

# STUDENT JOURNEY

Align your **brand message** with our student email journey,  
for maximum impact and relevancy

Early contact –

**4HRS**

from status change  
to personalised  
message

Better results for you –

**36%**

click-through rate  
for first status  
change email

Raise your profile –

**80%**

open rate for  
applicant emails

## Overview

Every year, UCAS starts a conversation with hundreds of thousands of students who are exploring their higher education options. It's an opportunity for us to send information and advice on topics that matter to them.

We're the only organisation that can reach and verify this critical audience. We know the specific subjects students are interested in, where they are considering going to university or college, and if they're contemplating an apprenticeship. For universities and colleges wishing to engage a student audience, this is a unique opportunity to take part in the conversation. Whether you're looking to recruit onto courses, or build brand awareness, you can be sure of a great return on marketing spend.

Our communications journey reaches 175,000 students who are considering their next steps, 600,000 who are actively applying to higher education, and tens of thousands who, each year, decide on another route.

## Their journey with us

Each journey is unique – our students receive content relevant to them, based on the choices they have made, and will continue to make. This means you can be confident your content will only be seen by those who need it, when they need it. A better investment for you, and every student.

Engage early, at research stage, and you can build awareness ahead of your competitors. Make your brand personal and relevant by converting in the key months before the deadline. Target verified, unplaced students with moment-in-time messages, at exactly the point their status changes.

## PRICING

### Shared emails

Five pre-applicant emails or three applicant emails  
**£500 – £15k**, dependent on subjects.

### Solus emails

**£1k – £15k**, dependent on subjects.

Speak to your client partner for exact pricing for your target market.

## WHY UCAS MEDIA

If you need a partner that can support your recruitment strategy with data-driven insight, speak to UCAS Media. We're in the perfect position to support universities and colleges that want to understand more about what they can do to improve or refocus their recruitment.

UCAS Media Limited is a wholly owned subsidiary of UCAS. By working with us, you'll be directly supporting today's and tomorrow's students, because we gift aid our profits back to UCAS, the charity. This reduces the cost of admissions services for students, and higher education providers alike.

Interested in finding out more?  
Call 01242 544 881 or email [ucasmedia@ucas.ac.uk](mailto:ucasmedia@ucas.ac.uk)

### Emma

'I'm starting my A levels, but I have no idea what to do next.'

