



REACH

**Reach**

**Media kit 2021**

- ✓ Target prospective applicants direct to their phone.
- ✓ Leverage unique, powerful data.
- ✓ Engage with the UAC Reach suite of products today.

**Data driven campaigns**

**Invest in UAC Reach**





# Why Reach?

As a marketer, you work tirelessly to engage with students across the country who are making decisions about their future. If you want your student recruitment messages to cut through the noise and generate quality leads, invest in a reach campaign today.

With our unique expertise we'll give you access to invested future students. So, whether you need to start a conversation about a course or promote a new product or service, Reach will give you unprecedented access to the future student market.

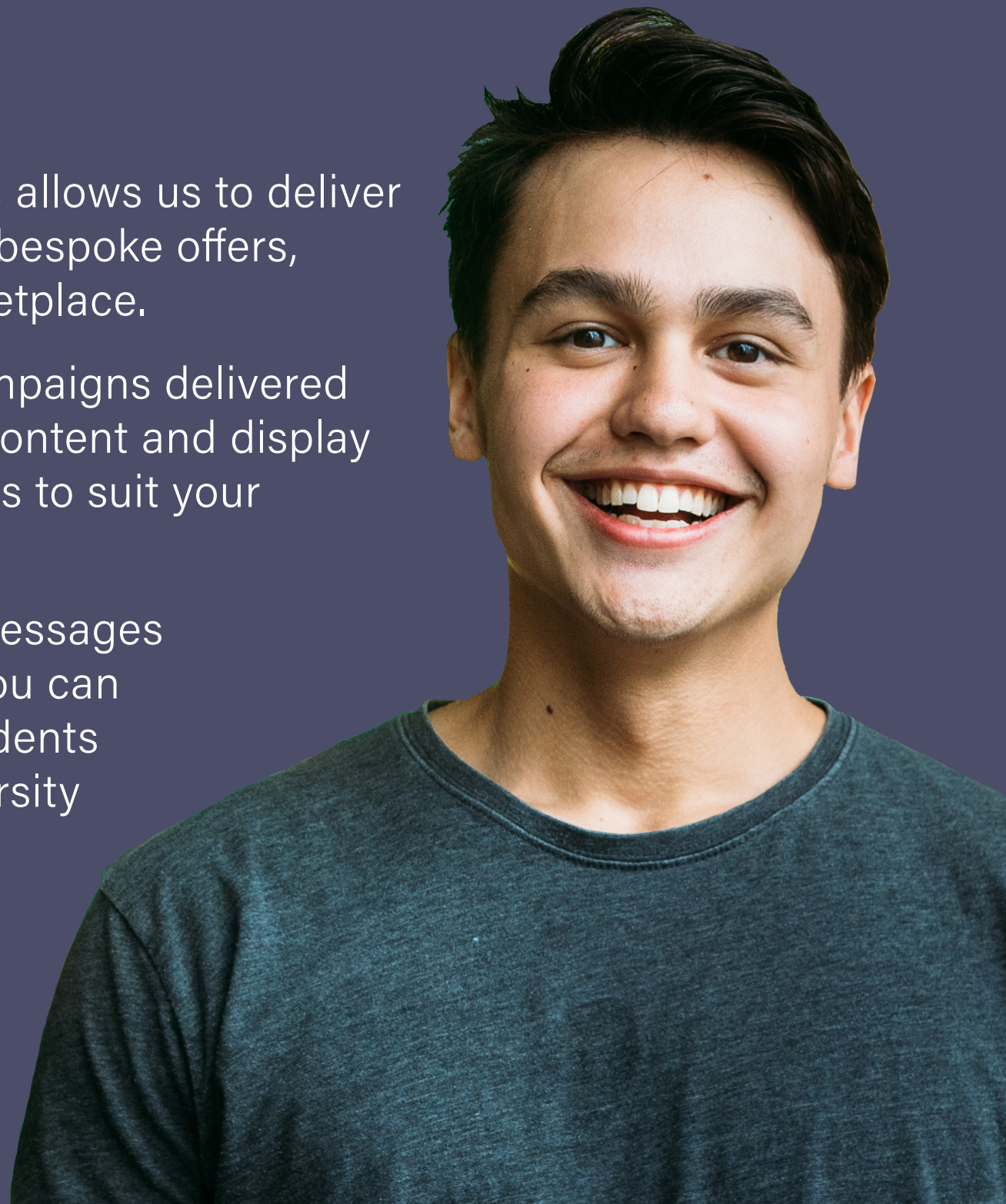


## **We'll partner with you**

The granular nature of our data, allows us to deliver your institution hyper-targeted bespoke offers, unmatched in the current marketplace.

From curated email or SMS campaigns delivered direct to device, to sponsored content and display advertising, we'll tailor packages to suit your unique needs.

We'll deliver these marketing messages at precisely the right time, so you can engage early with potential students as they start to rank their university and course preferences.





# We know there's no one size fits all approach to successful marketing

We'll produce a campaign that is right for you.

