

TRACK TAGGING

Precision targeting ensures your digital advertising only reaches the students you want



Accommodation edition

Specific information
and pricing for
accommodation
providers



Overview

In an increasingly competitive market, accommodation providers are having to work harder to get students through the door. Ensuring you're the first to get in front of applicants, when they're making decisions about where they're going to live, is crucial.

700,000 applicants use UCAS every year to progress to higher education. As a student applies through UCAS, they can check their progress through our online Track service – at the heart of their decision-making process. As an applicant's status changes, they are prompted to sign in to Track to review all messages. When they find out they've been offered a place at university, tracker tagging allows you to target just the students you want to reach.

Track tagging

Precision targeting makes sure your digital advertising only reaches the students you want.

- > Adverts are tagged to specific requirements within the Track system, making this the most targeted product available through UCAS Media.
- > Target students the moment they get notified of a status/placement offer update.
- > Advertisements **only** appear alongside student records that match your specific location/city/university requirements.
- > Maximise impact – Track tagging adverts will appear to all matched students for a 30-day period.
- > No wastage – only appear in front of a verified audience.

Interested in finding out more?
Contact the Accommodation Team:

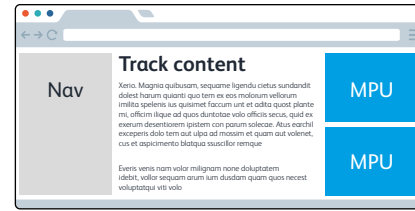
Call 01242 544 881

ucasmedia@ucas.ac.uk

Advert specifications:

Standard MPU (300px x 250px)

File size < 150kb



Facebook Track tagging

Ensure you never miss an opportunity

Available as a stand-alone service, or in combination with Track tagging. Facebook Track tagging allows you to target the same matched criteria as in Track tagging, but across the Facebook platform, increasing your reach and audience.

For more information, call the
Accommodation Team on 01242 544 881

PRICING

Category	August (Clearing)	Cost per month Peak	Cost per month Off-peak
A	£15,000	£10,000	£7,500
B	£7,500	£5,000	£3,000
C	£5,000	£3,000	£1,500
D	£2,500	£1,500	£750

Category	City
A	London
B	Birmingham Glasgow Leeds
C	Bristol Cardiff Coventry

Liverpool Manchester Newcastle	Sheffield Nottingham
Edinburgh Exeter Leicester	Plymouth Preston Southampton

Peak – March to August

Off-peak – September to February