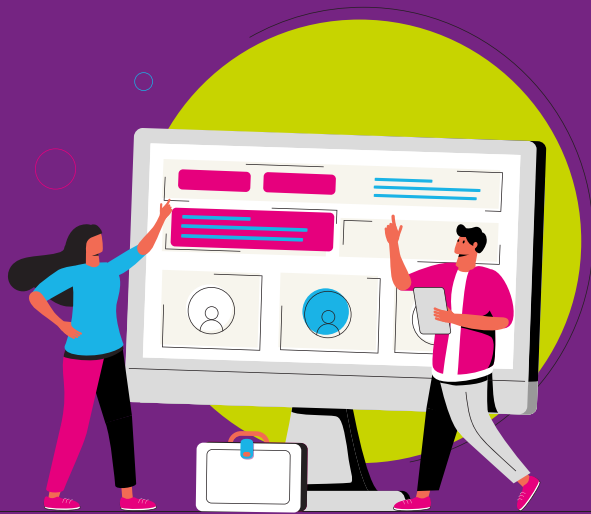


# 3 WAYS TO ENGAGE STUDENTS WITH DISPLAY ADS



WE ASKED STUDENTS  
ABOUT CLIENT DISPLAY  
ADS ON UCAS.COM

## HERE ARE 3 KEY FINDINGS:

### 1. BE CLEAR

Students preferred simple ads which made crystal clear what they were all about:

- 👍 “Clear and bright”
- 👍 “Bold text”

Ads with a **simple design and 1 call to action button** perform best. We’ve found that ads that **frame CTA text with an outline or colour box** achieve 0.43% higher CTRs than those that don’t, in some cases.

### 2. KEEP TEXT SHORT

Many students said ads didn’t work as well on mobile e.g. if they used more than 1 text line per frame:

- 🗨️ “A bit hard to read seeing as it would be on a phone screen”
- 🗨️ “Too much info for a small box”

It’s best **not to replicate desktop ad layouts for mobile**. To improve readability and boost performance, consider **cutting down text and spreading it across frames**.

### 3. USE IMAGERY

Students said that ads that used imagery engaged them more than those with just text:

- 👍 “Imagery helps to connect better with the ad”
- 👍 “I really like the imagery of students - more personalised”

**Imagery can help get your message across quickly** and make your ads stand out. We’ve found that **students like ads featuring a diverse range of other students** as they find them more relatable.

For help with your marketing campaign contact  
**01242 544 881 / [UMCS@ucas.ac.uk](mailto:UMCS@ucas.ac.uk)** or see our  
website for more **creative tips & specifications**.