REACH MEDIA KIT 2020
✓ 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**

<table>
<thead>
<tr>
<th>EMAIL</th>
<th>DISPLAY ADVERTISING</th>
<th>SPONSORED CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPONSORED NEWSLETTERS</td>
<td>EVENT SPONSORSHIP</td>
<td>SMS CAMPAIGNS</td>
</tr>
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</table>

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

<table>
<thead>
<tr>
<th>SUBJECTS STUDIED</th>
<th>ACADEMIC PREFERENCES</th>
<th>PREDICTED ATAR</th>
</tr>
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<tbody>
<tr>
<td>HOME LOCATION</td>
<td>SCHOOL LOCATION</td>
<td>SCHOOL ATTENDED</td>
</tr>
<tr>
<td>UNIVERSITY OF CHOICE</td>
<td>SPECIFIC SCHOOL TYPES</td>
<td>LOW SES</td>
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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.

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

11.5% CTR
109.9% higher than industry average*
5.5% Industry average

45% OPEN RATE
117.02% higher than industry average*
23.5% Industry average

*Industry averages provided by campaign monitor
**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.

<table>
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<tr>
<th>91.9% delivery rate (open rate)</th>
<th>82.1% Industry average*</th>
<th>36% CTR</th>
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<tbody>
<tr>
<td>89.47% higher than industry average*</td>
<td>19% Industry average</td>
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*Industry averages provided by smsglobal
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.

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!
WEB PACKAGES AVAILABLE

**IMPACT:** 1 month ★★★★★

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<tr>
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<td>Medium rectangle</td>
<td>Course search</td>
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<tr>
<td>Sponsored content</td>
<td>News Centre section</td>
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<tr>
<td>Content promo</td>
<td>High traffic page</td>
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**STANDARD:** 1 month ★★★★☆☆☆

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High traffic page means that the package is more visible to users. Course search and News Centre section refer to specific sections within the website where the package can be seen. Billboard and Leaderboard refer to larger, more prominent space on the website.
To chat to the Reach team about student recruitment packages contact:

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