## Delivery

Email



Display  
advertising



Sponsored  
content



Sponsored  
newsletters



Event  
sponsorship



SMS  
campaigns

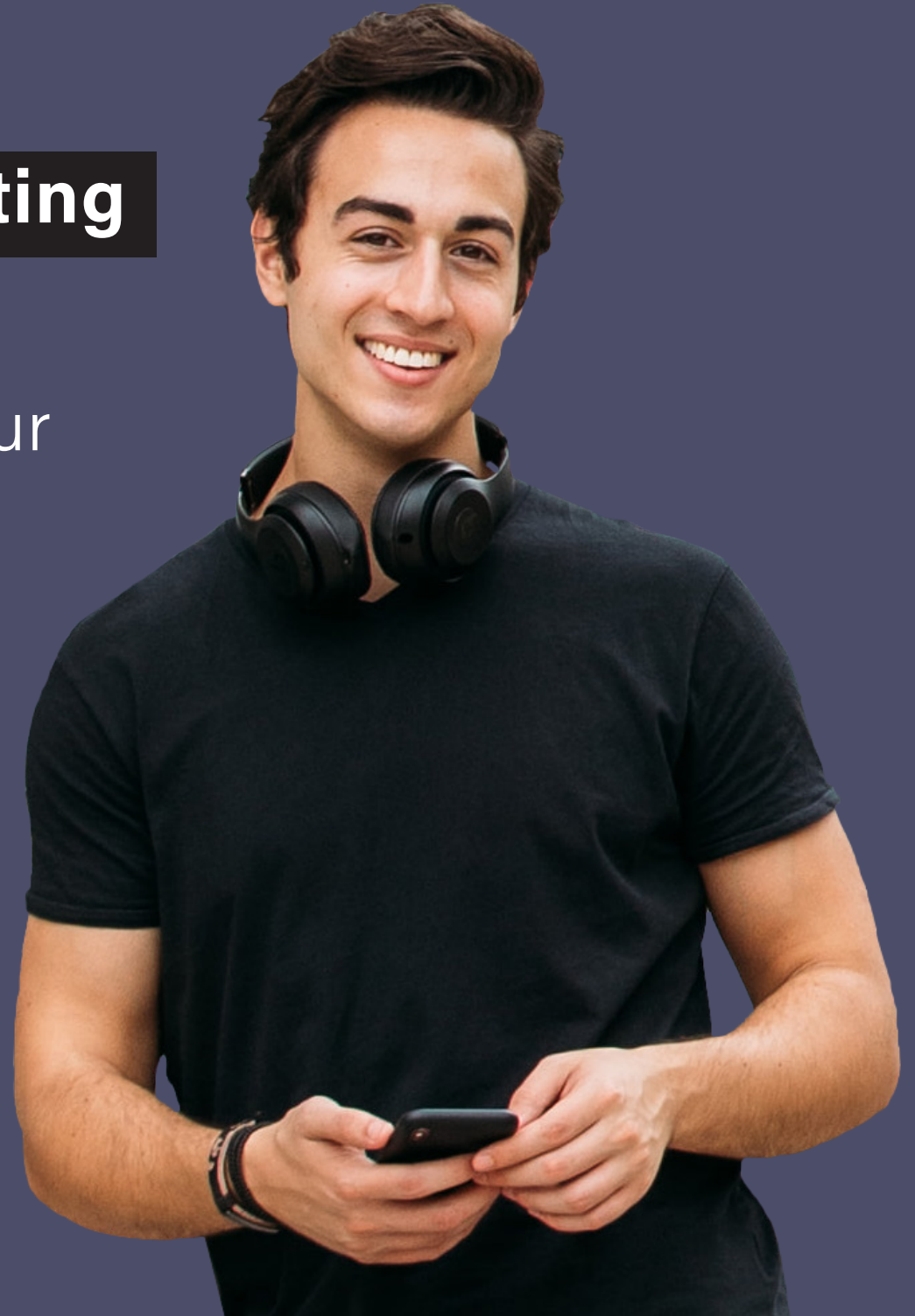


Talk to us about  
other options



# **Successful campaigns depend on precise targeting**

Marketing effectively to digital natives isn't easy in our saturated media landscape. Our advanced targeting options help you deliver content to students that is personalised, engaging, and instantly useful.








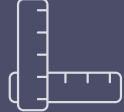







**We understand future  
students better than anyone**

