
Clearing inventory – second release

State of the cycle

Inventory available

**Engagement opportunities ahead of Clearing
Questions**



State of the cycle

Rebecca Hopwood – Head of Customer Growth – Education

Andy Frampton – Customer Success Director

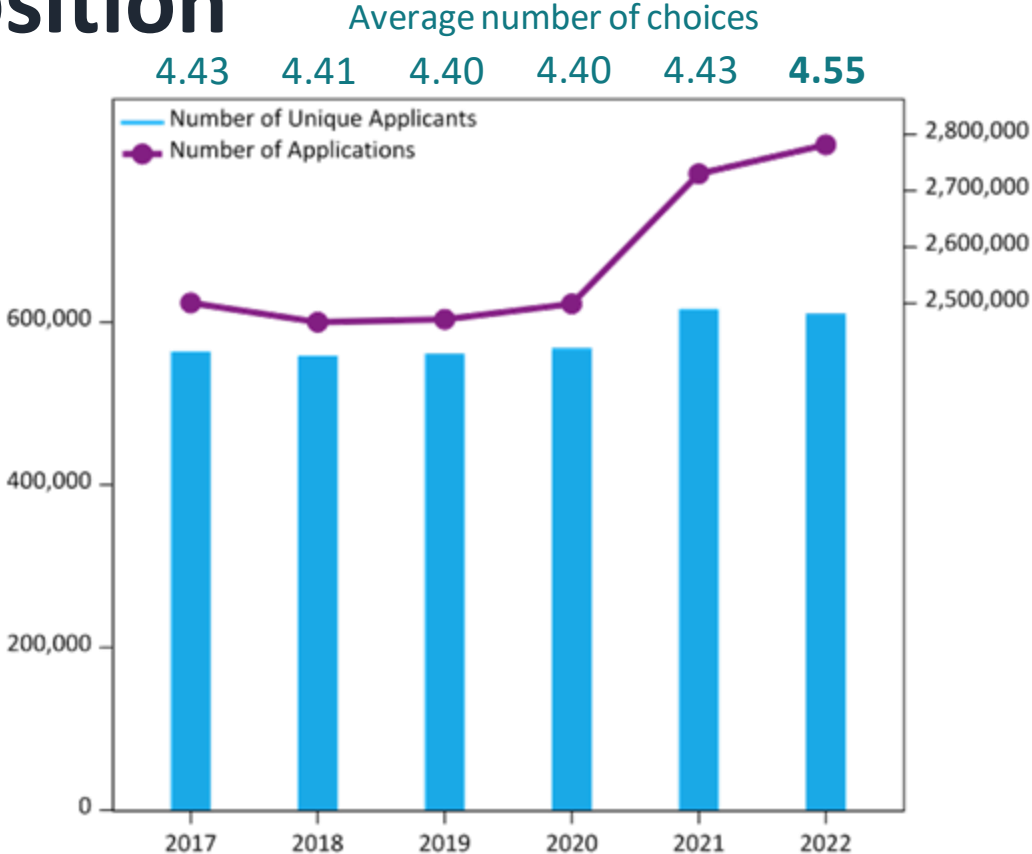
What we've seen in 2022 so far

January Deadline Position

Less applicants, but more applications

Total applications
+1.9% (+51,450)
 versus 2021

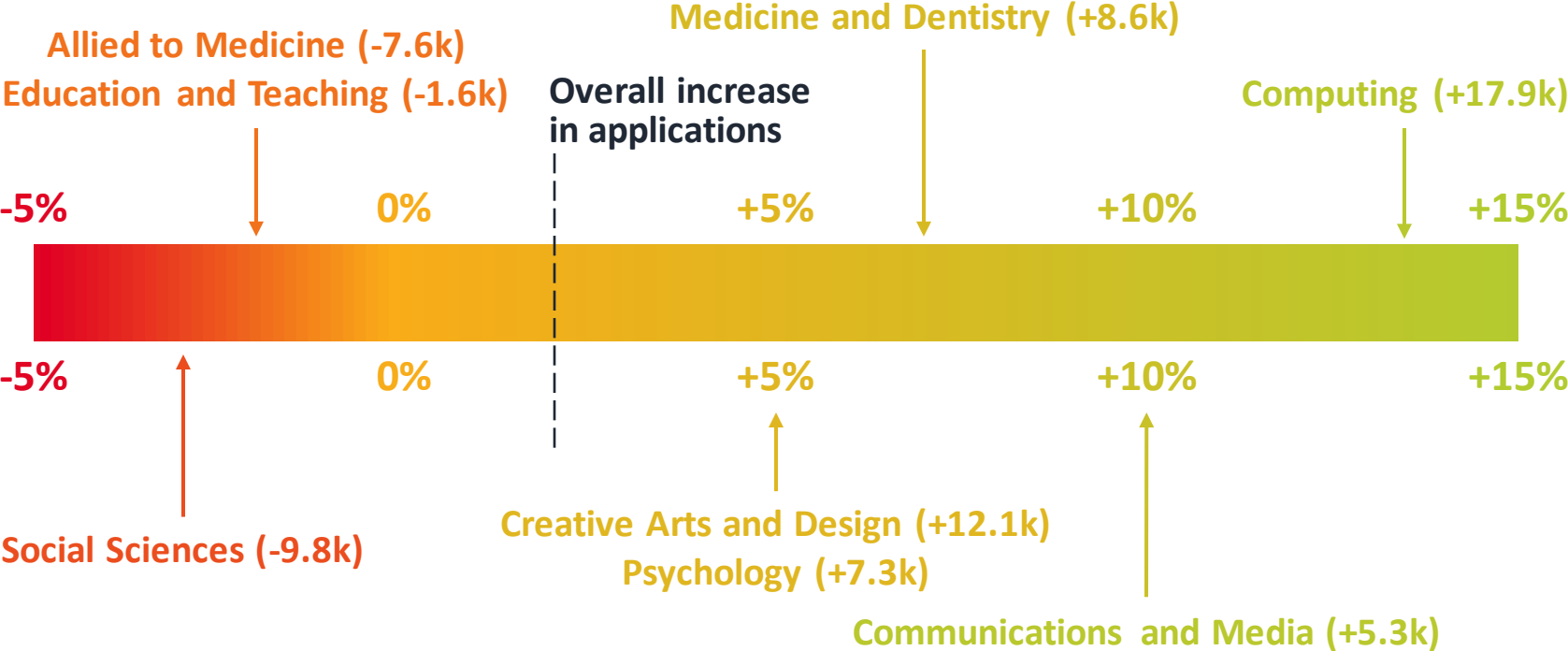
Unique applicants
-0.9% (-5,640)
 versus 2021







Changing behaviours

- **Offer making** has taken longer - currently 21% increase in applications awaiting a decision
 - Operation of gathered fields
 - More complex applications
 - Return of face to face Interviews
 - Removal of 31st March advisory deadline
- **Applicant replies** have been slower – currently 11% decrease in replies from applicants
- 30% of all applications are currently at Conditional Offer pending a reply
 - Slower offer making
 - Return of face to face Taster Days
 - Later deadlines / more last minute activity

Subject area trends



What do we expect from Clearing?

-  **Fewer students achieving the highest grades**
OFQUAL want a gradual return to how it was, 2022 “transition year” mid point between 2019 and 21.
-  **Reintroduction of the ‘exams effect’, creating greater uncertainty for applicants**
Likely to see many more unexpected Clearing users than last year
-  **Increased ambition vs over-recruitment risks**
Competitive areas likely to be even more competitive this cycle
-  **Changes to applicant behaviours?**
Will we see a return to large-scale appeals?

What's different for Clearing 2022?

UCAS

- Return to separate SQA and JCQ results days and embargos
- JCQ embargo will end at 08:00 on 18 August. UCAS systems live at 08:30
- Adjustment has been removed
- UCAS 'Track' no longer exists

