

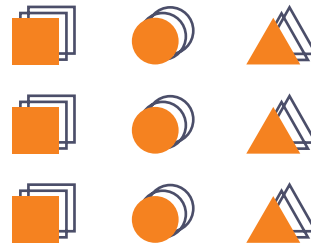


# Reach Media Kit 2024

# Why Reach?



We are a **data-based marketing solution** unique to the Australian market. With **unparalleled insight into learner audiences**, we specialise in connecting them with your recruitment objectives.



We can connect you to over **80,000 Year 12 students, 300,000+ UAC applicants and influencers, 1.5m web visitors** in the moments that matter the most.



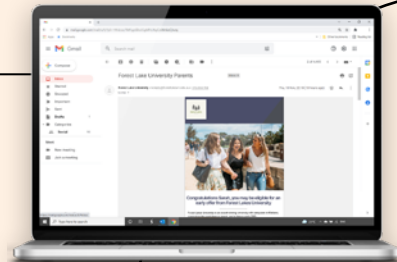
Maximise your ROI with **marketing and recruitment decisions** powered by UAC intelligence.

# Reach ecosystem

## Direct messaging

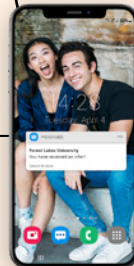
### EDMs

Choose your audience  
63% historical open rate  
10% CTR



### SMS marketing

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



## Display advertising

### UAC website

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



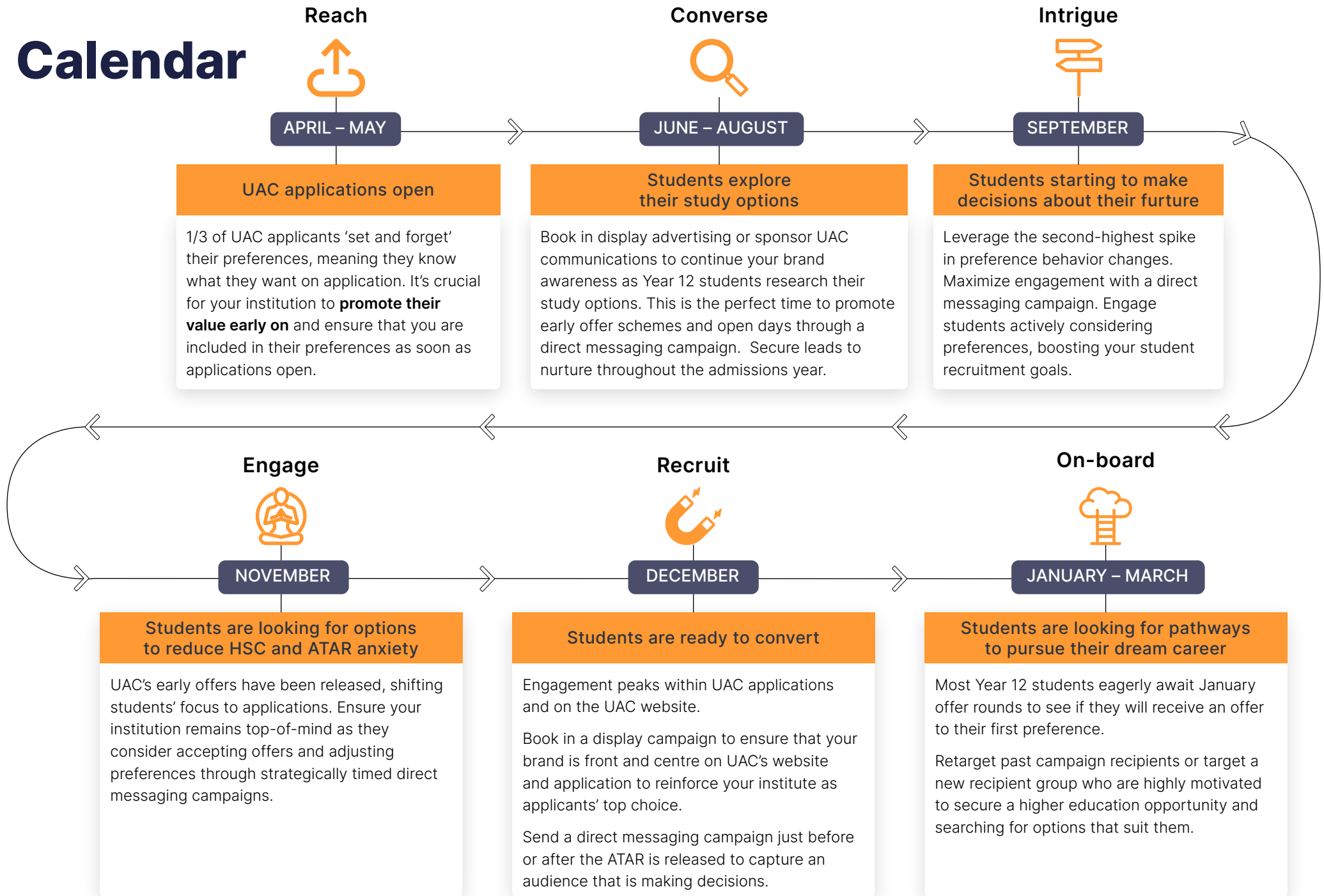
