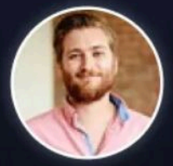
Prospectus+

QUIZ SESSION

Students *expect* more than {Dear FirstName}

Think your marketing approach is personalised?
This interactive quiz will put that to the test.



Nathan Monk
Co-founder, Prospectus Plus

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UCAS X PROSPECTUS PLUS

93% of students **expressed a preference for personalised content, with 55% rating it as "highly valuable" when it related directly to their intended course or subject area.**

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Personalisation in UK University Prospectuses (2025)

https://prospectus.plus/prospectus-research-2025-report/

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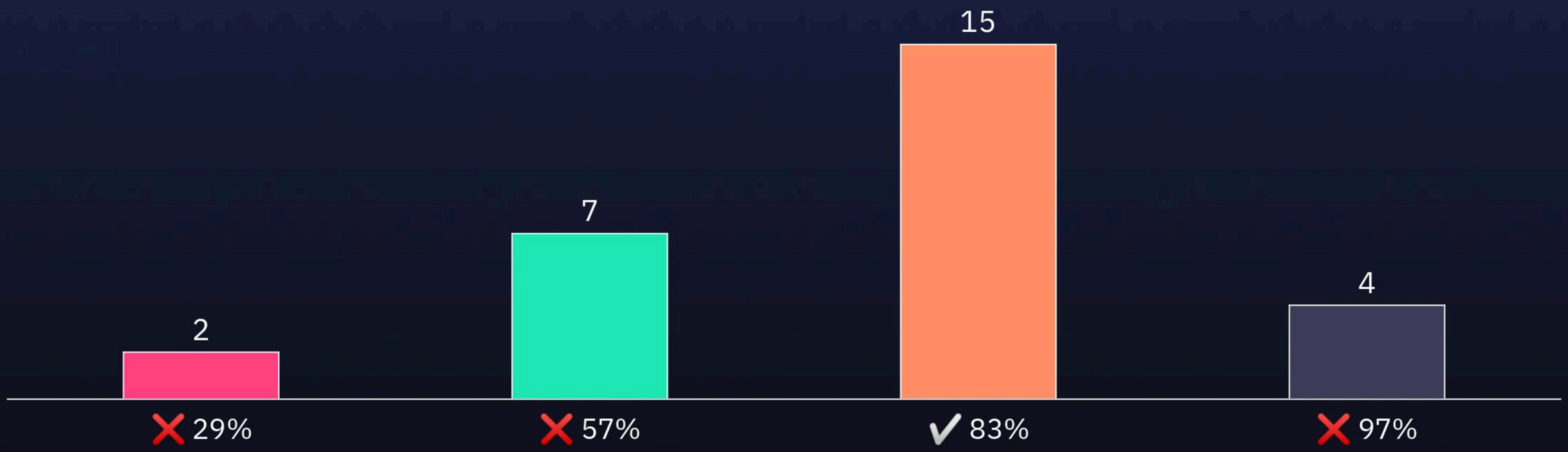
What percentage of users are willing to hand over their personal data for a personalised experience?



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Which type of data is becoming essential as third-party cookies are phased out?