2022 will be a dynamic Clearing

Covid has driven rising ambitions and applications from UK 18 year olds

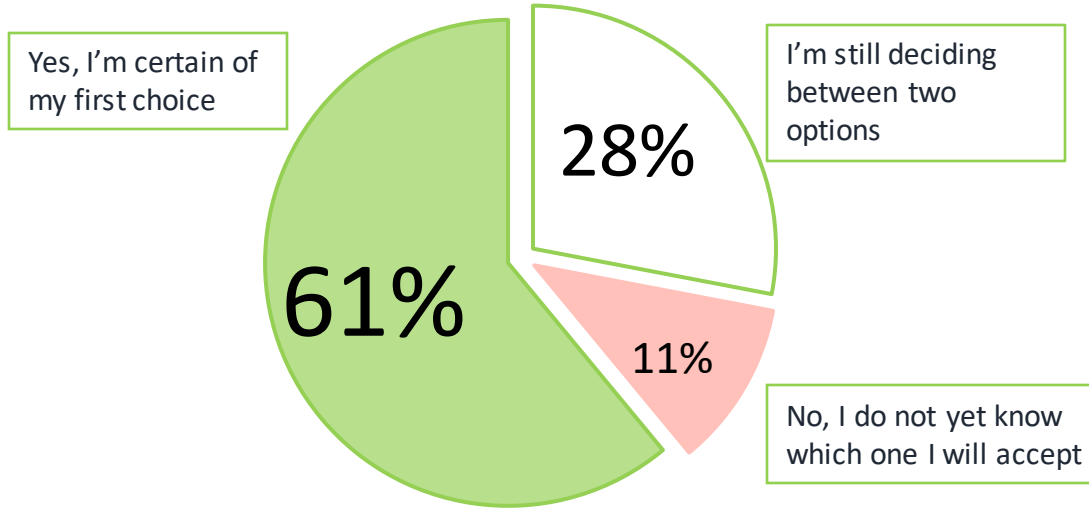


Are students ready for exams and will they accept the outcomes?

What will Clearing look like in context of qualifications shift and disrupted teaching and learning?

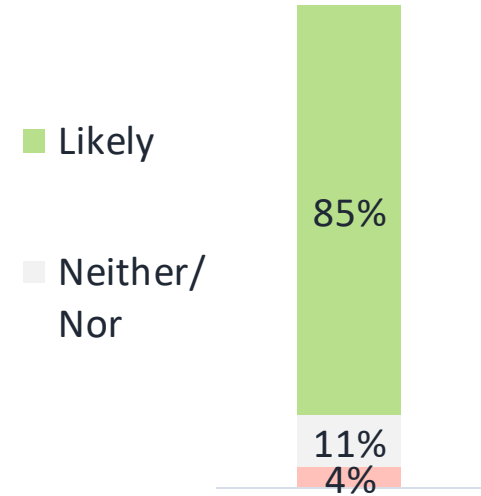
Many applicants have already made their decisions and are confident in getting the required grades

Certainty over first choice, % selected

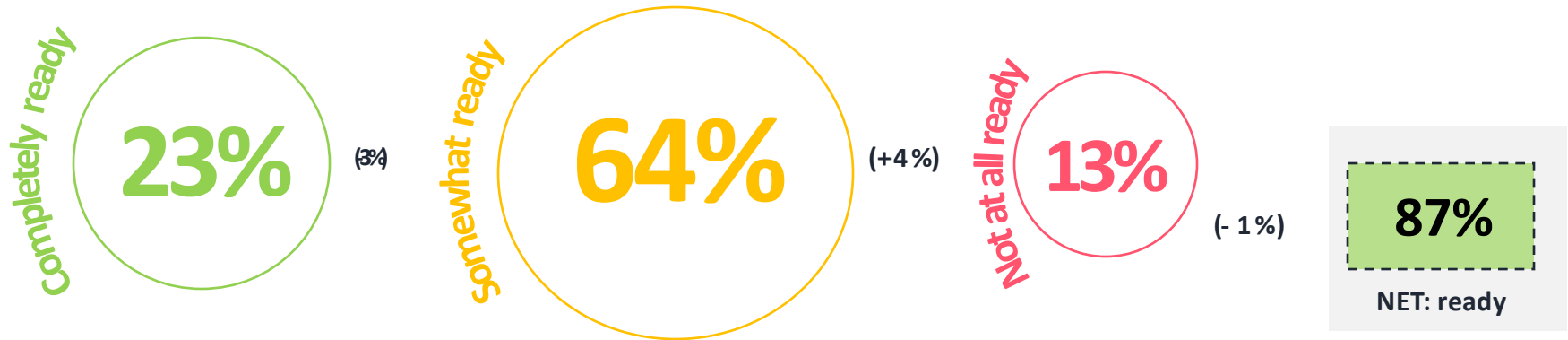


Confidence in getting required grades, % selected

(Base: Those certain of first choice)



