TOTAL

Pricing within Gold, Silver and Bronze subject packages are tiered by subject popularity – with premium (high demand) and standard (lower demand) subjects to select.

	Subject		
<b>Premium</b> (9 subjects)	Biology	Engineering	Nursing
	Business	Law	Psychology
	Computer science	Medicine	Social studies
<b>Standard</b> (19 subjects)	Accounting and finance	Drama	Physical sciences
	Agriculture	English	Physics
	Architecture	History	Sport and exercise science
	Arts, crafts and design	Languages	Teaching
	Chemistry	Maths	Veterinary science
	Criminology	Media	
	Dance	Music	



# GOLD OPTION

1 AVAILABLE PER SUBJECT

**Put your course front and centre for anyone interested in that topic, at each stage in their Clearing journey.**

- ▶ Your course will feature prominently for those searching the chosen subject area or browsing key subject information, across UCAS.com.
- ▶ Establish your subject expertise by featuring your course video on our highly trusted subject guides.
- ▶ Social or Google Display Network ads and two post-results solus emails deliver your tailored subject messaging to those specifically interested in that topic.

Channel	Product
Email	Post-results weekend (Sat-Mon) – 7,225 premium records / 1,975 standard
	Post-results week two (Fri, Tues-Fri) – 3,300 premium records / 1,325 standard
Display	Search tool subject keywords
	Clearing subject page text links
	Subject guide video
Paid media	Subject engagement campaign
	(One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)
Flex choices (choose one)	Clearing Plus enhanced (with templated emails)
	Extra email records (non-ARD) – 5,275 records (premium subjects only)
	Extra paid media spend
<b>Package price:</b>	<b>£30k Premium   £18.5k Standard</b>

**54.5% OR**

(AVG FOR 1ST EMAIL)

**2.7% CTR**

(AVG FOR 1ST EMAIL)

**0.18% CTR**

(AVG FOR DISPLAY)

**0.88% CTR**

(AVG FOR PAID MEDIA)



# SILVER OPTION

3 AVAILABLE PER SUBJECT

**Get your course seen wherever students are researching the subject on UCAS.com, then re-target them off-site.**

- ▶ Keyword and text link ads will ensure your course is noticed by highly engaged students and their advisers researching subjects on UCAS.com.
- ▶ Drive high-quality traffic to your course with a prominent link featured on one of our relevant subject guide pages.
- ▶ Take advantage of our unrivalled data to reach unplaced subject researchers elsewhere online.

Channel	Product
Display	Search tool subject keywords
	Clearing subject page text links
	Subject guide promoted course
Paid media	Subject engagement campaign
	(One channel: Google Display Network, Meta, Snapchat, TikTok, YouTube)
Flex choices (choose one)	Clearing Plus enhanced (with templated emails)
	Extra paid media spend
<b>Package price:</b>	<b>£22k Premium   £16k Standard</b>

**0.06% CTR**

(AVG FOR DISPLAY )

**0.86% CTR**

(AVG FOR PAID MEDIA )

**74%**

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

**81.3% OR**

(AVG FOR CLEARING PLUS TEMPLATED EMAILS)

# BRONZE OPTION

4 AVAILABLE PER SUBJECT

**Build awareness of your course amongst active student researchers and steer them to your best subject content.**

- ▶ Put your subject messaging in front of those with the most interest in the chosen field on UCAS.com.
- ▶ Your display ads link direct to your subject content – delivering the most relevant information to engaged students with high intent to apply in Clearing.
- ▶ Give prominence to all your Clearing Plus listings, alongside your logo and messaging, to ensure you stand out to matched students across all your courses.

Channel	Product
Display	Search tool subject keywords
	Clearing subject page text links
Flex choices (choose one)	Clearing Plus enhanced (with templated emails)
	Subject engagement boost (one channel: Google Display Network, Meta, Snapchat, TikTok, YouTube) – four-week campaign
<b>Package price:</b>	<b>£13k Premium   £7k Standard</b>

**0.06% CTR**

(AVG FOR DISPLAY )

**0.86% CTR**

(AVG FOR PAID MEDIA )

**74%**

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

# INDIVIDUAL PRODUCT DETAILS

Below are details about individual products included in our Clearing 2024 packages. Full media specifications will be provided on confirmation of your booking.

