

Clearing **Plus**

UCAS



**Your most targeted  
Clearing tool ever**

**Clearing has been  
changing...**

**Clearing has been  
changing...**

**“The Clearing system has also shaken  
off its last-chance saloon reputation,  
with the number of people finding  
courses in this way increasing by  
almost 10 per cent to 73,320.”**

**-The Times 2019**

**Clearing has been  
changing...**

**Since 1963, we've  
connected millions of  
people into higher  
education**



**Clearing has been  
changing...**

**10 million on  
JCQ results  
day**

**2 million on  
SQA results  
day**

**7.4 million logins  
to UCAS Track  
during Clearing  
and Confirmation**

**Moments  
of truth are  
changing**

**Moments  
of truth are  
changing**

**+ Placed**



**Moments  
of truth are  
changing**

**+ Unplaced**

**Moments  
of truth are  
changing**



**Decline my place**

**Moments  
of truth are  
changing**



**Apply for the  
first time**



**But what hasn't changed is making a very important decision, in a very short time, in a very busy market**

# Question.

**How do you precisely target  
the students you want?**



at UCAS: we know...

UCAS

Students' results

+ Courses you have in Clearing

+ What you have previously accepted in Clearing previously

+ What they originally applied to

+ How to match similar profiles based on criteria

+ How to target WP students

What they studied

+ The qualifications your students typically study

+ How to define your target student

Where students live

+ Where you could target

+ And more...

# Solution.





making Clearing more targeted



# Making Clearing

Smart+ Personal+ Fair+







# PLUS Clearing

The word 'PLUS' is in a bold, multi-colored font (yellow, blue, red, and dark blue). The word 'Clearing' is in a large, dark blue, sans-serif font. There are several plus signs (+) in red, blue, and yellow scattered around the text. A large, faint, light blue gear-like shape is in the background.

## DCS

## Clearing Plus

UCAS

**Available  
for longer**

Available from  
results day

Available from July for the start of  
Clearing until end of August

**Applicant  
experience**

Early opt in followed  
by 'cold call'

Available to all unplaced. They are  
in control and initiate contact.

**Targeting**

Similarity algorithm

Specific targeting with unpublished  
acceptance criteria

**Price**

£500 sign up and  
£300 per placed

Free to all providers.  
Upgrade option for £2000

**for Students**

**Clearing** <sup>PLUS</sup>

## Fair+

No provider bias

No course bias

You are in control of who you  
contact and what you see

## Smart+

From too much choice to  
informed choice

## Personal+

It's in Track, it's in the moment  
and what I see is tailored to me  
and my results