With only a quarter feeling completely ready for university, there is scope for universities to help applicants feel more prepared



▲ More likely to be BAME

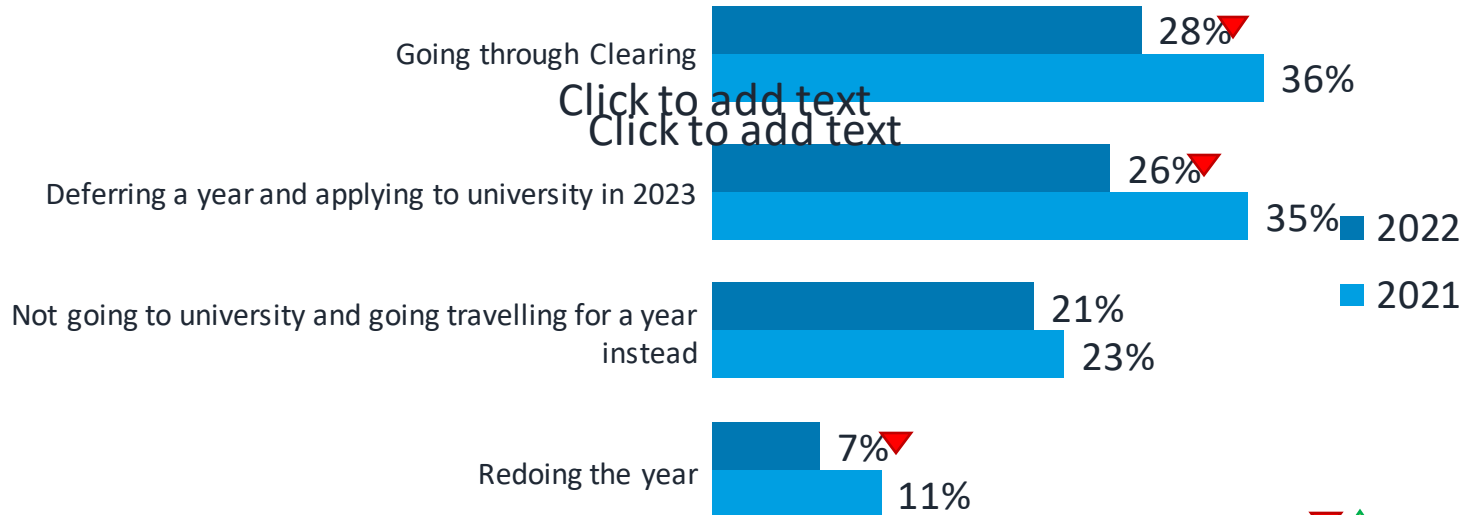
▼ Less likely to be ready among those who feel less confident about getting a place

(+/-) = Difference vs 2021

Far fewer applicants are concerned they will need to change their plans about going to university/college

Consideration of changing decisions about university, % yes

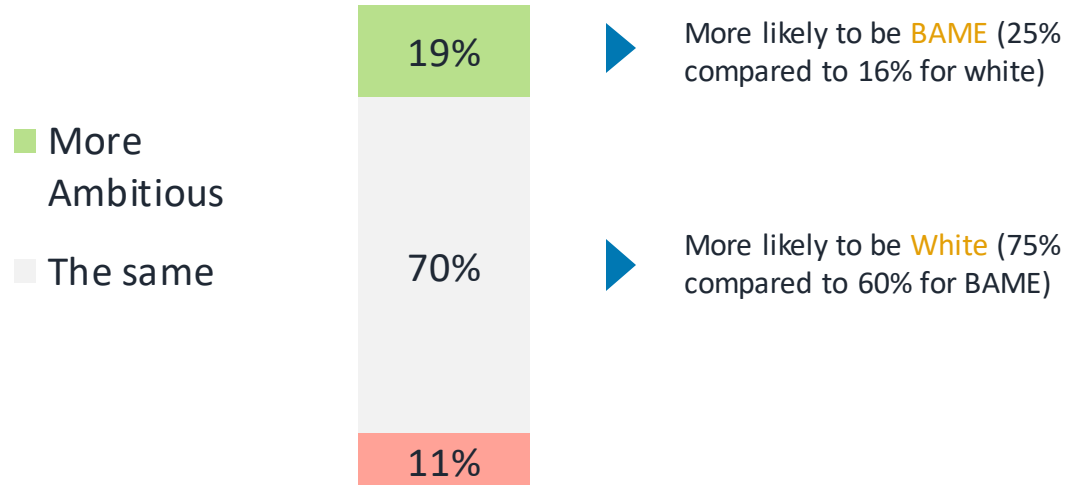
(NET: I'm seriously considering this, I'm thinking about this)