Whether transitioning from school or from work into higher education, we take the time to understand and consider their aspirations and provide them with relevant information and opportunities to support their journey.

## Work with us

We'll introduce you to an invested market and give you a head-start on other institutions to recruit students.

### Reach students by

Subjects studied 	Subject bands 	Predicted ATAR or actual ATAR 
Home location 	School location 	School attended 
Gender 	Specific school types 	Low SES 

Talk to us about other targeting parameters for your campaign.





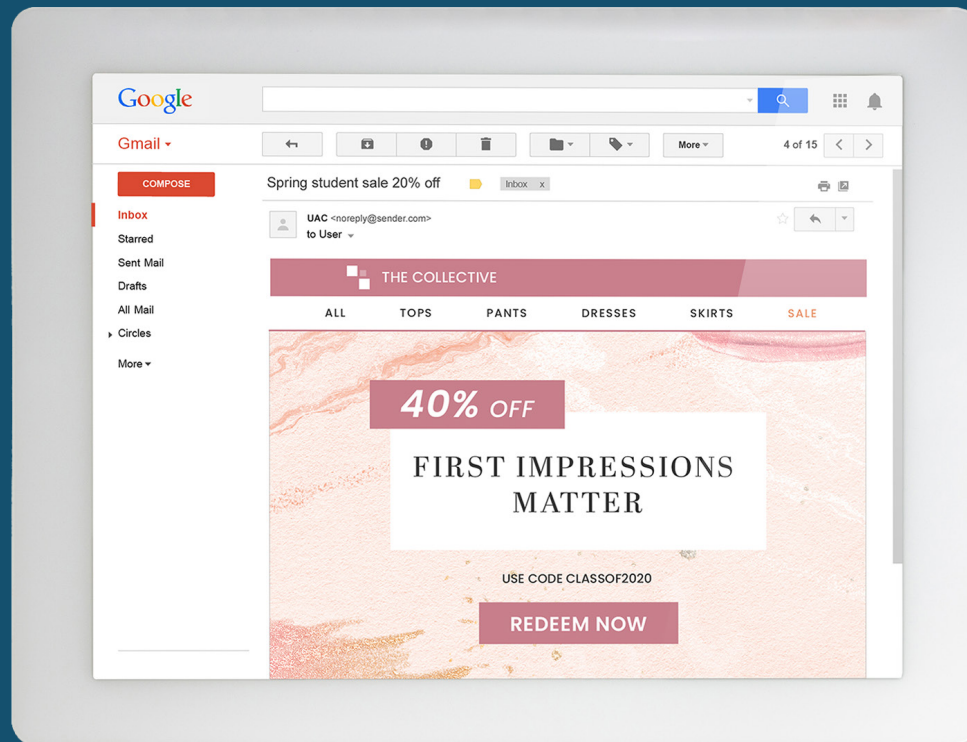
# Email marketing

Today's marketers need effective tools that deliver instant impact and a proven return.