# for Providers

**Clearing** <sup>PLUS</sup>

## Fair+

All providers can use it

The more precisely you target,  
the higher your courses will  
appear

## Smart+

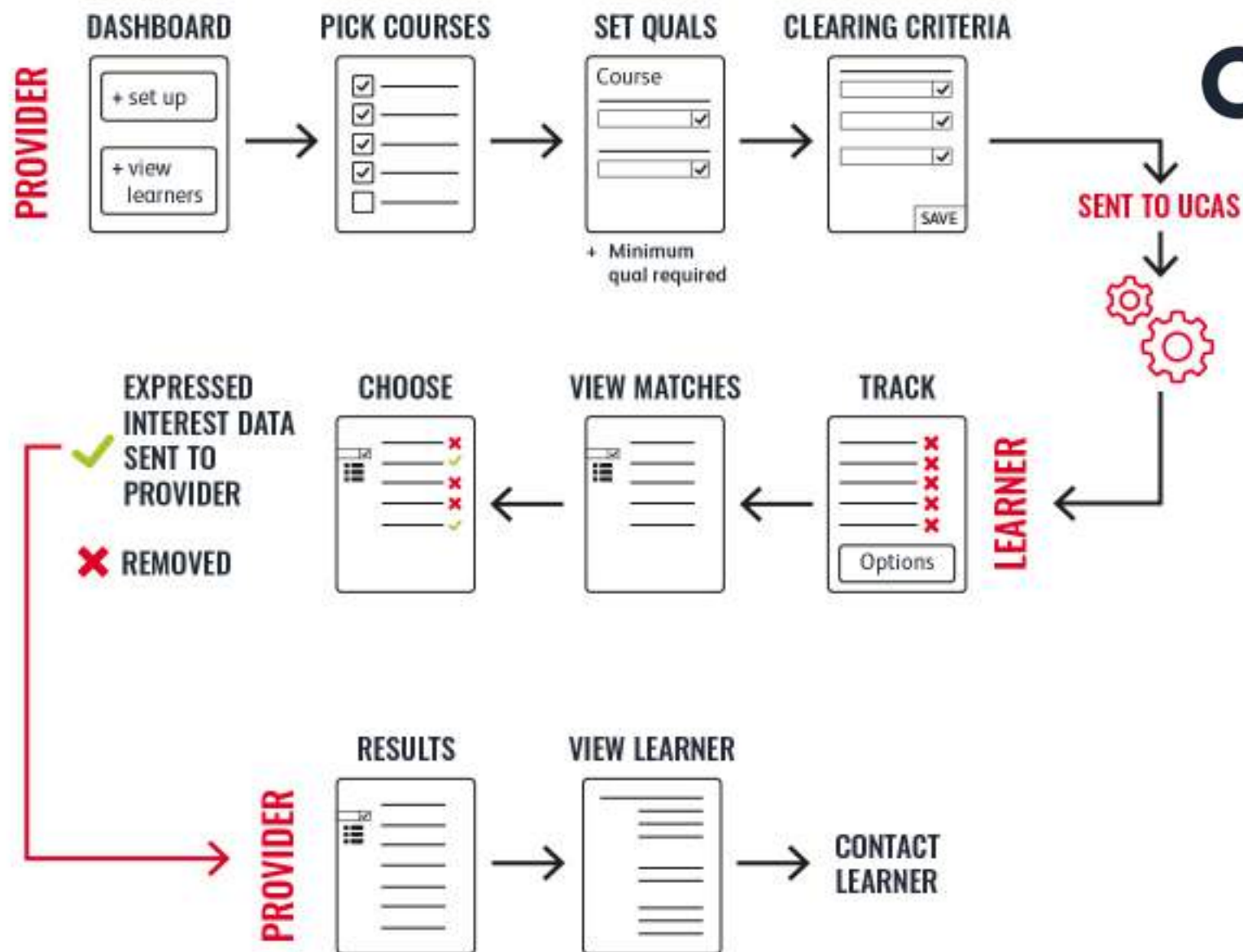
You set your Clearing criteria

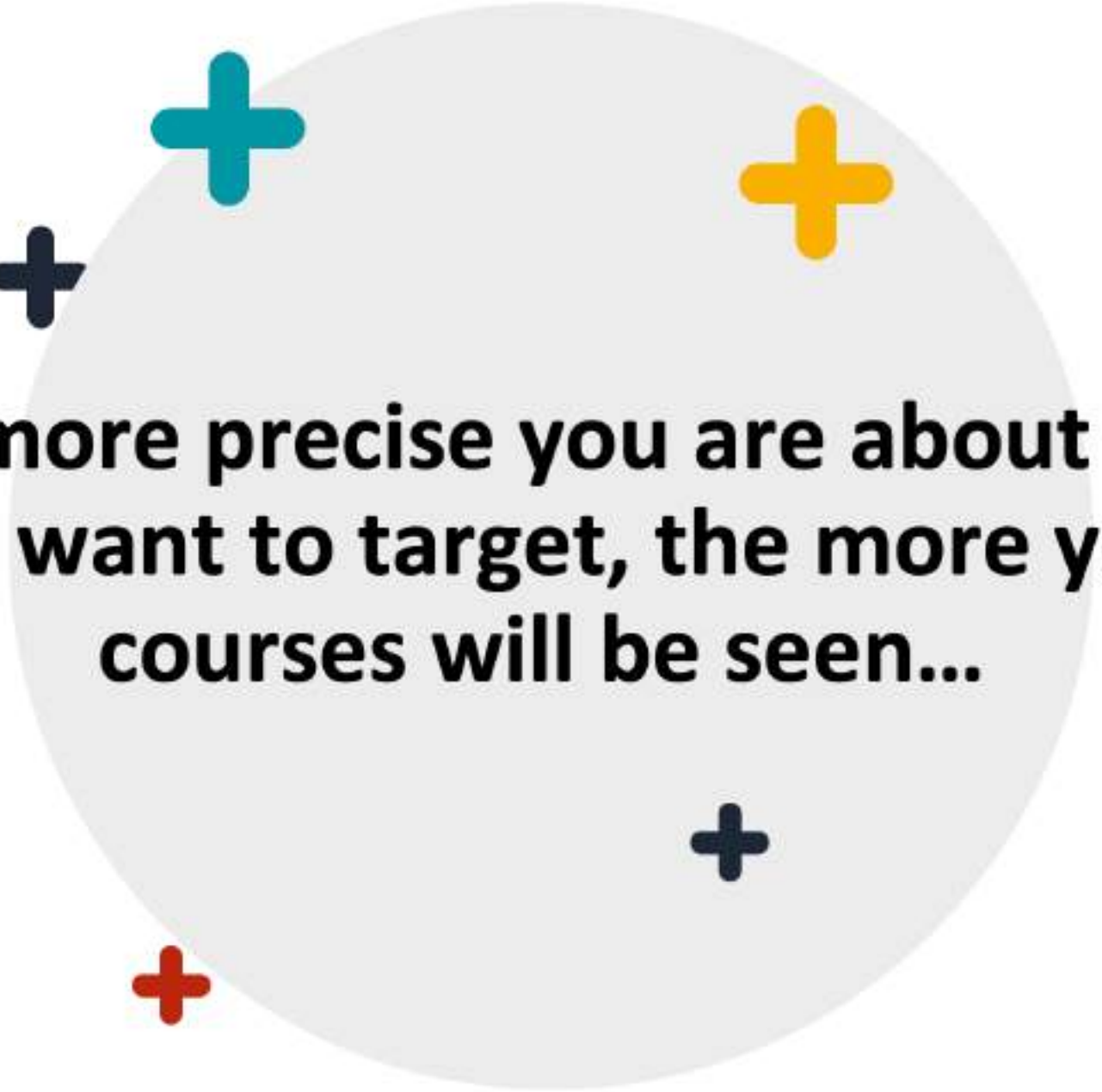
Product tailored for this  
market and this moment

## Personal+

Make connections with students  
interested in your courses

Less need to spend on less  
targeted channels





**The more precise you are about who  
you want to target, the more your  
courses will be seen...**







# PLUS Clearing

The word 'PLUS' is in a bold, sans-serif font with each letter in a different color: P (yellow), L (teal), U (dark blue), and S (red). Below it, the word 'Clearing' is in a larger, bold, dark blue sans-serif font. The background features a faint, light blue silhouette of the United Kingdom map. Several colorful plus signs (+) and one yellow 'x' are scattered around the text: a red plus sign at the top left, a red plus sign with a small teal plus sign on its top right at the bottom left, a teal plus sign at the bottom center, a yellow 'x' at the bottom right, and a yellow plus sign at the bottom right.