

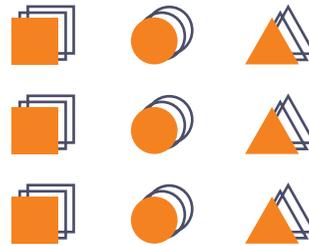


# Reach Media Kit 2025

# Exclusive Reach data



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 2mil website visitors** in the moments that matter the most.



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

# Use Reach to



## Increasing brand awareness

Maximise ROI by marketing to current school leavers, non-school leavers and postgraduate students who fit your target audience.



## Launching a new course or scholarship

Create awareness and increase applications for new courses or scholarships.



## Reach new student markets

Reach students outside your current market, for example, by geography, SES status or alternative pathways.



## Supporting pathway & alternative entry programs

Promote pathway programs to students seeking alternative entry options.



## Promoting open days & events

Drive awareness and attendance for open days and other key events.



## Retargeting interested students

Connect with students who've shown interest in your offering/higher ed but haven't applied.



## Targeting key influencers

Engage parents and career advisers who influence student decisions.



## Promoting online study options

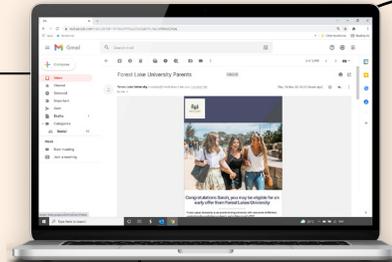
Attract students interested in flexible online study and remote learning.

# Reach ecosystem

## Direct messaging

EDM

Build your bespoke audience  
63% historical open rate  
**10% CTR**



SMS

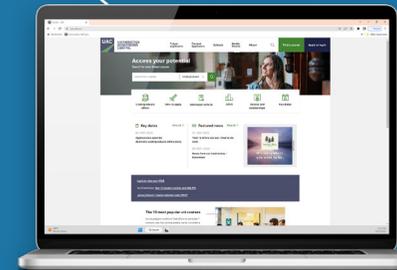
Audience of 80,000  
93% delivery rate  
**20% CTR**



## Display advertising

UAC website

500,000 monthly page views  
2mil annual users



UAC communications

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



\*Results are based on 1000's of campaigns sent over the last 6 years.

# Our clients

We are proud to collaborate with leading unis, colleges, government, and industry partners who trust Reach to connect with their target audiences. Our clients include:

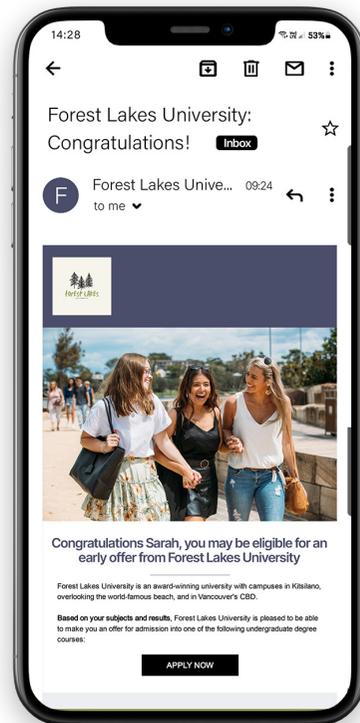
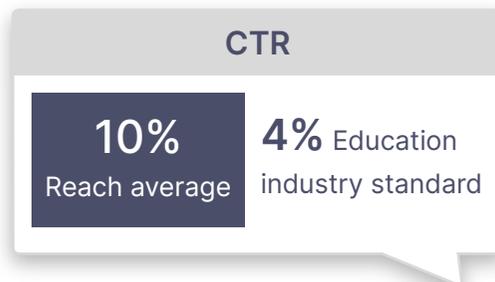
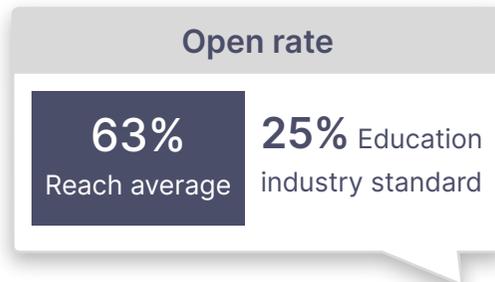
|   |   |  |   |   |
|---|---|--|---|---|
| <b>Universities</b>                       | <br><br> | <br><br>       | <br><br> | <br><br> |
| <b>Private Providers</b>                  | <br>   | <br><br> | <br>  | <br>  |
| <b>Government &amp; Industry Partners</b> |    |   |    |    |

# Direct messaging

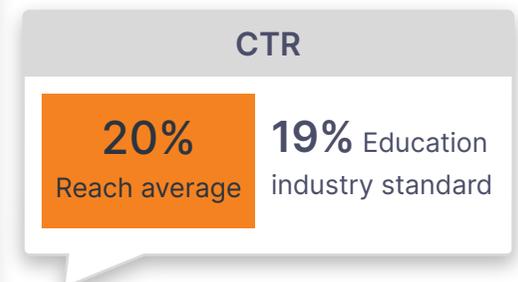
## Products

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



## SMS stats



\*Industry averages provided by Campaign Monitor

\*\*Reach results are based on 1000's of campaigns sent over the last 6 years.