Our expertise in audience segmentation means Reach email campaigns deliver industry-leading engagement rates that accelerate student acquisition and conversion.

Investing in a Reach email campaign lets your brand deliver highly personalised messages that inform, delight and convert.

You have creative freedom to produce engaging content that shows off life on your campus, promotes your unique courses and student offerings.



## Email marketing

We'll work with you to identify potential students from our unique archive of verified student data.

Without doubt, your campaign will execute and exceed your expectations.

### The personal touch

Beautiful email marketing is only the beginning. Send newsletters and SMS messages relevant to the interests of the recipient. Make every campaign you send personal.

Speak to us about boosting your email marketing campaign, by following up with an SMS.

**20.79%** CTR

**383.5%** higher than  
industry average\*

**4.30%** Education  
industry average

**48%** OPEN RATE

**92.8%** higher than  
industry average\*

**24.90%** Education  
industry average

*\*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*



# SMS marketing

Place your brand offer in the hands of potential students with lightning speed. With an open rate of over 90%, we can help you generate new leads and drive student recruitment and convert recipients into lifelong students.

You can also supercharge your SMS campaign as part of a campaign bundle. Introduce your brand to potential students with a personalised email and boost your conversion figures with a follow-up text message.

**94.25%**

delivery rate  
(open rate)

**82.1%**

Industry  
average\*

**32% CTR**

**68.4%** higher than  
industry average\*

**19%** Industry average

*\*Industry averages provided by msglobal*



# Display advertising

Digital advertising on our sites and online tools is an easy and effective way to speak directly to the lucrative student market and start recruiting new students.

Every year tens of thousands of future and current students, parents and teachers use the UAC website. These engaged audiences are researching higher education opportunities or supporting those aspiring to higher learning.

We will work with you to deliver your marketing messages directly to these audiences and help you reach them during the critical awareness and consideration phases.

These viewers are highly engaged, ready to grasp new concepts and ideas and looking to prepare themselves or others for a bright and purposeful future.





## Display advertising

Seize the moment and tell your organisation's story.

It's the perfect time to drive mass brand awareness in a niche market and convert students, teachers and parents reaching a unique milestone.

There are many ways to be on our website. Tell your brand's story through sponsored content or promote an open day on our key dates page. Work with us to position your brand at the cutting edge of offers to applicants and their mentors.



**120,000** ad impressions  
**per month** on  
the UAC homepage



**60%**  
in-view rate  
on desktop



**MREC** on the  
Course Search has  
a **CTR** of **0.50%**



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



Average **dwell  
time** of **4 mins**



**157,961**  
monthly  
active users



*UAC Reach helped us achieve our objectives through targeted and tailored communications. The results spoke for themselves! We achieved cut-through to new audiences, strong engagement and results that were reflected in our overall performance measures. All delivered by a supportive, efficient and great team!*





**Price list**

**2021**





# Direct messaging

## Price

EDM Campaign	Send	Open	Click-through	
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
<b>Note that a minimum spend applies to both EDM and SMS campaigns</b>			Click of link to apply (UAC Connect client)	\$45 per click