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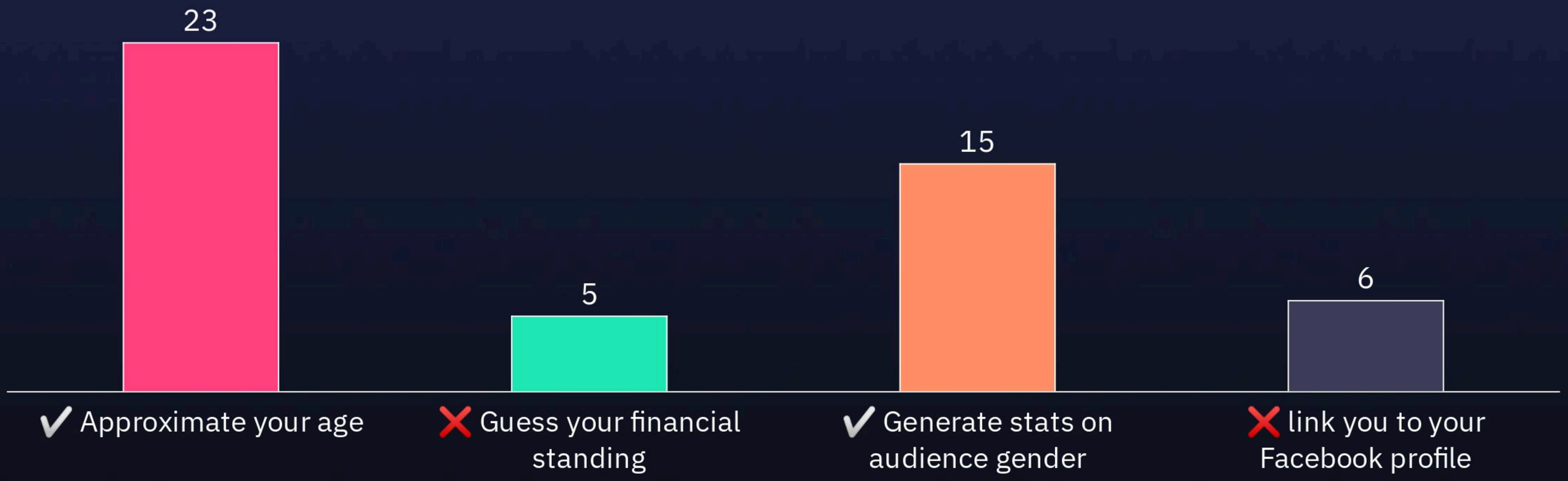
OOH technology now includes sophisticated eye and face tracking software. It can measure the time that you look at the advert, as well as...



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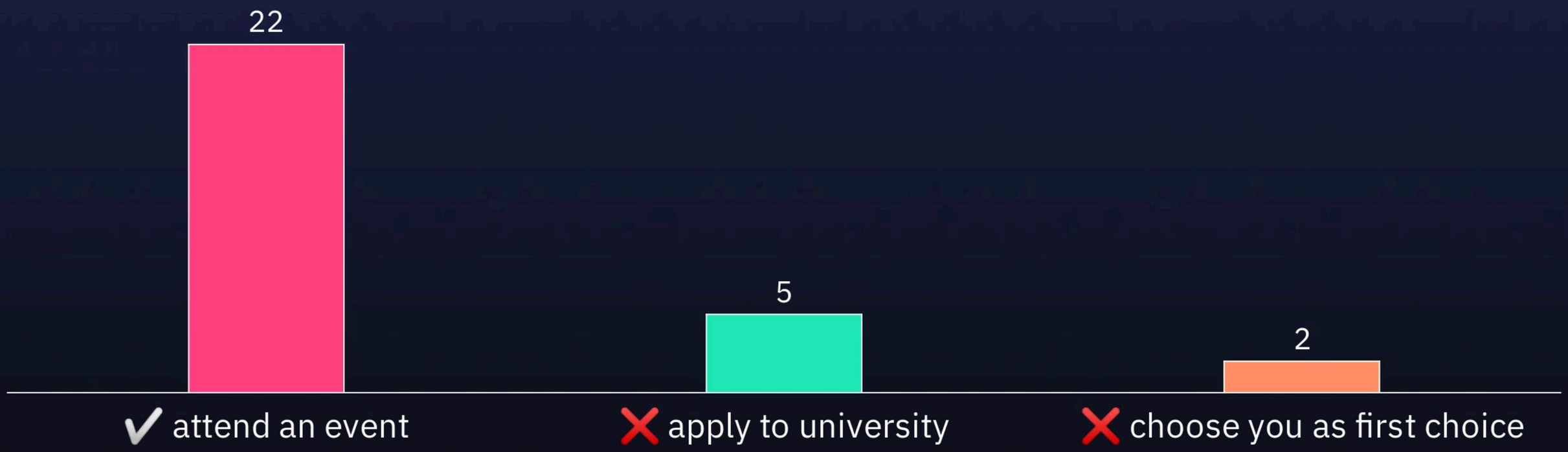
A student is more likely to _____ when they've received a personal message, rather than a generic one