### UAC communications

Combined audience of over 100,000  
Year 12 students and their influencers  
Average open rate 85%.





# Calendar



# 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. Choose from a suite of templates or chat to us about bespoke options.

## EDM stats

### Open rate

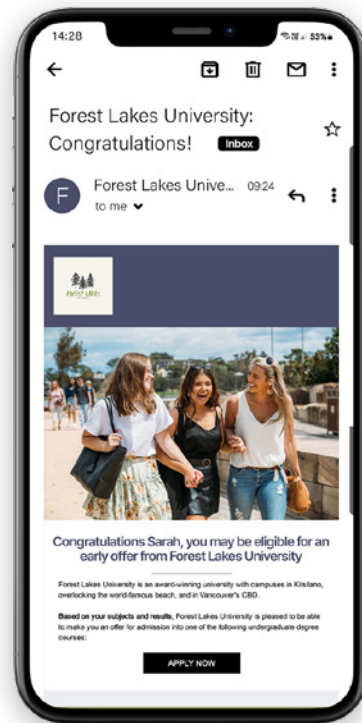
**63%**  
Reach average

**25%** Education  
industry standard

### CTR

**10%**  
Reach average

**4%** Education  
industry standard



## SMS stats

### Delivery rate

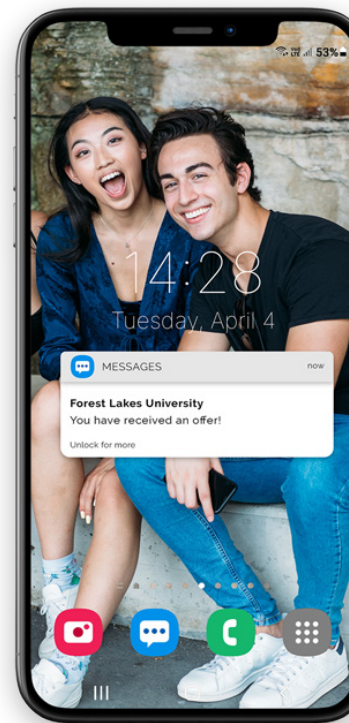
**94%**  
Reach average

**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. 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
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## Supercharge your ROI with AI

Utilise our AI tools to accurately forecast a recipient's chance of receiving an offer from your institution. Drawing from extensive data of students in NSW, it ensures you are marketing to your hottest leads.

