



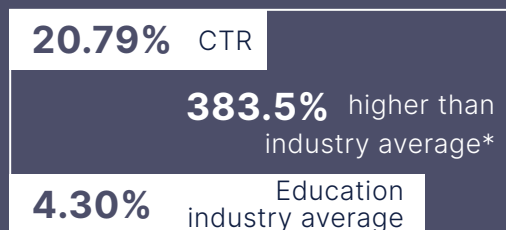
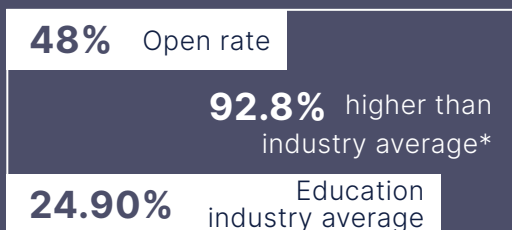
REACH

UAC Reach

email marketing

We know students
better than anyone.

UAC is the bridge between school and university, and we spend our days providing students with unbiased advice about university entry. We're experts in mapping the student journey, and our verified student data help universities connect with the right audience at precisely the right time. Our campaign results speak for themselves. With our industry-leading engagement rates, it's easy to drive conversions.



*Industry averages provided by Campaign Monitor January 2021

“ Reach allowed us to get the message out directly to eligible students in a fast and efficient way. Connecting with the right audience drove high engagement rates in an oversaturated market and ultimately converted into applications for us. I was impressed with the UAC Reach's teams willingness to work with us to fine-tune the audience profile and make sure it met our needs. ”

Chris Lewis
UNSW

The Reach difference

We understand students better than anyone, and with Reach, it's our goal to place the right student at the right institution.


We never rush a campaign. We take the time to understand your institution, your campaign vision and your marketing objectives. Our dedicated team of marketers, data analysts and designers, work with your campaign objectives in mind to deliver targeted bespoke campaigns that yield results.

We're always here to offer you advice based on past success and take every client through an eight-step process to optimise results:




Consultancy

Speak to us about your budget and objectives, and we'll work with you to build a campaign strategy.




Optimisation

We work with you to optimise your email template and marketing messages, confirm segmentation and audience reach and plan delivery.



Confirmation

Once we receive the creatives and content for your campaign, we will build your campaign template, seek feedback and make changes. We won't send your EDM until you're 100% satisfied with your template.



Delivery

We deliver your campaign and monitor performance.



Reporting

We will send you a 24 HR and 7 Day report that analyses performance.



Review

We will review your campaign performance to optimise future campaigns.

The student journey

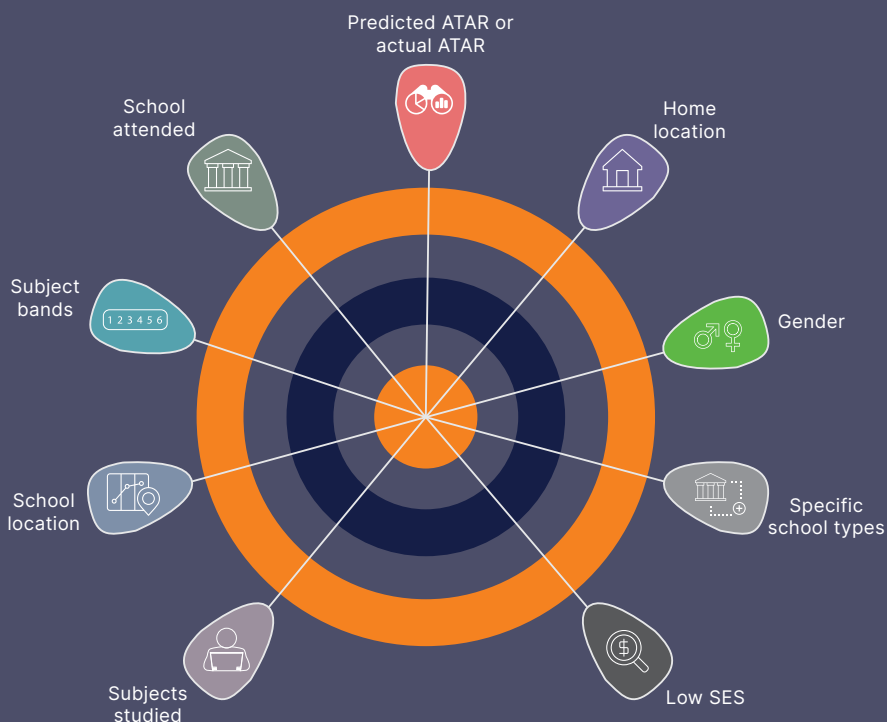
Consider sending targeting communication to Year 12 students in these key periods to drive student recruitment.

The new cohort of Year 12 students are starting to consider university entry.



Targeting parameters

Reach students by:



Talk to us about other targeting parameters for your campaign.

Pricing

Communications campaign

\$5 per recipient

\$7 per open

Click of embedded link \$90 per click

Offer campaign

\$5 per recipient

\$7 per open

Click of embedded link \$90 per click

Click of link to apply (UAC Connect client)

\$45 per click

Note. A minimum spend applies to both EDM and SMS campaigns

SMS Campaign Send Click-through Offer and Communications campaigns

\$10 per recipient

Click of embedded link

\$90 per click

Click of link to apply (UAC Connect client)

\$45 per click

Discounts

Spend \$75,000-100,000 annually on Reach direct messaging campaigns

Save 5%

Spend over \$100,000 annually on Reach direct messaging campaigns

Save 10%

Spend over \$150,000 annually on Reach direct messaging campaigns

Save 15%

Make a positive impact

UAC is a not-for-profit organisation that strives to help prospective students access their potential through higher education. All advertising profits are filtered back into the organisation, furthering our ability to provide the admission services for which we're known.

To chat with the Reach team about student recruitment packages, contact:

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