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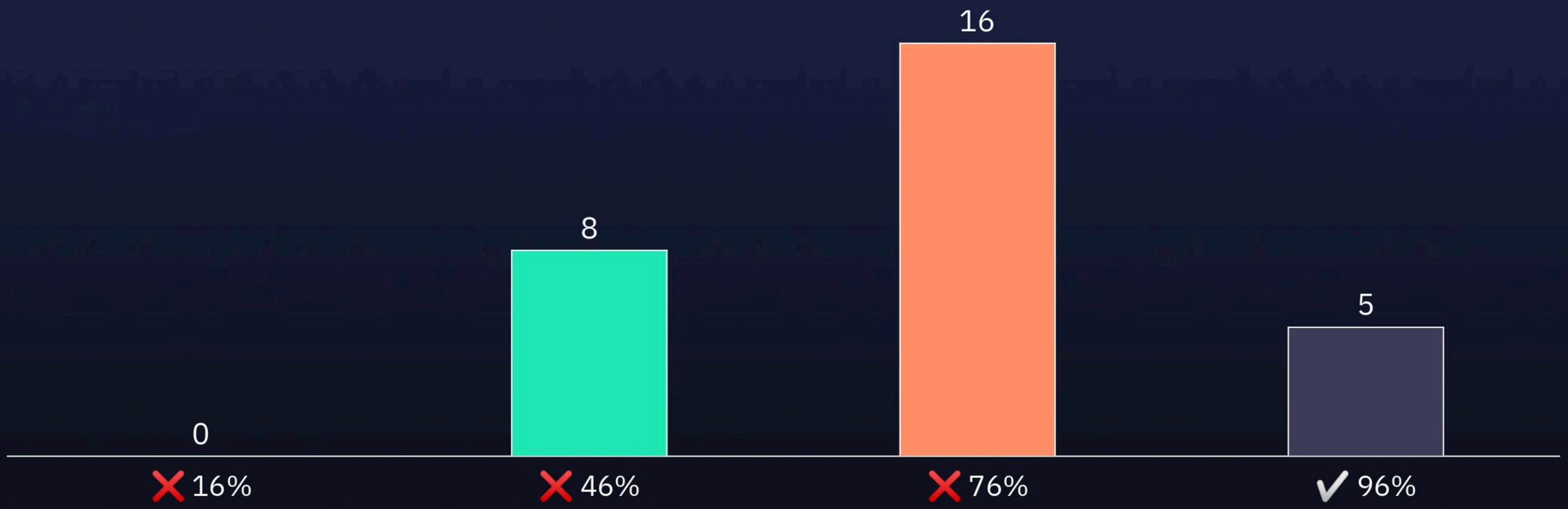
_____ rated their interactions with advisers as "excellent" or "good,"



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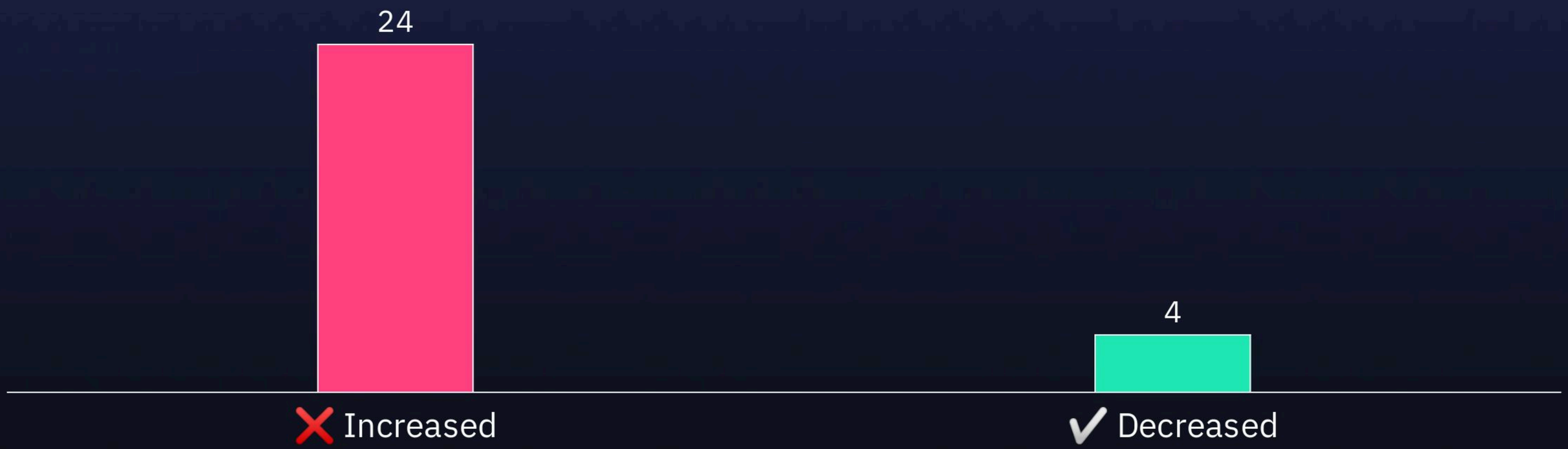
Satisfisfaction with the information gathered at UCAS Discovery _____ after the event



