

# UNIVERSITY PARTNER PACK (UPP)

**TSR**

# THE STUDENT ROOM

WE'RE ALREADY TALKING TO THE STUDENTS  
YOU WANT TO TALK TO

**32  
MILLION**  
PAGEVIEWS  
EACH  
MONTH

**8.5  
MILLION**  
USERS EACH  
MONTH

**75%**  
OF UK STUDENTS  
AGED 14-24  
VISIT US

**260K**  
YEAR 13'S IN  
OUR HIGHER  
ENGAGEMENT  
SEGMENT\*

\* BASED ON OUR JULY, AUGUST AND SEPTEMBER 2017 KRUX DATA

TSR

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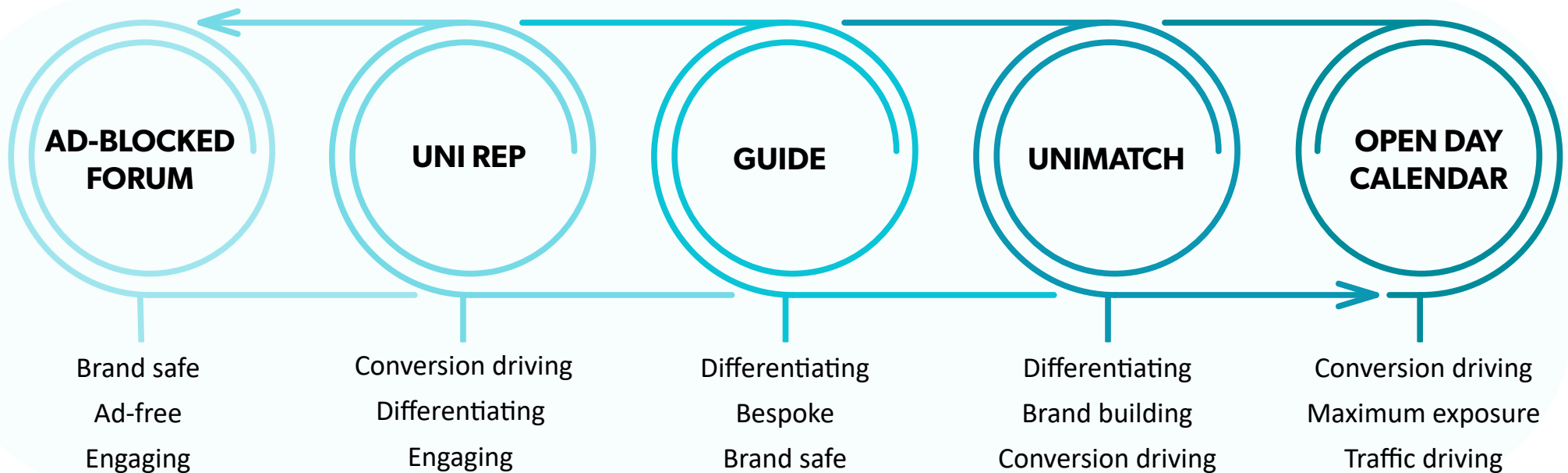
Showcase what life is like at your institution, by maximising your presence on The Student Room.

With **8.5 MILLION MONTHLY VISITORS**, TSR is the largest online student engagement platform allowing prospective students to browse different universities and ask questions to inform their decisions.

The UPP is the ultimate engagement toolkit to attract, convert and build relationships with students at every stage of the education cycle.

# THE ONLY WAY IS UPP

THE UPP IS MADE OF FIVE BESPOKE TOOLS TO ENGAGE, BRAND BUILD AND CONVERT STUDENTS TO YOUR INSTITUTION



# 1. AD-BLOCKED FORUM

## A BRAND SAFE ENVIRONMENT FOR DIRECT ENGAGEMENT

TSR is a peer-to-peer engagement platform where students go to discuss their options, ask for advice and build relationships on forums.

Your university forum is a dedicated space to differentiate yourself, showcase life at your university and answer questions from potential applicants.