Significant difference vs 2021 at 95% confidence level

Teacher assessed grades have little impact for most, but a minority would have been more ambitious

Impact of teacher assessed grades on ambition, % selected



Applicants are feeling more confident about getting a place and are not anticipating as much disruption during this cycle

Applicants feel more confident being assessed based on exams, we need to be mindful that may not reflect the reality of results

But applicants still want reassurance, so making sure they know about all of the options available to them is crucial

Inventory available

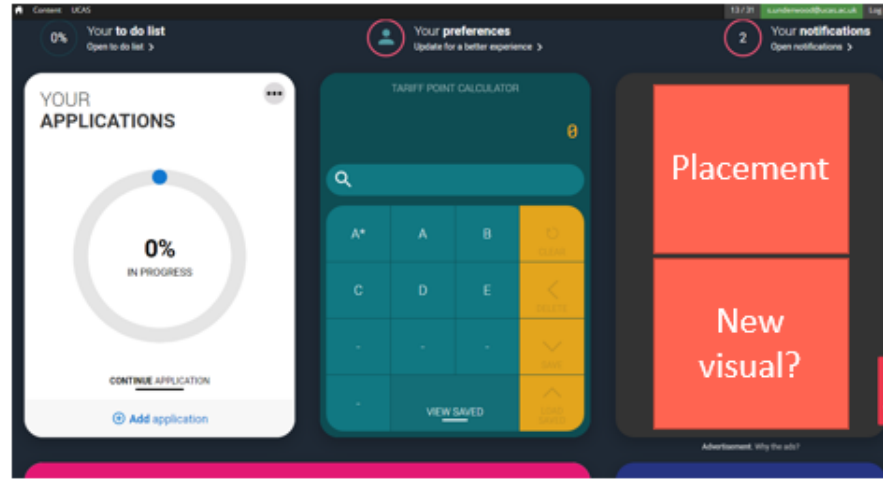
Sarah Underwood – Education Sales Manager

— Multi-channel packages

HUB package:

- HUB homepage ads
- Sponsored content
- Clearing email (Fri 19th Aug)
- Paid Social
- Pre-Clearing MPU

£30,000



Showcase your brand at the heart of the student Clearing journey

— Multi-channel packages

Content package:

- Clearing content pages ads
- Sponsored content
- Paid Social

£15,000

500k

Avg. impressions per customer

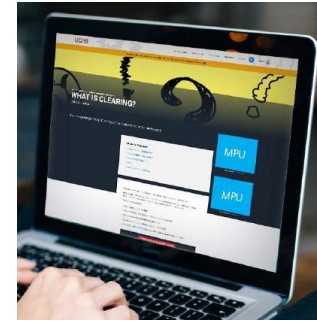
634

Avg. clicks per customer

0.13%

Avg. CTR

Increase brand awareness on key UCAS content pages and retargeted unplaced audience on Paid Social

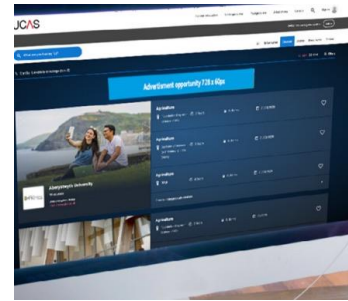
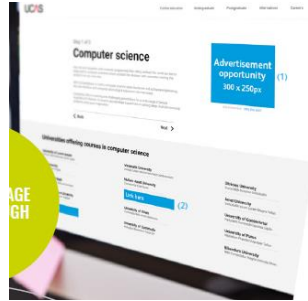


Multi-channel packages

Subject specific package:

