

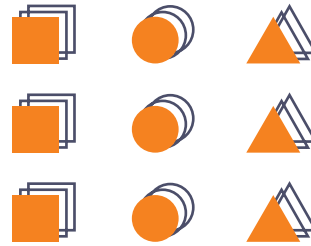


Reach Media Kit 2023

Why Reach?



We are a data-based marketing solution unique to the Australian market.



Our audience consists of hundreds of thousands of students, UAC applicants and influencers and we can connect them to you in the moments that matter most.



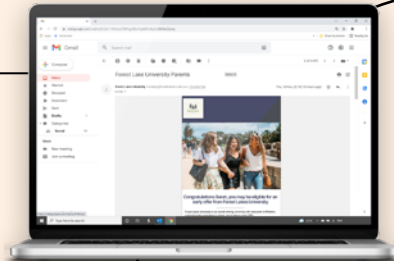
Maximise your ROI with intelligent recruitment decisions powered by UAC's wealth of data and Reach's campaigns.

Reach ecosystem

Direct messaging

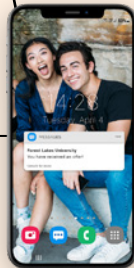
EDMs

Choose your audience
63% historical open rate
10% CTR



SMS marketing

Audience of 80,000
93% delivery rate
20% CTR



Display advertising

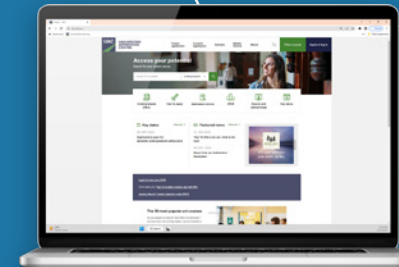
Paid media

Supercharge your Google ads
with our audience data



UAC website

500,000 monthly page views
1,700,000 annual users



UAC communications

Combined audience of over 90,000



Direct messaging

Products

Drive student recruitment by starting helpful conversations with your target market as they make important decisions about their tertiary education. Get them familiar with your institution, excited to attend your open days, ready to preference your courses and overjoyed when it's time to accept your offer.

EDM stats

Open rate

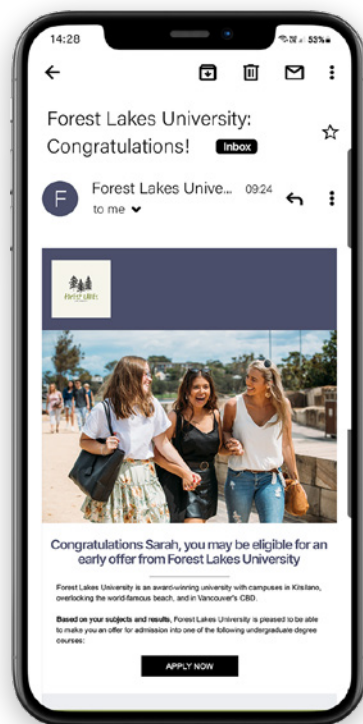
63%
Reach average

25% Education
industry standard

CTR

10%
Reach average

4% Education
industry standard



SMS stats

Delivery rate

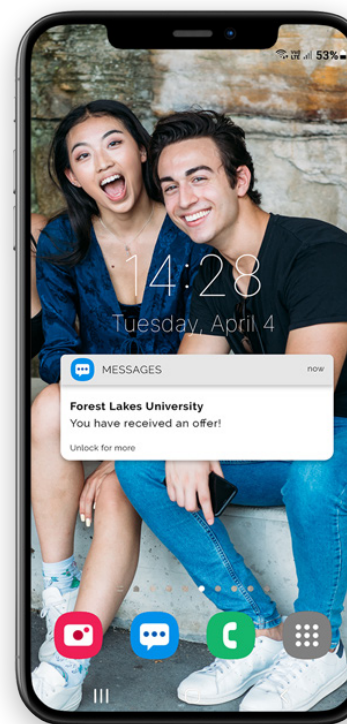
94%
Reach average

82% Education
industry standard

CTR

20%
Reach average

19% Education
industry standard



*Industry averages provided by Campaign Monitor

Direct messaging

Data segmentation

When you invest in a Reach campaign, you're securing direct access to your target audience at the most crucial stages of the applicant journey: from browsing our website to adding course preferences to the UAC application. Our team will take the time to understand your needs and sort through our granular applicant data to create a custom recipient list most likely to engage with your offer. Our data is unmatched anywhere in the Australian market.