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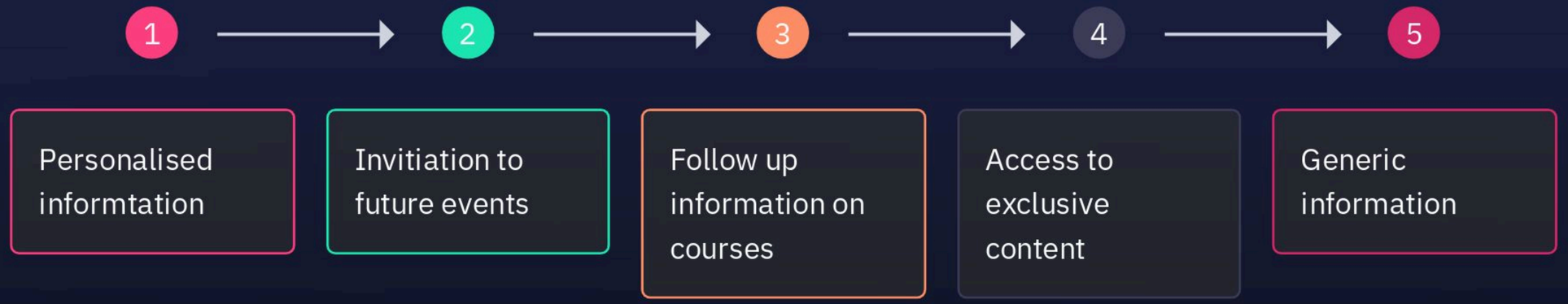
What do students expect in return for providing your contact information?



3 | 26

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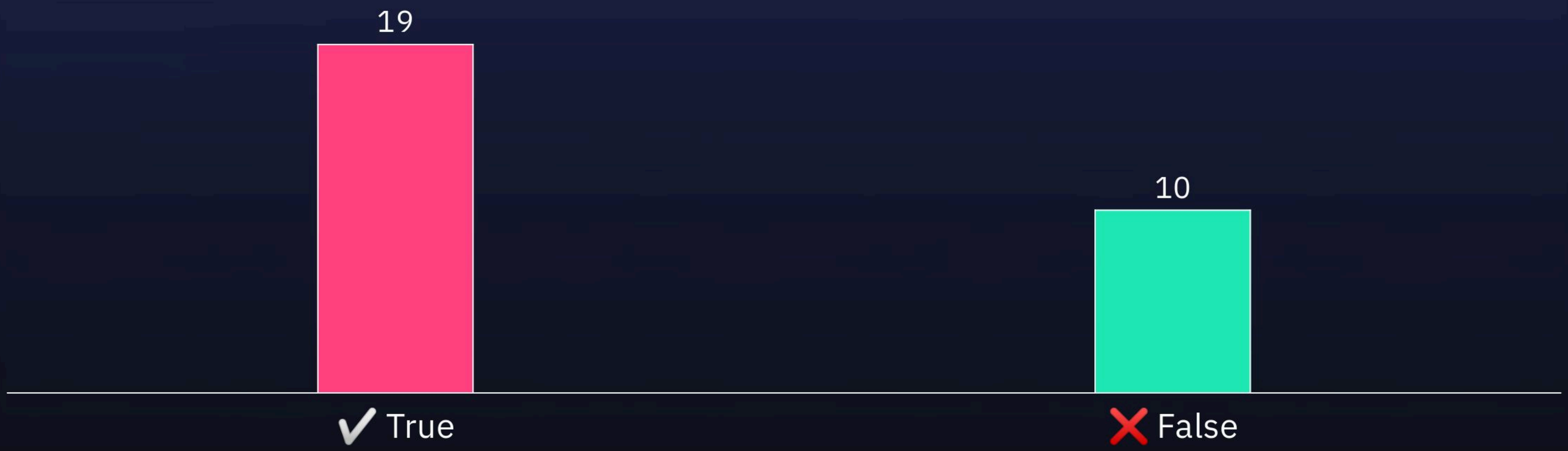
Most students prefer a highly personalised digital prospectus over a printed one.