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%

**Book three**  
2021 Reach  
direct messaging  
campaigns before  
31 March 2021



**Save 15%**

## Display advertising price – February to November

Ad Unit	Placement	CPM	Avg Impressions per month (Feb-Nov)	Price per month (based on avg)
MREC	Homepage	\$35	126,122	100% SOV (1 advertiser) = \$4,414.30
				50% SOV (2 advertisers) = \$2,207.15
				25% SOV (4 advertisers) = \$1,103.60
Billboard	Homepage	\$35	126,122	100% SOV (1 advertiser) = \$4,414.30
				50% SOV (2 advertisers) = \$2,207.15
				25% SOV (4 advertisers) = \$1,103.60
Leaderboard	Homepage	\$35	126,122	100% SOV (1 advertiser) = \$4,414.30
				50% SOV (2 advertisers) = \$2,207.15
				25% SOV (4 advertisers) = \$1,103.60
MREC	Key Dates Page	\$35	22,653	100% SOV (1 advertiser) = \$792.85
				50% SOV (2 advertisers) = \$396.45
				25% SOV (4 advertisers) = \$198.20
MREC	Course Search Page	\$35	25,000	100% SOV (1 advertiser) = \$875
				50% SOV (2 advertisers) = \$437.5
				25% SOV (4 advertisers) = \$218.75
Leaderboard	High Traffic Page	\$35	10,000	100% SOV (1 advertiser) = \$350
Leaderboard	Moderate Traffic Page	\$35	5,000	100% SOV (1 advertiser) = \$175



# Display advertising price – December to January

Ad Unit	Placement	CPM	Avg Impressions per month (Dec-Jan)	Price per month (based on avg)
MREC	Homepage	\$35	246,109	100% SOV (1 advertiser) = \$8,613.82
				50% SOV (2 advertisers) = \$4,306.90
				25% SOV (4 advertisers) = \$2,153.45
Billboard	Homepage	\$35	246,109	100% SOV (1 advertiser) = \$8,613.82
				50% SOV (2 advertisers) = \$4,306.90
				25% SOV (4 advertisers) = \$2,153.45
Leaderboard	Homepage	\$35	246,109	100% SOV (1 advertiser) = \$8,613.82
				50% SOV (2 advertisers) = \$4,306.90
				25% SOV (4 advertisers) = \$2,153.45
MREC	Key Dates Page	\$35	84,580	100% SOV (1 advertiser) = \$2,960.30
				50% SOV (2 advertisers) = \$1,480.15
				25% SOV (4 advertisers) = \$740
MREC	Course Search Page	\$35	49,055	100% SOV (1 advertiser) = \$1,716.95
				50% SOV (2 advertisers) = \$858.50
				25% SOV (4 advertisers) = \$429.25
Leaderboard	High Traffic Page	\$35	30,000	100% SOV (1 advertiser) = \$1,050
Leaderboard	Moderate Traffic Page	\$35	15,000	100% SOV (1 advertiser) = \$525

## Sponsored content and newsletter price

Ad Unit	Placement	Est Audience	Avg Performance	SOV	Price
Leaderboard	UAC newsletter	6,000	30% open rate	100%	\$2,000 (flat fee)
Leaderboard	UAC email	50,000 - 70,000	60% open rate	50%	\$5,000 (flat fee)
Sponsored Content	Homepage	60,000 pm	200 clicks pm	100%	\$2,000 (flat fee)

## Recommended Placements

### Ultimate Web Package

Product	Location
MREC	Homepage
Billboard	Homepage
MREC	Course search
MREC	Key dates
Leaderboard	High traffic page
Leaderboard	Moderate traffic page
Average Impressions with 100% SOV 314,897	

**15% discount**

### Impact Web Package

Product	Location
MREC	Homepage
MREC	Key dates
MREC	Course search
Leaderboard	High traffic page
Average Impressions with 100% SOV 183,775	

**10% discount**

### Standard Web Package

Product	Location
Billboard	Homepage
MREC	Course search
Leaderboard	High traffic page
Average Impressions 158,775	

**5% discount**

Speak to us about your budget and we can also offer run of site advertising options.



# Display advertising discounts

## Multi-month Packages

Display advertising campaigns are billed monthly, and discount is applied to monthly invoice. If you book a multi-month package and web package both discounts will be applied.



To chat to the Reach team  
about student recruitment  
packages contact:

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**Business Solutions Consultant**

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**REACH**

