

CASE STUDY: THE SOCIETY OF RADIOGRAPHERS



SoR
THE SOCIETY OF
RADIOGRAPHERS

SUMMARY:

Email campaign to all placed
Radiography students

791

UNIQUE CLICKS

5.7%

CLICK THROUGH RATE

60.4%

UNIQUE OPEN RATE

(Against an industry average of 46.5%)

UCAS
Media



What was the objective?

Recruit students embarking on education programmes into membership.

What was the solution?

Well, we see each year an increase in student joiners who have come through the on-line sign-up process via the UCAS mailing.

How can they achieve

impact with UCAS Media:

As above, by implication we see fewer paper hard copy applications – a welcome trend as these are more onerous to process.

'I WOULD RECOMMEND WORKING WITH UCAS MEDIA. I FIND THE SERVICE PROMPT, PROFESSIONALLY DELIVERED AND FREE OF FUSS OR COMPLEXITIES.'

