

...**which direction** should you take  
to find the right candidates?



With more places  
available, well qualified  
applicants have more  
choice than ever before.  
To reach the right  
students, you need to  
think differently.

UCAS  
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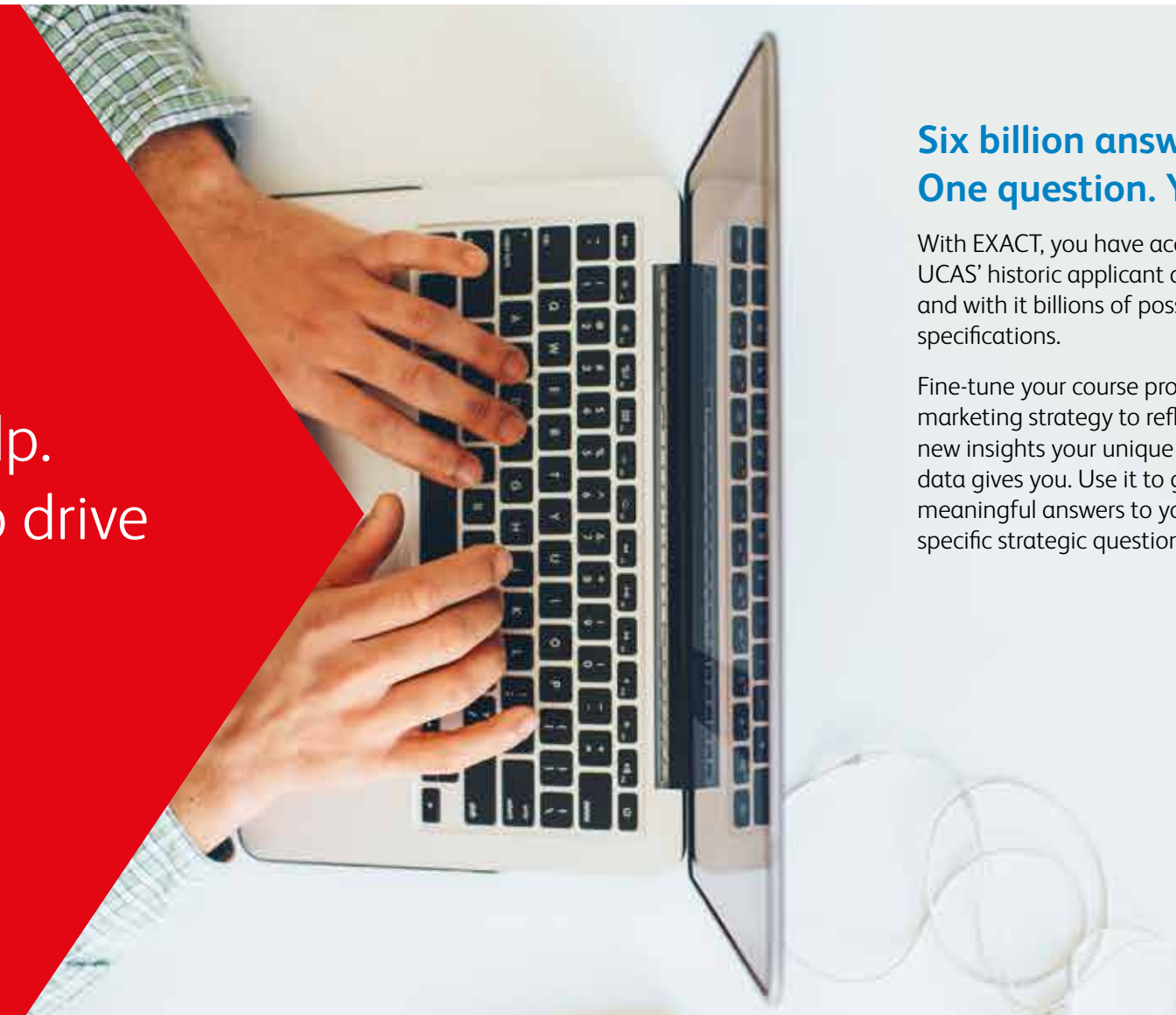
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Competition is **increasing**...

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**EXACT** can help.  
Unique data to drive  
your strategy.



### Six billion answers. One question. Yours.

With EXACT, you have access to UCAS' historic applicant data – and with it billions of possible specifications.

Fine-tune your course provision or marketing strategy to reflect the new insights your unique EXACT data gives you. Use it to get meaningful answers to your specific strategic questions.

### What do you need to know?

You want to maintain the academic quality of the students you attract in a more competitive, changing market.

There are more places available, but the number of applicants with the results you need remains largely unchanged.

They know they have more options than ever before.

### So how do you reach them?

You position your courses or marketing strategy to gain an advantage.

EXACT data can help you identify high quality students that are currently overlooked by your competitors, who are the right fit for you.

You'll understand what they are interested in, and where they are. By thinking differently, you'll set a strategic and intelligent direction for recruitment.

For more information visit  
[www.ucasmedia.com/exact](http://www.ucasmedia.com/exact)