## AI tools

 Probability of offer to institution	 Probability of offer to field of study
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# Direct messaging

## Reporting

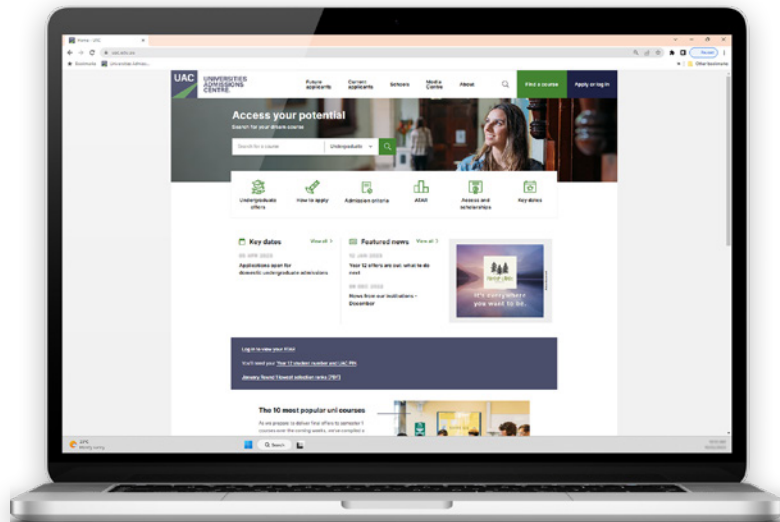
Measuring ROI is essential to a marketer. That's why we provide in-depth reporting to help you understand the power of Reach in driving brand awareness and increasing conversions.

	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

### Pathway package

Target students looking for pathways to uni.

#### Placement

- ✓ Pathways to uni
- ✓ Who can apply
- ✓ Our institutions
- ✓ ATAR Compass
- ✓ Future applicants

### Apply package

Target applicants as they apply, change their preferences and check their offers

#### Placement

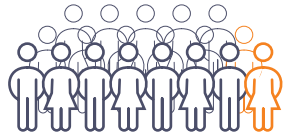
- ✓ Apply page

# Display advertising

## UAC communications

The only offering of its kind in Australia. Target all current year 12 students and engaged parents with open rates of over 80%.

### 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.



# Display advertising

## Targeted UAC communications

Advertise through our hyper-targeted EDMs, reaching specific cohorts of Year 12 students as they navigate crucial tertiary education decisions.

## Targeting

Utilise our advanced Offer-Probability AI tool to pinpoint applicants with the highest likelihood of securing offers in specific fields of study or attend your Open Day. Direct applicants to your course listing for quick access to UAC apply!



### Health

Target Year 12 students inclined towards Health-related courses like Nursing, Health Science, and Medicine. Stand out from competitors and capture the attention of prospective students before UCAT closes in June.



### IT

Reach the top Year 12 students interested in IT courses in NSW. Build awareness and engage with an IT-focused audience to position your institution as a leader in this field.



### Business, Management & Commerce

Showcase the advantages of your degree in a field experiencing significant growth in Year 12 preferences. Connect with a qualified audience and highlight what sets your institution apart.



### Teaching

Specifically tailored for Highlight the unique benefits of your Teaching program. Position your institution as a top choice for Year 12 students interested in education.



### Pathway options

This targeted EDM will guide students that are unfamiliar with Pathways into tertiary education, with communication on next steps and their higher education pathways options.

# Case studies

## 2023 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

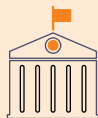
#### Need

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.**





# Reach pricing and benchmarking 2024



# Direct messaging

## Products

### EDM campaign

	Connect client price	Standard price
Per click off UAC site	\$50	\$101
Per send	\$10	\$10

Click through rate



**10%**

Estimated open rate



**65%**

### SMS campaign

	Connect client price	Standard price
Per click off UAC site	\$50	\$101
Per send	\$10	\$10

Click through rate



**20%**

Estimated open rate



**94%**

# Display advertising options

## UAC website packages

### Premium conversion

Peak  
**\$7,050**  
(December and January)  
380,000 audience

Off-peak  
**\$3,050**  
(February to November)  
200,000 audience

### Exclusive UG package

Peak  
**\$8,500**  
(December and January)  
95,000 audience

Off-peak  
**\$3,300**  
(February to November)  
32,000 audience

### Exclusive PG package

Peak  
**\$1,750**  
(December and January)  
20,000 audience

Off-peak  
**\$1,750**  
(February to November)  
20,000 audience

### UG equity package

Peak  
**\$2,400**  
(August to September)  
50,000 audience

Off-peak  
**\$1,700**  
(October to July)  
24,000 audience

### Apply

Peak  
**\$5,000**  
(December and January)  
315,000 audience

Off-peak  
**\$3,750**  
(February to November)  
160,000 audience

### Influencer package

Peak  
**\$2,000**  
(December and January)  
28,000 audience

Off-peak  
**\$1,200**  
(February to November)  
11,000 audience

### Pathway package

Peak  
**\$2,000**  
(August and September)  
15,000 audience

Off-peak  
**\$1,200**  
(October to July)  
10,000 audience

All packages 100% SOV, except for Premium Package which is 50% SOV.