Choose your targeting parameters to build your custom audience.

Application data



Year 12 subjects studied



Subject bands



Predicted ATAR or actual ATAR



Geographical location



School attended



Gender



School type



Socio-economic status



AI probability of offer tool



No offer



Deferred



Application status

Browsing habits



Page visits



Course search



Dwell time

Direct messaging

Reporting

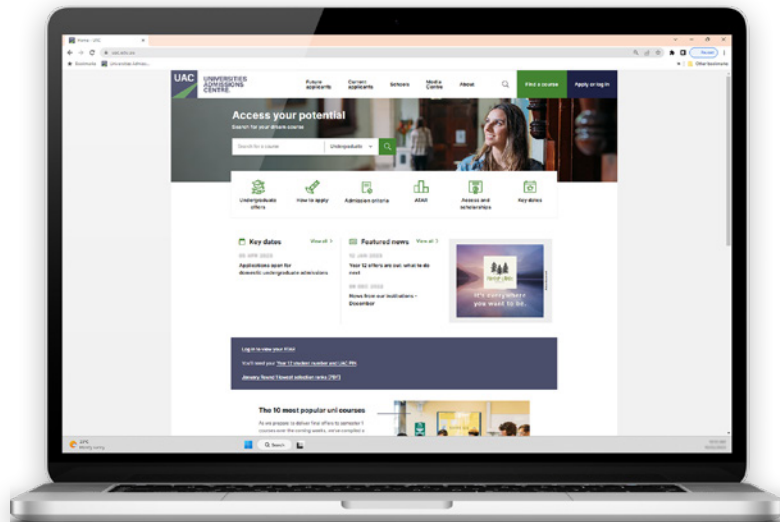
Measuring ROI is essential to a marketer. That's why we provide in-depth reporting to help you understand the power of Reach in driving brand awareness and increasing conversions.

	All Reach clients	UAC Centralised clients
	We provide you with in-depth reporting on campaign performance and tips for future optimisation.	Receive more indepth reporting, due to tracked conversions within UAC application.
Estimated opens and open rate %	✓	✓
Clicks and click-through rate %	✓	✓
Opens and clicks over time	✓	✓
Unique and total clicks on each link	✓	✓
Optimisation notes	✓	✓
The geographical location of recipients that click	✓	✓
Increased preferences	✗	✓
Preference ranking	✗	✓
Geographical location of preferences	✗	✓

Display advertising

UAC website

Advertise on Australia's largest tertiary admissions website to captivate, educate and inspire UAC's niche audience of students, applicants and influencers. Create dynamic brand content that drives engagement, grows your audience, and increases the reputation and reach of your institution.



200,000
impressions per
month on the
UAC homepage



Average of **80** leads
per month on the
Course Search MREC

60% in-view
rate on desktop



4 minute
average dwell time

0.50% CTR on
Course Search
MREC



380,000 monthly
active users

Display advertising

UAC website packages

Premium conversion package

Be seen by over **1 million** potential applicants.

Placement

- ✓ Homepage
- ✓ Course search
- ✓ Key dates
- ✓ Applications and offers

Exclusive UG package

Target Year 12 students as they make decisions about your institution.

Placement

- ✓ UAC PIN
- ✓ ATAR
- ✓ FAQs and forms
- ✓ Early offer schemes

UG equity package

Target low SES and early entry applicants.

Placement

- ✓ Current applicants EAS, SRS and ES pages
- ✓ Future applicants EAS, SRS and ES pages

Postgraduate package

The only package of its kind.
Be the face of postgraduate study in NSW.

Placement

- ✓ Postgraduate applicants
- ✓ Applications and offers
- ✓ How to apply for uni

Influencer package

Targeting key Year 12 influencers, parents and careers advisers.

Placement

- ✓ Parent page
- ✓ Schools page
- ✓ Current applicants
- ✓ UAC Digital
- ✓ Future applicants

Run of site ads

Brand awareness champion.

