

CONNECT WITH YOUR FUTURE POSTGRADS

Reach the tens of thousands of final year students who are considering postgraduate – **engage them now, to influence their decision**

Influence early –

27%

of current final year students considering postgraduate study

Reach

c500k

final year undergraduate and researching PG students with your recruitment message

Optimise their engagement –

OVER 1.3M

views of ucas.com postgraduate content in 6 months



Unlocking your recruitment

In an uncertain world, undergraduate students and those already in the workplace are reconsidering their next steps. 18% of final year students are now more likely to study PG as a result of Coronavirus. So, if you're looking to engage students with your open days, and recruit for your courses, that's where we can help make a connection.

We bring together the channels we know work best, and our highly engaged audience – so let us help you cut through the noise and increase conversions.

- > Send your message directly to all current final year students, as well as those who have told us they are interested in postgraduate study
- > Build brand awareness on ucas.com – the trusted source of information and advice for students
- > Extend your reach, by enhancing your digital campaigns with paid media

To find out more, or to discuss your recruitment challenge, email ucasmedia@ucas.ac.uk

Recruiting success

We're in the perfect position to support you with your recruitment.

University X, recruiting for postgraduate open days, worked with us to develop a data-driven campaign. Our unique segmentation allowed them to target their message to exactly the right students for their offering. With the right audience and great client creative, their email campaign achieved a **58% open rate** and **4% click through**. Great results, delivering the visitors they needed.

Why UCAS Media

We are at the heart of higher education admissions, and reach over 2.4 million students every year.

We hold the largest, and the only verified student database in the UK and follow every student on their UCAS journey – from first contact through to graduation – and onto postgraduate study.

Our deep understanding of where students are in their decision-making, their preferences, and their demographics, gives you endless segmentation opportunities.