

# OUR SOLUTIONS ARE BUILT AROUND THE STUDENT JOURNEY

**Emma**

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



**96%**

found a course, opportunity or career path they planned to investigate further at a UCAS exhibition.

## OCTOBER – APRIL

Starting conversations on what to do next. Uni? Apprenticeship? Studying abroad? Emma is still led by her main influencers – parents and school-based advisers – and what they know.

Still unsure – she's looking at where her interests might take her, but is still open to new ideas. She attends one of UCAS' exhibitions to see if inspiration strikes.

Emma goes on a few local open days and to one of her preferred two choices – just as much to get the experience as for details on the courses available.

## SEPTEMBER

Sitting down for first A level tutor group. Everything's new, and Emma is entirely focused on what she is doing in the here and now.

We regularly connect with 7k teachers and advisers.

Hi Emma!

Open rates increased by an average of 10% when personalised with the recipient's first name.

### Early research makes the difference

Benefit from an early campaign to promote your open day or recruitment drive.

Get it right from day one by ensuring your message is targeting the right person.

## MAY

Starting exams – all attention focuses on them.

## JUNE

It's all very daunting. She's directed to UCAS' resources but is using it as inspiration. She knows she loves her psychology A level course, but has no idea where that might take her.

Reach 166k potential applicants at our exhibitions

## SEPTEMBER

Started her application on [ucas.com](https://ucas.com)

Parents and guardians, an extremely powerful influencing group, will read, engage, and form an opinion of any direct mail too.

Targeted direct mail, whether email or print, hits the mark with prospects. Use insight to understand application trends and extend your marketing reach to achieve greater conversion.

## NOVEMBER

School has set their own application completion deadline in November – two months before the official UCAS deadline – and she's made five choices.

## MARCH – MAY

Emma isn't receiving the offers she wants. She's open to new and different opportunities and keeps everything crossed. Her friends are getting offered places. She really isn't enjoying this pressure.

Convert those who are still looking at their options, based on subject or location.

30m ad impressions are delivered per month to students on [ucas.com](https://ucas.com)

## JULY

Schools almost out and Emma decides she'd like to do something useful during the summer holidays.

## MAY

It's exam time, and Emma has loads to think about, so focuses on the job in hand and nothing else.

## AUGUST

### Results day.

Gets the grades she needs to convert her offer to firm. Celebration time. But for a couple of her friends, they've not achieved the results they need and are now in Clearing.

Reach available students in Clearing from July onwards.

Student journey email communications average **61% open rate**, with a **15% click-through rate**.