# Direct messaging

## Our data, your audience

A Reach campaign gives you direct access to your ideal audience, whether it's **Year 12 students, non-school leavers, or postgraduates**, at key decision-making moments in their applicant journey.

Using exclusive Australian market data sourced from ABS and UAC, we build a highly targeted recipient list tailored to your needs.

- ➔ **Precision Targeting:** Select key parameters to refine your audience.
- ➔ **Granular Insights:** Use unique data to reach high-intent prospects.
- ➔ **Stronger Leads:** Engage the right students at the right time for better results.

Let's build your ideal audience today.

## Supercharge your ROI with AI

Use our AI tools to predict a recipient's offer chances by institution, field of study, or pathway—so you target your hottest leads.

## Application data



Year 12 subjects studied



Subject bands



Predicted ATAR or actual ATAR



Geographical location



School attended



Gender



School type



Socio-economic status



No offer



Deferred



Application status



Highest level of study

## AI tools



Probability of offer to institution



Probability of offer to field of study



Probability of offer to pathway courses

# Direct messaging

## Reporting

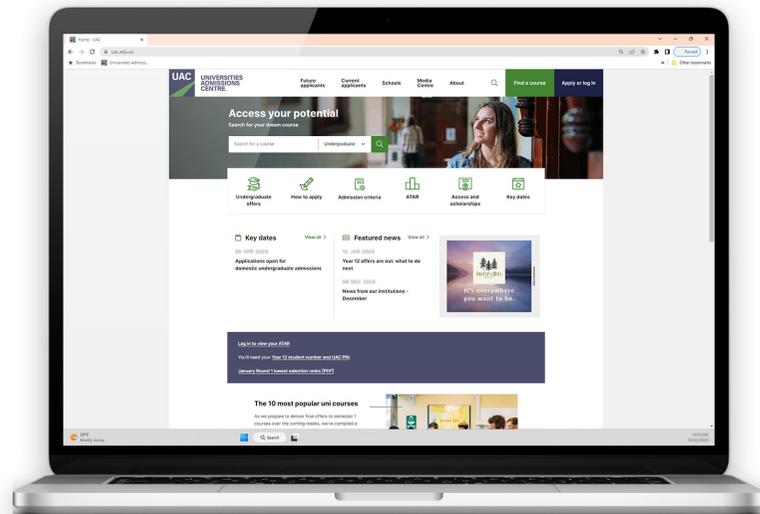
Measuring ROI is essential to a marketer. That's why we provide in-depth reporting to help you understand the power of Reach in driving brand awareness and increasing conversions.

|  | 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.



**730,000** page views per month



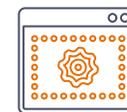
Average of **180** clicks for Premium Conversion Display package

**230,000** impressions per month on the UAC homepage



**3 minute** average dwell time

**30** ad units categorised in 7 bespoke packages



**730,000** monthly page views

# 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

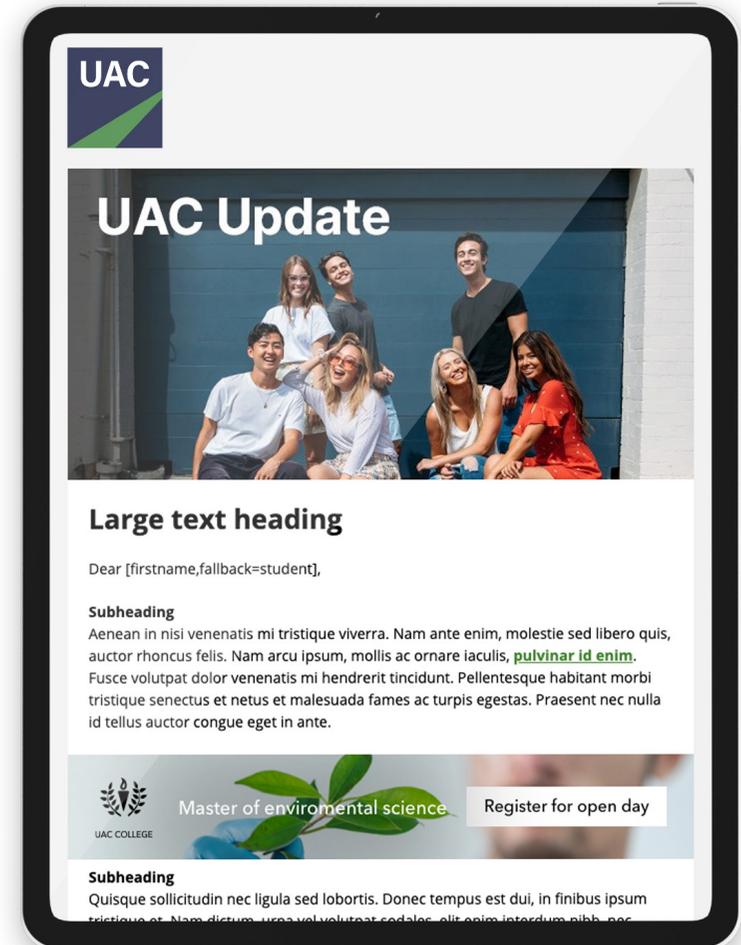
Sent to NSW, ACT and international students.