Run your ads across our site on every ad space that doesn't have a booking until you hit your budget.

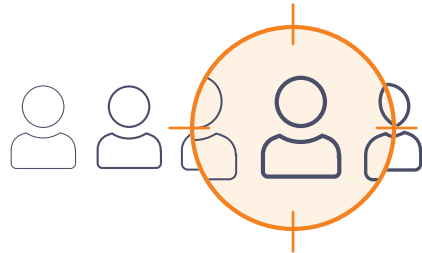
- ✓ All ads appear above the fold

Display advertising

Paid media

Take your Google ads to a new level by retargeting prospective students who browse the UAC website. Choose your audience, provide your assets and see results that exceed industry standards.

Option 1



Target Year 12 students within a predicted ATAR range. Choose from a range of high achievers to non-ATAR students.

Option 2



Institutions who list their courses on the UAC website have additional targeting options available to them. Speak to our team to find out more.

Display advertising

UAC communications

Connect with students and applicants by aligning your institution with our trusted brand.

UAC Year 12 EDM



80,000
audience

Sent to all NSW and ACT Year 12 students. List updates every year.

UAC Parents EDM



2,200
Audience

Sent to subscribers of parent EDM. List refreshes every year.



4,500
audience

Directions newsletter

UAC community newsletter. Broad audience consisting of applicants, school community, higher education staff and international student agents.



Work with us

Types of campaigns

Over the past three years, our team has worked with institutions, corporates and agencies to help them achieve incredible conversion rates on campaigns. We're experts at mapping the student journey and can provide you with data insights that will help you optimise your student recruitment activities throughout the year.

You choose how you work with us; run standalone campaigns or become a Reach partner to unlock discounts and extra features. Get in touch with us for pricing and benchmarking.

	Stand-alone campaigns	Reach partner campaigns
Data and marketing consultancy <ul style="list-style-type: none"> ■ Course and audience analysis ■ Industry insights ■ Life cycle marketing strategy 	✓	✓
In-depth post-campaign reporting	✓	✓
Personalised data workshops	✗	✓
Personalised life cycle marketing strategy	✗	✓
Regular WIP meetings	✗	✓
Opportunity to join pilots for new Reach products	✗	✓
Discounts (dependent on total spend)	✗	✓
Package with other UAC products	✗	✓

Case studies

2022 campaign highlights



University

Need

A G8 university approached Reach for a year-long partnership to help increase preferences in four key cohorts.

Solution

Reach's marketing and data analytics teams collaborated with the university to produce a year-long marketing plan based on key dates and UAC student data and trends.

Through strategic brand awareness and conversion campaigns, **all key areas saw growth**, despite the drop in applications sector-wide!



College

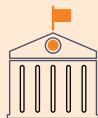
Need

A Sydney-based college needed to increase their applications across all their offerings and were looking for a marketing solution with a strong ROI.

Solution

Through the use of direct messaging, the college worked with Reach data analysts to target niche audience lists at times that were critical for successful student recruitment.

The final result was a 1,809% increase in applications.



Government

Need

A government department approached Reach to assist in building brand awareness about their programs.

Solution

A strategy was developed to target applicants who had preferred a particular field of study (1st or 2nd preferences).

These activations saw estimated **open rates of over 90%** with their EDM campaigns. These were outstanding results, especially in comparison to Reach's already high client benchmark average of 63% and the education industry standard of 25%.



Corporate

Need

A Big Four bank needed to build awareness of their new scholarship program amongst current Year 12 students.

Solution

Reach data analysts created multiple custom recipient lists for personalised messaging. This data was used for a series of SMS that were sent at key times in the Year 12 decision-making journey.

Due to the accuracy of the data and relevance of the messaging, the SMS campaigns achieved **click-through rates of over 30%** and an **instant increase in scholarship applications.**

Our process

Now you are up to the exciting part! We want to hear about your goals and engage our marketing and data specialists to create you a bespoke solution.

Keep in mind we are a charitable organisation with a mission to improve access to higher education. We work with organisations and brands with shared values.

If this sounds like you, we'd love you to get in touch!

Contact us at reach@uac.edu.au

