

## CONVERSION PLUS

### UNDERSTANDING YOUR CONVERSION RATES

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The relationship between the number of offers you make and those accepted is a vital measure of your success at keeping applicants' interest. Understanding your conversion rate is also key to meeting your recruitment targets. Our reporting software can give you this understanding.

Conversion Plus 2009 shows you the final pre-confirmation decision states of all your applicants and allows you to analyse the application, offer, reply and acceptance rates for your HEI.

Conversion Plus 2009 contains a wealth of information on your applicants, including demographics, tariff scores achieved, and the other HEIs they have applied to. You can create conversion profiles down to course level, providing all the detailed information you need to improve your recruitment strategies and achieve success.

You can choose from a range of different reports. As well as checking how your institution compares with your competitor group and the sector for different subjects, you can answer:

- Which of our courses have a good conversion rate? Which are struggling?
- How does the demographic background of our conversion profile vary?
- Is our competitor group converting more applications to acceptances?
- How can I work out the number of offers to make in the next cycle?

To find out more about Conversion Plus contact the Data Insight Team at [datainsight@ucas.ac.uk](mailto:datainsight@ucas.ac.uk)

