

APPLICANT MAILINGS

YOUR MESSAGE, STRAIGHT TO THEIR DOOR

When you have access to one of the most accurate, up-to-date mailing databases, you can be sure your campaign will reach the right people. By taking advantage of Applicant Mailings from UCAS Media, your company can benefit from:

- The only direct way to reach all 600,000 students applying to higher education in the UK
- Multiple criteria selection to reach the applicants you want
- Branded as originating from UCAS giving extra credibility to your message
- All mailings sent direct to personal correspondence addresses
- Flexible timing throughout the year to suit your needs
- UCAS Media is fully compliant with Direct Marketing Association (DMA) guidelines, so you know you're in safe hands
- Emails are Sender Score Certified, ensuring their delivery to student in-boxes

Because all mailings are dispatched in a UCAS-branded envelope, and both mailings and emails are accompanied by an introductory message from UCAS explaining their provenance, your campaign gains additional credibility. A very high proportion of applicants – over 80% – opt to receive third party communications from UCAS Media.

We can also offer flexibility to help your mailing work for you. Campaigns of any size can be undertaken at any time of the year (subject to a minimum mailing of 5,000 addresses) and can be distributed according to either or both of the following options:

DIRECT MAILINGS

If you want your message delivered right to the door of an applicant and their influencers, direct mailings are for you. We can filter our database according to age, subject, institution, domicile and nationality, allowing you to tailor your mailing precisely. You can also have multiple leaflets variously targeted in a single mailing for added flexibility.

EMAIL

Launching an email campaign allows you to reach an applicants' computer screen - the central hub of their activity for any student - therefore achieving great response and measurability. With open rates high above the national average (and often reaching over 50%), an email campaign is an attractive option for contacting an otherwise hard-to-reach market.

To find out more about applicant mailings and what they can do for you, contact UCAS Media on 01242 544 881 or email us at ucasmediacommercialteam@ucas.ac.uk

