

# PRE-CLEARING CONVERSION

Get ahead with your recruitment targets,  
before the start of Clearing.

77K

students apply  
after the 15 January  
deadline

7.7M

ucas.com page  
views between  
March and June



## Overview

In an increasingly competitive market, universities must work harder to get students through the door. Clearing can often be a pinch point, with multiple messages going to applicants who are rushing to make decisions.

Did you know the period before Clearing begins, between March and June, is a critical time to optimise conversions? We're perfectly placed to support you in reaching motivated students. They could be unplaced, or have still not yet applied. But they're all looking for an opportunity, and planning their next move. They're engaged with us and are particularly receptive to your message.

Our pre-Clearing conversion package brings together the optimal audience and our digital channels, to help you hit your targets.

### > Highly targeted email

Send your message directly to all students currently still looking for opportunities. We can optimise your message for maximum results.

### > Display adverts

Advertise on [ucas.com](https://ucas.com) to align your brand with UCAS – a source of trusted information and advice for students.

### > Paid Media

Extend your reach, and ensure your message is in front of students when they are ready to decide – on the channels they choose.

## Unlocking the untapped markets

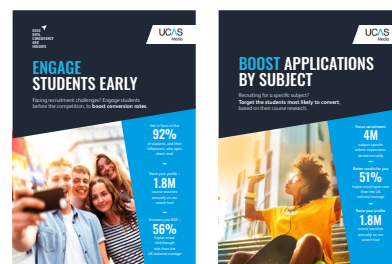
We are at the heart of higher education admissions, and reach over 2.4 million students every year. We hold the largest – and the only verified – student database in the UK.

Whether their ultimate destination is university, an apprenticeship, working abroad, or a gap year, we follow every student on their UCAS journey – from first contact at a UCAS event, through to graduation, and beyond.

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

### Interested in finding out more?

Call 01242 544 881 or email [ucasmedia@ucas.ac.uk](mailto:ucasmedia@ucas.ac.uk)



We have a solution for any challenge. Take a look at our other **Early Engagement** and **Subject Spotlight** products on [ucasmedia.com](https://ucasmedia.com).

## PRICING

As a not-for-profit charity, we have a vested interest in our clients achieving their outcomes in the verified student market.

Our commitment to working with clients to deliver the best possible results for their campaign.

Media	Volume	Fee
Email	5,000 students	£3,000 <sup>+VAT</sup>
Display	200k page impressions	£3,000 <sup>+VAT</sup>
Paid Media	Speak to us about a solution to best suit your needs.	