|           |  |
|-----------|--|
| March     | Welcome to your higher ed-journey  |
| April     | UAC Pins   |
| May       | All about early entry, scholarships and EAS support  |
| June      | Mid-year checklist   |
| July      | List of every open day   |
| August    | All courses available  |
| September | Get your UAC application in  |
| November  | What to do with SRS offers   |
| December  | 1. Top tips for your uni application<br>2. What to do tomorrow (day before ATAR)<br>3. Prepare for January Round 1 |

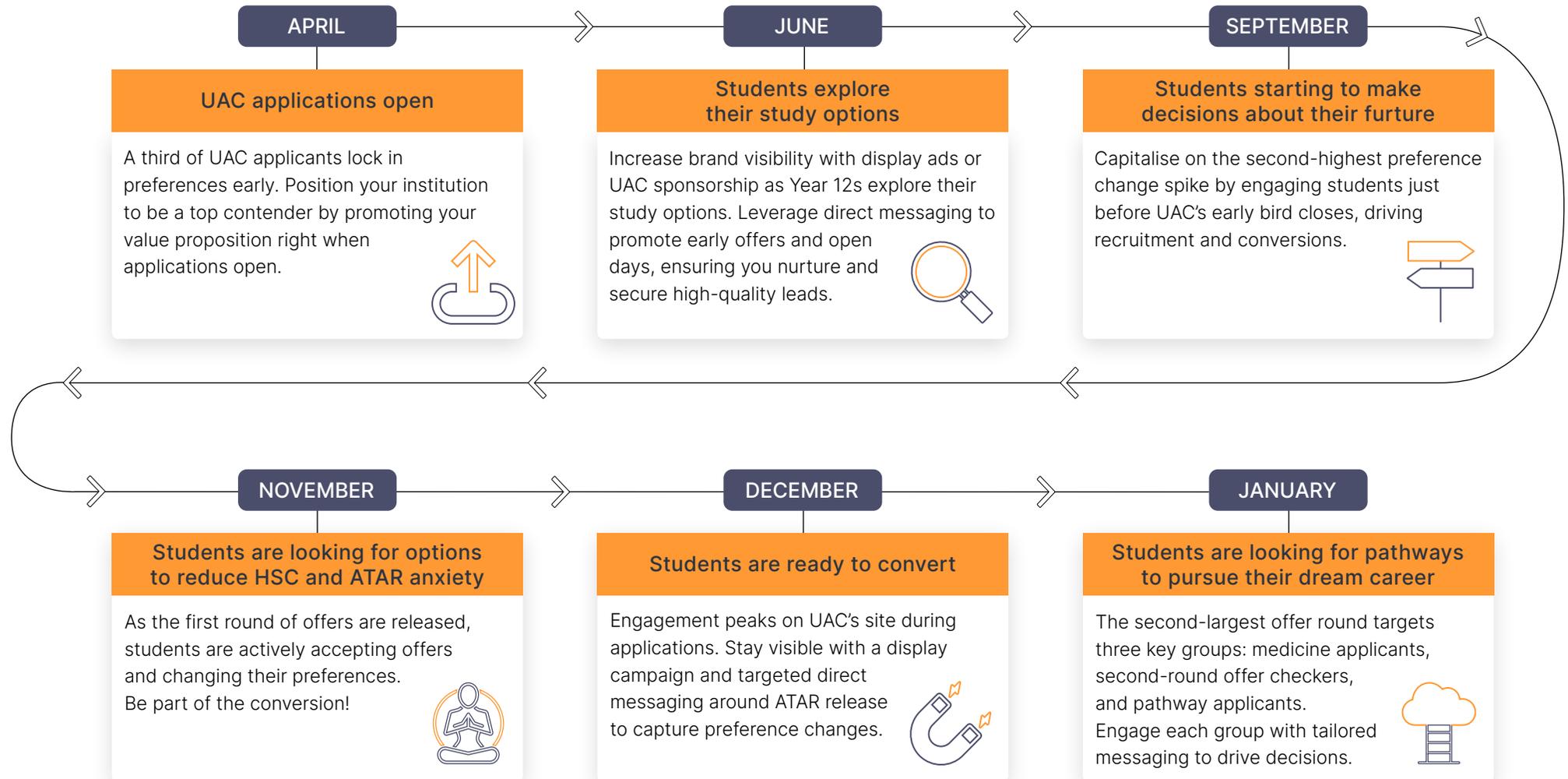
## UAC Parents EDM

Sent to subscribers of parent EDM.

**2,200**  
audience



# Year 12 & non-school leaver calendar



# Case studies

## 2024 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](mailto:reach@uac.edu.au)