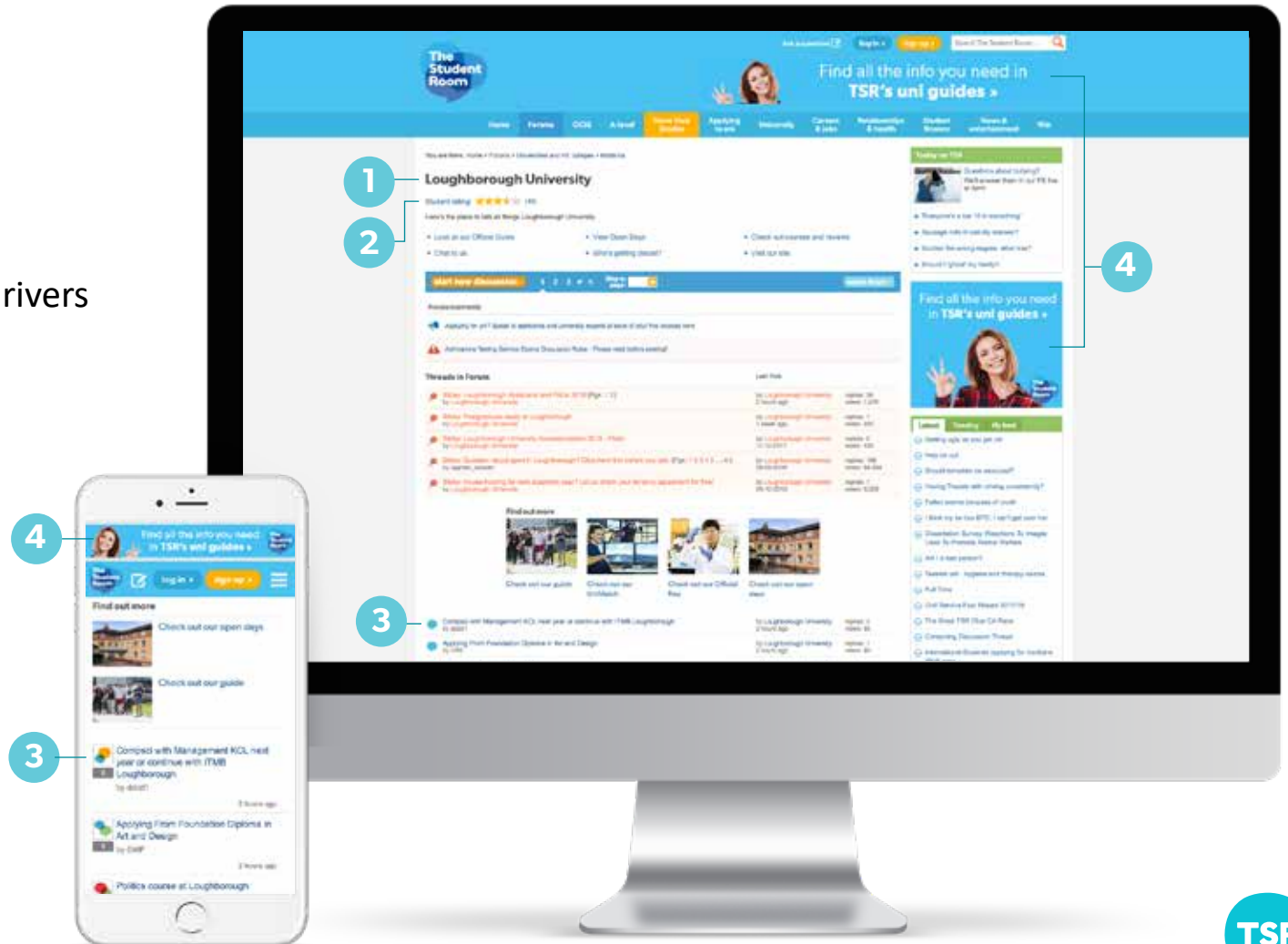
**And don't worry it's completely competitor free!**

### KEY FEATURES:

- ◆ Ad spots for your campaigns or TSR traffic drivers
- ◆ Brand safe space
- ◆ Showcase brand advocacy

# AD-BLOCKED FORUM

- 1 University name
- 2 UniMatch rating
- 3 Forum threads
- 4 All ads spots are TSR traffic drivers or your own paid campaigns



## 2. UNI REP

Your official, verified university account. This enables you to give authoritative information in an informal peer-to-peer environment.

