

Application and Decision Tracker

Gain a competitive business advantage with data-driven admissions insight.

Benchmarked against your

6

top competitors

3

years of trend analysis

5

unique perspectives on your courses and applicants

Overview

With all providers facing an increasingly competitive landscape, having a strong grasp of your applications and decisions data – benchmarked against the sector and your baskets of competitors – has never been more critical. By helping eliminate some of the guesswork when it comes to your UCAS applications, our tool can provide both timely and easily interpreted data to support your in-cycle strategies.

Our solution

Not only an admissions tool, but invaluable for marketers too, Application and Decision Tracker is a tool of two halves:

1. The first provides rich information about your applications, your competitors' applications, and the application landscape across the sector.
2. The second provides the same depth of view into decision-making.

As an interactive data tool, the 'Application' side of this tool allows you to:

- view all application data relating to you as a provider
- benchmark your performance against your key competitors
- benchmark your performance against the sector
- build an accurate demographic and geographic profile of your applicants
- understand your market share in specific subjects

Simultaneously, the 'Decision' side of this tool allows you to:

- view all your decision data, including where firm vs. insurance decisions are changing
- benchmark your decision-making against your key competitors
- understand the decisions landscape against your performance
- gain an early indication of unconditional vs. conditional offer-making

Creating impact

In today's competitive and ever-changing education landscape, your ability to gain an early understanding of the shape of the cycle is critical in enabling you to take proactive action.

With a tool that provides in-cycle, weekly updates across all facets of your application and decision-making activities, we can support you in ensuring your resources and strategies are used as efficiently and effectively as possible.

Pricing

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| Standard access to UCAS member providers | free |
| Premium access | £4,500 (excl. VAT) for the 2019 entry cycle, or £2,500 (excl. VAT) for small providers*. |

*Recruited fewer than 500 students in the 2018 entry cycle.

Interested in finding out more?

Call 01242 544 881 or email ucasmedia@ucas.ac.uk

We have a solution for any challenge. Take a look at our other **insight-driven** products on ucasmedia.com.