Pricing and audience per month.

Display Packages do not allow for external links.

# Display advertising options

## UAC communications

EDM's and newsletters			
	Year 12	Parents	Targeted
Price	\$6,000	\$2,000	\$8,000
Audience	80,000	2,500	5,000-10,000
Open rate	70%	80%	Expected 70%
SOV	50%	50%	25%

# Work with us

## Types of campaigns

Over the past four 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.

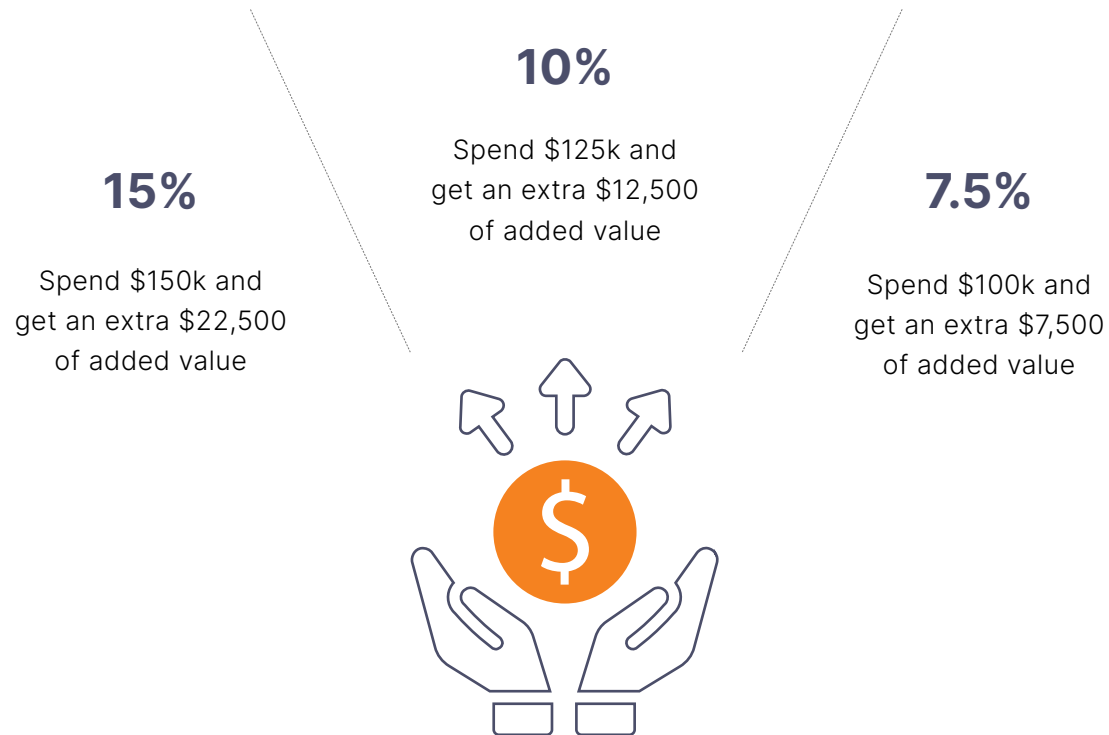
You choose how you work with us; run standalone campaigns or become a Reach partner to unlock free campaigns and extra features. Get in touch with us for pricing and benchmarking.

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

*\*Clients using UAC for admissions can further measure the effectiveness of their campaigns based on preference changes.*

# Reach annual partnerships

Commit to a set amount in one booking and unlock added value on each campaign within the booking (value % based on your total spend).





# 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](mailto:reach@uac.edu.au)