## EMAIL

Reach verified unplaced applicants with your creative – using a UCAS template or your own html code\*.

We'll work with you to define your specific targeting approach using criteria such as location, subject, and achievement.

Email Type	Date of send	Records per send**
<b>SQA results day</b>	Tues 6 Aug	2,000
<b>A-level results day</b>	Thurs 15 Aug	10,000
<b>Post-results Friday</b>	Fri 16 Aug	14,475
<b>Post-results weekend (Sat-Mon) email</b>	Sat 17, Sun 18 or Mon 19 Aug	Non-subject 9,200
		Premium subject 7,225
		Standard subject 1,975
<b>Post-results week one (Tues-Thurs) email</b>	Tues 20, Weds 21 or Thurs 22 Aug	7,900
<b>Post-results week two (Fri, Tues-Fri) email***</b>	Fri 23, Tues 27, Weds 28, Thurs 29 Aug	Non-subject 3,300
		Premium subject 3,300
		Standard subject 1,325

\* Dynamic email content (beyond personalisation) is not included within the packages as standard, but may be possible to purchase at additional cost – please contact us if this is of interest.

\*\* This is the maximum number of records your email can be sent to that are included as part of the package. It may be possible to purchase additional records (except for A-level results day) nearer the time – please contact us to find out more. Numbers are based on data counts for Clearing in 2023. If the total number of available records to target as part of your package falls significantly below the volumes indicated, we will work with you to agree a suitable alternative service of a similar value e.g. widened targeting, additional records included in another email send in your package, use of AI optimisation on sends, or an additional email.

\*\*\* Emails cannot be sent on Bank Holiday Monday, 26 August.

# PACKAGE ADD-ONS

Channel	Product	Qty available	Price
Email	Additional email records (non-results days)	Unlimited	£0.76 per record
Paid Media	Additional paid media spend		£2k min
Clearing Plus	Clearing Plus enhanced profile (bespoke emails)		£5k
	Clearing Plus enhanced profile (template emails)		£4k
	Clearing Plus enhanced profile upgrade (from template to bespoke emails)		£1k
Insights consultancy	Unplaced Sector Forecast		£5k
	Provider-level Clearing Insights report (incl. Unplace Sector Forecast)		£13k

If you would like to add additional inventory please add this to the booking form. If you have any further questions please speak to your Customer Success Director or email [clearingmedia@ucas.ac.uk](mailto:clearingmedia@ucas.ac.uk).



# CLEARING PLUS

Clearing Plus is where students go to find courses that best match their individual circumstances – presenting them with a personalised list of course options, matched to their circumstances and interests.

## ENHANCED PROFILE

While all providers can add courses and select their matching criteria, with an enhanced profile your branding and messaging will feature alongside all your matched course listings for students.

- ▶ Feature your logo alongside all your listings – pulled through from the UCAS collection tool to avoid any additional artwork submission requirements.
- ▶ Promote your key Clearing messages – change your displayed tagline as many times as you like to suit your strategy, via the dashboard.
- ▶ All students registering an interest in a course at an enhanced provider will now receive an automatically triggered email from UCAS (bespoke or templated). This will include your branding and connect students with essential information on your website.

Templated email	Bespoke email
Includes your logo, CTA buttons, and banner image	Full creative control of your email – please refer to our email guidelines or provide us with your HTML code



# DISPLAY

**Be seen through key touchpoints by students, parents, and teachers right across the Clearing journey. All our display placements run from 5 July – 8 Sept.**

## CONTENT PAGE BUNDLE

At the core of student searches on UCAS.com are research pages covering Clearing, finance, and accommodation. They're also where students have peer-to-peer conversations via Unibuddy.

- ▶ Ad slots on rotation with up to 20 advertisers in total
- ▶ Mobile and MPU formats, multiple animated gifs/pngs permitted

## CLEARING HOMEPAGE

The official Clearing destination for applicants. Linked from the UCAS.com homepage and referenced in all our Clearing-related communications and collateral, it's pivotal to the advice we offer.