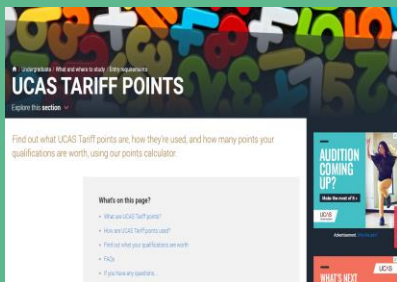
- Search keywords
- Research text links
- Subject targeted social

£8,000 - £13,000



Enhance the chance of your brand and subjects being seen by students over Clearing using multi channel approach on UCAS.com and retargeting these audiences on Paid social

Brand - display

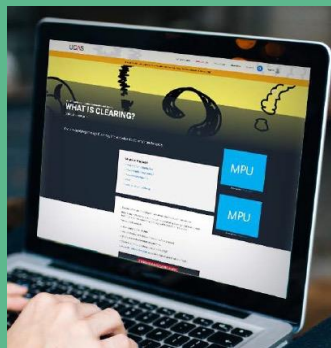


864k
Avg.
impressions
per customer

715
Avg. clicks
per
customer

0.08%
Avg. CTR

Premium content pages
£15,000

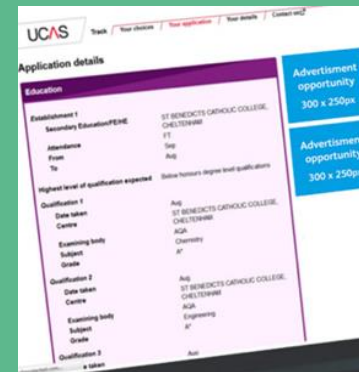


500k
Avg.
impressions
per customer

634
Avg. clicks
per customer

0.13%
Avg. CTR

UCAS content pages
£6,000



150k
Avg.
impressions
per customer

255
Avg. clicks
per customer

0.17%
Avg. CTR

In application ads
£12,000

— Brand – Paid Social

2 Stage brand package

- Choose 2 platforms from Facebook/Instagram, Snapchat or TikTok
- 2 delivery phases retargeting students who have engaged with your video content
- £3CPE (cost per engagement) combined engagements include video views & clicks (min 4166 engagements)

£12,500

2 stage multi-channel package

- Chose from Facebook/Instagram, Google Display Network, Snapchat, TikTok & YouTube
- 2 delivery phases across all chosen platforms
- £3CPE (cost per engagement) combined engagements include video views & clicks (min 8,333 engagements)

£25,000

**Social
multichannel
- +87% CTR
uplift vs,
standard
delivery**



— Brand - content

Live or pre recorded Social sessions

Live sessions broadcast in our studio or hybrid, or pre recorded

Create value for your audience with live and engaging content.

Pre-session promotion in our and snippets of the live session shared across our social channels afterwards

Results day show

Pre-recorded video content to be organically shared across UCAS channels during results week, filmed in July.



Sponsored Content Links

Messaging visible across whole of site

919

Ave click

69

Ave clicks
results day



— Subject specific

Subject specific keywords

Business
Social Studies
Computer
Science

£1,000 - £6,000

Subject specific research text links

Business
Engineering
Biology

£2,000

Subject specific Social packages

All subject
targeting
available

£5,000

Results day/week newsletter

Business
C Science
Law

£1,000 - £5,000

Email

Your brand or subject messaging is sent directly to students inboxes at a key point in their decision making process.

30.4%
Avg. open rate

2.5%
Overall August
avg. click rate

Apart from social media, email apps rank highly amongst students on their phones

Nearly 70% of students say that they engage with UCAS emails on their phone

DATE	SLOTS	MIN SPEND
Tues 9th Aug	20	£ 3,000.00
Thurs 18th Aug	20	£ 20,000.00
Fri 19th Aug	20	£ 10,000.00
Sat 20th Aug	20	£ 6,000.00
Sun 21st Aug	20	£ 6,000.00
Mon 22nd Aug	25	£ 6,000.00
Tues 23rd Aug	25	£ 5,000.00
Weds 24th Aug	25	£ 5,000.00
Thurs 25th Aug	25	£ 5,000.00
Fri 25th Aug	25	£ 2,500.00
Tues 29th Aug	25	£ 2,500.00
Weds 30th Aug	25	£ 2,500.00
Thurs 31st Aug	25	£ 2,500.00