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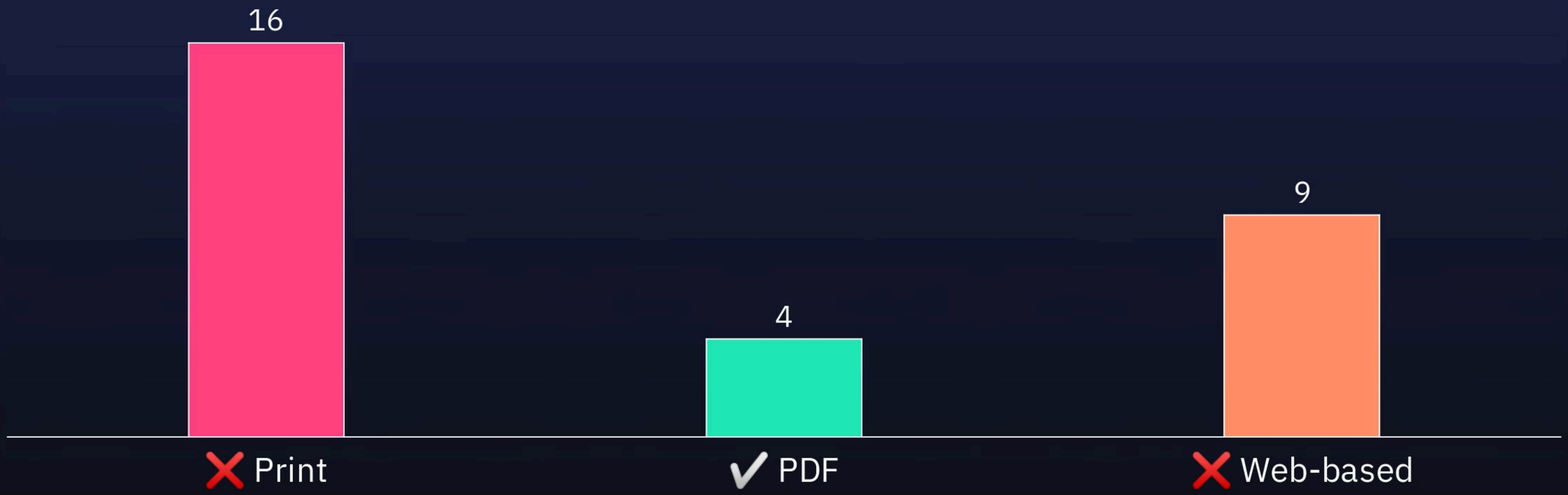
What was the dominant prospectus format in 2025?