- ▶ Ad slots on rotation with up to 10 advertisers in total
- ▶ Mobile and MPU formats, multiple animated gifs/pngs permitted

## CLEARING RESEARCH PAGES (MPU)

Promote your brand across all our heavily visited Clearing subject research pages. An opportunity to reach highly active students at moments when they're deeply engaged in the Clearing process.

- ▶ Ad slots on rotation with up to 8 advertisers in total
- ▶ Mobile and MPU formats, multiple animated gifs/pngs permitted

## CLEARING RESOURCE PAGES

Appear on multiple advice pages linked from the Clearing landing page. These pages are where students learn about the Clearing process – results information, what next, and getting support.

- ▶ Ad slots on rotation with up to 17 advertisers in total
- ▶ Mobile and MPU formats, multiple animated gifs/pngs permitted

## CLEARING SUBJECT PAGE TEXT LINKS

Promote your individual course on a subject-specific Clearing research page, driving engaged students to your content just as they're exploring their options.

- ▶ Up to 10 advertisers per subject
- ▶ 40 characters max (including spaces)

## HUB AND SEARCH BUNDLE

Be present at essential moments as engaged students conduct active research. Your ad will be the only one served as a search result is returned in the search tool, plus you'll benefit from additional placements across the UCAS Hub.

- ▶ Up to 17 advertisers in total
- ▶ Mobile, MPU and leaderboard formats, multiple animated gifs/pngs permitted

## HUB HOMEPAGE

The UCAS Hub is where students sign in to view their application. Your ad will feature at the top of the Hub dashboard as students see their application status and research or refine their Clearing choices.

- ▶ Ad slots on rotation with up to 20 advertisers in total
- ▶ Mobile and MPU formats, multiple animated gifs/pngs permitted

## IN-APPLICATION ADS

Served to unplaced applicants at the heart of the application process, these high-impact ads allow you to reach students at the exact moment they find out they're unplaced.

- ▶ Ad slots on rotation with up to 20 advertisers in total
- ▶ Mobile and MPU formats, multiple animated gifs/pngs permitted

## PREMIUM CONTENT PAGES

Feature on some of the highest traffic pages on our site alongside core application tools and systems, including the sign in and register page, application landing pages, and tariff calculator page.

## SEARCH TOOL SUBJECT KEYWORDS

Access active and engaged students with ads targeted by subject. Your course ad will be served as a student's subject search results are returned – the only ad they'll see at the time.

- ▶ Up to 8 advertisers per subject
- ▶ Mobile, MPU and leaderboard formats, multiple animated gifs/pngs permitted

## SPONSORED CONTENT LINKS

Increase your brand presence on pages across UCAS.com, with the chance to flexibly update your content and messaging throughout Clearing.

- ▶ 100 x 100px thumbnail, static gif/png/jpg only
- ▶ 40 characters max (including spaces)

## UCAS.COM HOMEPAGE

The starting point for hundreds of thousands of students, parents, and teachers each year as they research Clearing. These above-the-fold ads offer the ultimate brand awareness opportunity.

- ▶ Up to 20 advertisers in total
- ▶ Mobile and MPU formats, multiple animated gifs/pngs permitted

## SUBJECT GUIDE VIDEO

Showcase your subject expertise and offer with your course video hosted on one of our trusted subject guides – a key source of in-depth subject information for students, especially during Clearing.

- ▶ Videos must adhere to our content guidelines and specifications – we'll work with you in advance to outline expectations, and will need to approve final content

## SUBJECT GUIDE PROMOTED COURSE

Link through to your UCAS course listing from one of our popular in-depth subject guides. Promoted course links will feature prominently on the page and take precedence over non-promoted courses.

- ▶ Up to three advertisers per subject
- ▶ - Size: 800 x 600
- ▶ - Please include your University/college name, university/college logo (max size: 230 x 230), course title and a description (max 150 characters).





# PAID MEDIA

Only UCAS can specifically target verified unplaced students through social media and off-site display campaigns.

If you're already committed to running social/off-site display activity with an external agency during Clearing, please contact your customer manager or email **clearingmedia@ucas.ac.uk** to discuss how we can make our Clearing packages work for you.

## CAMPAIGN TYPES:

### **Two-stage re-targeting campaign (5 July – 10 September)**

The campaign runs across two delivery phases, re-targeting students who engage with your video content.

