



With **EXACT**,  
higher education  
providers don't  
just get statistics:  
**they get data  
solutions.**

**The client:** A higher tariff university keen to attract applicants from disadvantaged backgrounds.

**The challenge:** The percentage of offers being made to applicants from disadvantaged backgrounds was low compared to applicants from more advantaged backgrounds.

**The objective:** Discover the reason behind this shortfall – and find actionable ways to widen participation.

**The process:** EXACT profiled applicants from disadvantaged backgrounds, including their location, their preferences, and their academic achievement.

**The output:** Various detailed outputs at a geographical, subject, higher education provider, and qualification level, focusing on applicants from disadvantaged backgrounds.

**The result:** The university concluded that the entry requirements and course options offered weren't attractive for applicants from disadvantaged backgrounds. So, the university decided to diversify its provision and broaden their offer-making to other qualification types – such as BTECs – rather than focus exclusively on A levels.

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A man with a beard, wearing a grey shirt, is shown in profile, focused on his work. He is sitting at a desk and typing on a silver laptop. The background is slightly blurred, showing an office environment with a desk lamp and some papers. A large purple triangle is overlaid on the left side of the image, containing white text.

**EXACT** helps you  
identify how and  
where to concentrate  
your recruitment  
marketing strategy.

**The client:** A higher tariff university that wanted to increase applications to its law faculty.

**The challenge:** Although enrolments had dropped in recent years, due to the academic demand of the courses, minimum entry requirements needed to remain high, and include an A grade in English language or literature at A level.

**The objective:** Attract more applicants without compromising academic standards.

**The process:** The law faculty's admissions team had identified it needed to profile suitable applicants. EXACT was able to identify if these applicants existed and, if so, where to target.

**The output:** Various detailed outputs at a parliamentary constituency and school level, focused on suitable applicants, helping identify where the faculty's best prospects would be.

**The result:** The university adjusted its strategy to target particular areas and schools to find the right kind of applicants – rather than drop entry level requirements or accept the downward trend.

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