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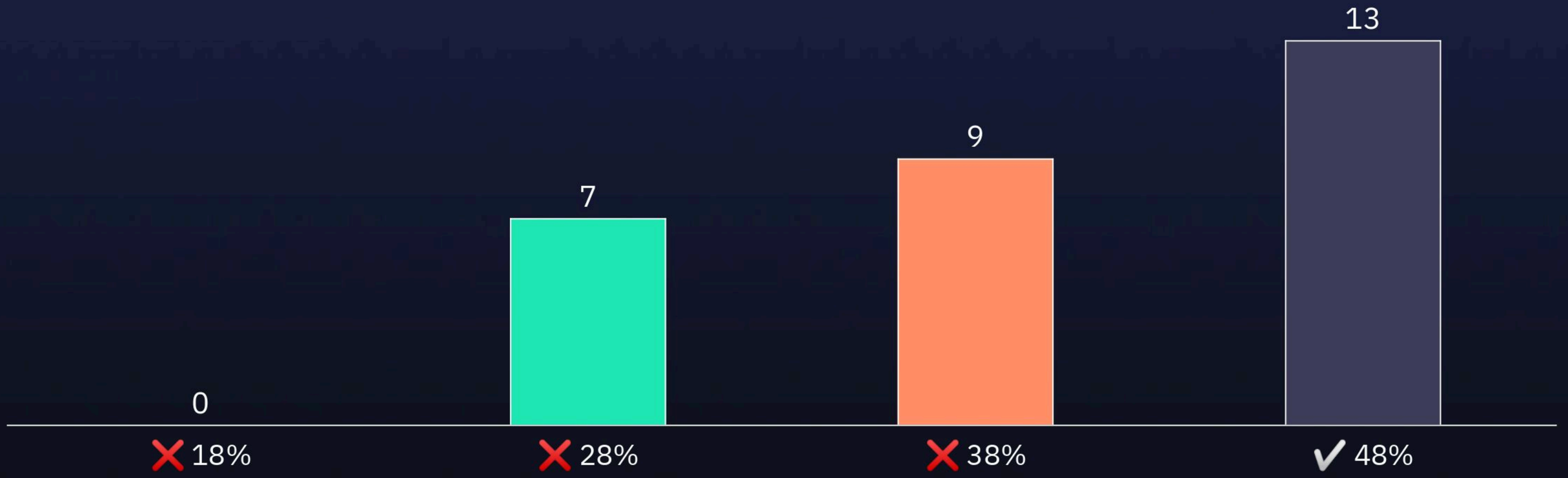
According to the Prospectus Plus 2025 prospectus study, what was the year-on-year growth in usage of digital prospectuses?



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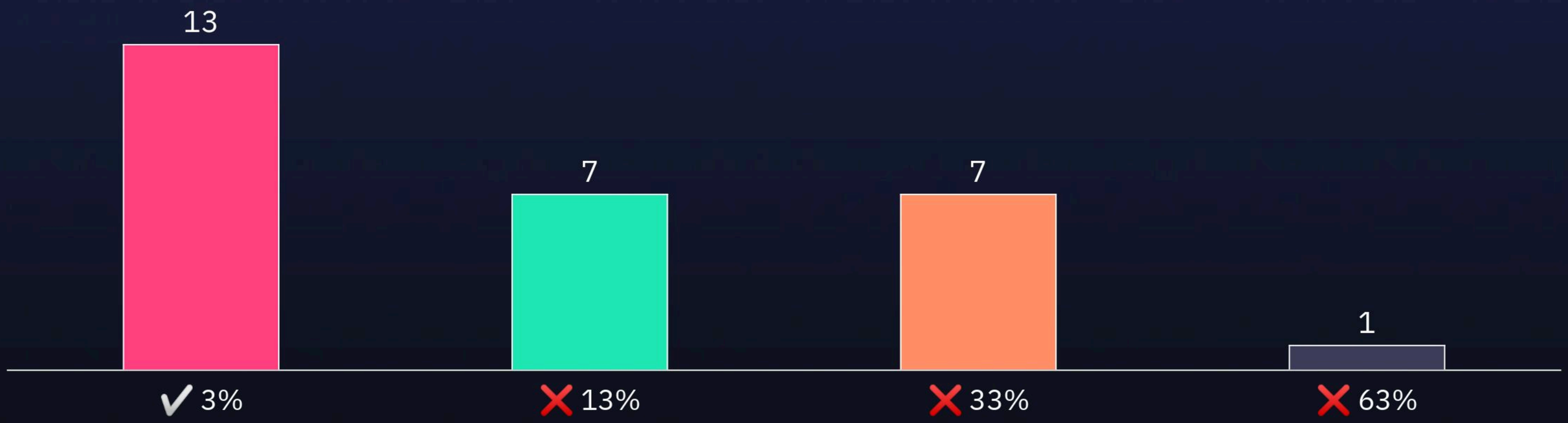
How many UK prospectuses are personalised to the reader?