Clearing Plus

Clearing Plus Enhanced listing

Enhance your
Clearing Plus listings
with a strapline and
logo on all courses
returned

£2,000



	Cardiff University Come to Cardiff, we see the best!	Ancient History View details	Bachelor of Arts (with Honours) - BA (Hons)	01/09/2020	Main Site - Cardiff	3 Years	Full-time	I'm interested
	Bergen University Come to Bergen, we see the best!	English Literature View details	Bachelor of Arts (with Honours) - BA (Hons)	28/09/2020	Main Site	3 Years	Full-time	I'm interested
	Aberley University	Accounting and Finance View details	Bachelor of Arts (with Honours) - BA (Hons)	14/09/2020	Aberley Campus	4 Years	Full-time	I'm interested
	Aberley University	Ethical Hacking	Bachelor of Science (with Honours)	14/09/2020	Aberley	4 Years	Full-time	I'm interested



Enhanced listing



Standard listing

Engagement opportunities ahead of Clearing

Sarah Underwood – Education Sales Manager

— Pre-Clearing packages

Pre Clearing package:

- Email
- Display
- Paid Social
- Sponsored content

£32,000

Multi channel package that ensures your University is front of mind when students are doing their Clearing research, or researching 'just in-case'.

Messaging across email, display, paid social and UCAS.com content

— Pre-Clearing options

Pre Clearing options:

- Email
 - Display
 - Paid Social
 - Sponsored content
 - Influencer campaigns
 - Journey Newsletters
 - SMS/Direct Mail
- Target email April – July (unplaced, pre app 2022, Reg 2022)
 - Display on UCAS.com
 - Paid social campaigns – audience overlay
 - Sponsored content on UCAS.com and sponsored socials
 - Parents and adviser emails and DM
 - Journey newsletters – to students when they become unplaced
 - SMS and Direct Mail

Subject specific, brand awareness, fit to budget

Peer-to-Peer

Peer-to-Peer

Unibuddy on
UCAS.com

From £1,500 - £7,000

87% of decisions are
influenced by personalised
communication

Deciding if they feel
like they **'belong'**

The screenshot displays the 'Chat to uni students' interface. At the top, it says 'Choose a uni, degree subject or select by their home country, and find out what life's really like at uni'. Below this are filters for 'Subjects', 'Universities', and 'Buddies', along with a 'Reset Filters' button. The main area shows six student profiles in a grid. Each profile includes a circular profile picture, the student's name, their university logo, their degree subject, and a short 'ABOUT ME' bio. A 'Chat with [Name]' button is located at the bottom of each profile card.

Name	University	Subject	About Me
Ella	University of Buckingham	BSc Biomedical Sciences	Hey, my name is Ella and I am currently studying Biomedical Sciences. ...
Dominik	University of Suffolk	BA (Hons) Architecture	Hi, my name is Dominik and I am originally from the Czech Republic. I ...
Juliet	Leeds Beckett University	Speech & Language Therapy BSc (Ho...)	I aspire to be a speech and language therapist in the future once I gr...
Akram	University of Birmingham	Medicine and Surgery	
Aeryn	University of Reading	BSc International Development L900	
Rohan	University of Leicester	Geography	

Social - creative

Short user journey to relevant web page

Videos are more likely to make a student take action

Multichannel students more likely to take action across a number of platforms

Native content shot on mobile, TikTok style ads with filters, overlays and music make ads on trend

Authentic Use the student voice

Short and concise make use of emojis – welcoming tone of voice

Communications – what students say

Something that **applies to me** at the time

Something that is based on **the subject** that I am interested in

Straight to the point, provide **interesting, relevant**, and fun information

Imagery – not too much plain text or too much information

I don't like repetition or the **lack of personality** ([lack of] the use of pictures and colour)

Eye-catching titles. The first line is **straight to the point** and includes any enticing details applicable.

Next steps

Speak to your Account Manager or email ucasmediaclearing@ucas.ac.uk or ucasmediaeducationteam@ucas.ac.uk

All inventory now available and some is limited, so please speak to your account manager, or send an enquiry to our Clearing inbox and we'll get back to you asap!

Thank you

Time for any questions