### **Engagement campaign (5 July – 10 September)**

One social platform is available for this campaign type

### **Two-stage multichannel campaign (5 July – 10 September)**

The campaign runs across two delivery phases. This includes the full service tracking and strategic support from UCAS experts.

### **Subject engagement boost**

A four-week campaign on one social platform.

- ▶ Utilise social platforms to re-target verified audiences and expand awareness of your brand
- ▶ Choose platforms from Meta, Google Display Network, Snapchat, YouTube and TikTok
- ▶ Target engaged students – verified unplaced applicants or UCAS.com search tool users
- ▶ Up to five brand-only (non-subject) creative formats per platform (including video)

**Please note Google Display is not suitable for retargeting.  
It can be run with standard and responsive display to maximise ad coverage**

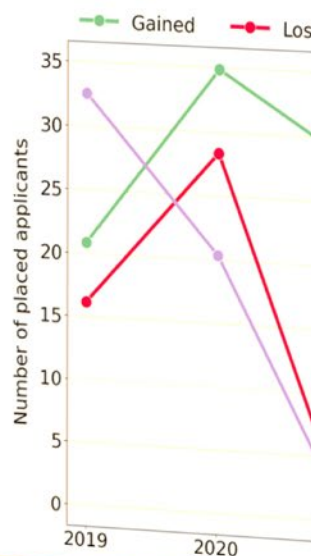




## Subject area focus

### Deep dive into trends for Subject A

- Last year, you gained 25 placed applicants in Subject A, but lost 23 to other providers and a further 32 withdrew.



Top HEPs gained from		Top HEPs lost to	
Competitor 7	5	Competitor 3	3
Competitor 11	3	Competitor 11	2
Competitor 12	3	Competitor 2	2

Security marking: CONFIDENTIAL

# NEW FOR 2024: CLEARING PROVIDER INSIGHTS

## INFLUENCE YOUR CLEARING STRATEGY WITH DATA-DRIVEN INSIGHTS

- Explore the latest trends in self-release and switching behaviour amongst your applicants.
- Have sight of your expected volume of unplaced applicants in Clearing.
- Identify top subject areas with potential risk – from shrinking sector and/or competitor activity – so you can identify the key areas to concentrate on.

With the latest market intelligence, UCAS can provide you with a deep analysis of supply and demand trends and student mindset across the higher education sector, to help you prepare for 2024 Clearing.

A fully visualised PDF report will clearly lay out the critical insights, along with summaries and recommendations to empower strategic marketing discussions at your institution.

## KEY INSIGHTS

Four sections allowing you to analyse previous Clearing activity and look ahead to what you can expect.

1. A summary of Clearing activity in recent cycles
2. Analysis of recent switching behaviours
3. Forecasting unplaced volumes for this cycle's Clearing
4. Deep dives into subject areas of opportunity and risk this cycle

Find out more about our **Clearing Provider Insights**

# NEXT STEPS FOR CLEARING 2024

This year, we're managing bookings differently. Rather than the lottery, we'll be accepting orders on a first-come, first-served basis. We'll be hosting a series of webinars throughout January to help you decide which packages suit you best and will work with you to agree on the most suitable option.

**Booking opens on Tuesday 6 February 2024.** Keep an eye out for our communications to be first on the list.

Contact your UCAS Customer Manager or email [clearingmedia@ucas.ac.uk](mailto:clearingmedia@ucas.ac.uk) if you'd like to discuss package options or have any queries.

Once you've decided on the best package(s) for your institution, follow the steps below:

1. Submit your booking – booking opens on **Tuesday 6 February 2024**.
2. Select your preferred package(s) using our online form.
3. Once submitted, we'll confirm your booking. As bookings will be on a first-come first-served basis, your request will be confirmation of your intention to purchase. Please include a PO number where possible.
4. If packages are sold before your booking is received, we'll contact you to discuss other options available and find an appropriate alternative for you.

Visit the **2024 Clearing page** for more information.





# UCAS

## GET IN TOUCH

Are you ready to unlock the potential of Clearing?

Reach out to your Customer Success Director or email us at [educationsservices@ucas.ac.uk](mailto:educationsservices@ucas.ac.uk) today.

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