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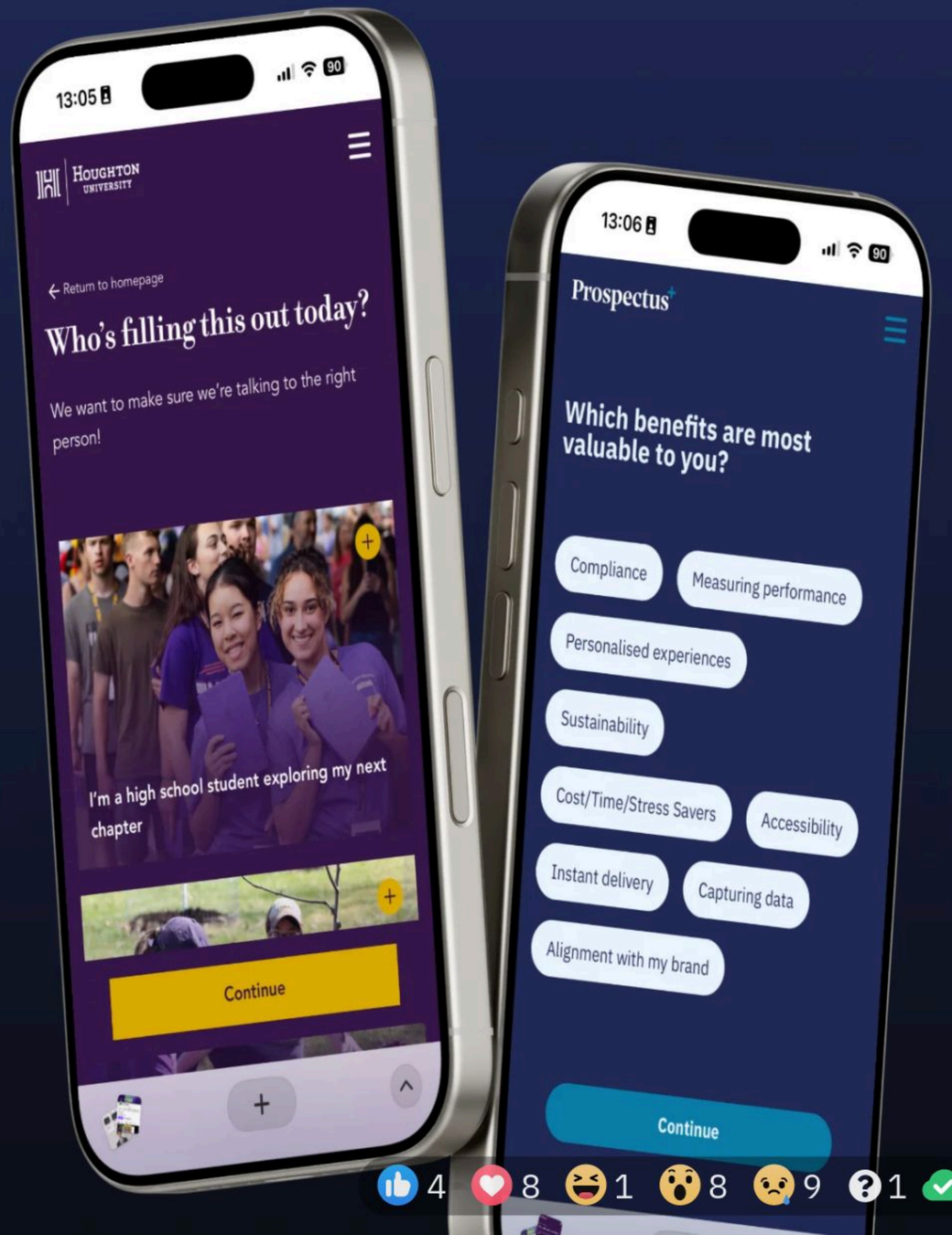
How Prospectus Plus is using Personalisation

- Wayfinder - allows you to define a set of discovery questions for your audience and segment users quickly.

- Advanced Personalisation - Go deeper and individualise prospectus content to specific user interests.
- Print-on-Demand - We give advisors powerful tools to excel in physical interactions. Provide personalised printed merchandise to prospects in real-time.