Use real representatives from your university to personify your institution and take part in the conversation.

Interact, engage and build relationships with individuals in a place where they're asking about university life.

## UNIQUE PEER-TO-PEER ADVOCACY AND ENGAGEMENT TOOL

### KEY FEATURES:

- ◆ Showcase brand advocacy
- ◆ Authentic engagement in an authoritative and trusted space
- ◆ Three Reps per institution (one for your official uni profile then use others for student ambassadors, international students or alumni)
- ◆ Set up alerts and be notified when students mention your university

# UNI REP

## THE IMPACT OF A UNI REP IN ACTION



Hi All...

Currently have A\*AA and would like to study Econ but all spaces at unis are full. What should I do? Thanks! (Already took a gap year to retake some modules and initially applied to a diff course but still wanna study something Econ/Politics related) - What should I do? Thank you!

- (Original post by StudyHard123456)



We're a triple crown accredited business school (only 1% in the world are) and I'm telling you, those grades are GOOD. If you want to talk about getting an offer to study Economics at the University of Bradford in September all you have to do is DM me.

“Our Uni Rep was fundamental to the University; converting a number of students during the results period. Having the ability to engage with students first-hand where they are having discussions about universities resulted in high success rates for Bradford and was key during this period, rather than just waiting for students to approach us.”

- **Emma Bridge, Associate Director (Marketing Communications), University of Bradford**



# UNI REP REMEMBER THE LURKERS

## WHAT'S A LURKER?

Lurkers are the people interested in the conversation but instead of engaging with it directly, they listen and silently observe your content.

Don't underestimate the power and reach of your Uni Reps. The Student Room averages around 400 lurkers to a single person's post, meaning 400 users are still consuming your content even though they are not participating in the conversation.

**82.5%**

LURKERS - GUESTS,  
PLUS ANY MEMBERS  
WHO HAVEN'T  
MADE A POST

**17%**

INTERMITTENT  
CONTRIBUTORS

**0.5%**

HEAVY  
CONTRIBUTORS

# UNI REP TRAINING

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**WE SUPPORT ALL UNI REPS  
WITH A COMPREHENSIVE  
ONBOARDING  
PROGRAMME, ONE-TO-ONE  
TRAINING AND ONGOING  
HELPFUL COMMUNICATIONS**

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Bi-annual Rep **training events** help develop your Uni Rep's ability to get the most out of TSR, as well as being an excellent development and networking opportunity.

We also host **interactive online training** sessions every week. This drop-in training hour allows Uni Reps to ask questions, connect with like-minded Reps and refresh their TSR knowledge.

# 3. UNIVERSITY GUIDE

## COMPLETE CONTROL, PERSONALISATION AND DIFFERENTIATION

The University Guide is your official partner profile. Think of it as your shop window to showcase the best you have to offer.

Customisable by you, the Guide is made up of key information and engaging content students need-to-know and look for when deciding which university is best for them.

### KEY FEATURES:

- ◆ Editable content blocks
- ◆ Integrates with social media
- ◆ Brand safe

# UNIVERSITY GUIDE

## READY-TO-GO CONTENT



Our mission is 'Making Knowledge Work'. Using our expertise to make a real difference to people's day-to-day lives is at the heart of all we do. We pride ourselves on being a pioneering technology university, tackling the major global challenges of our age.

We also pride ourselves in creating graduates that are forces for good in their chosen careers. Fearless change-makers, global citizens, and independent thinkers.



University of Bradford - Open Days



This is Bradford

GALLERY CAROUSEL

YOUTUBE CAROUSEL

### Find a course with UniMatch

Find your perfect uni course at University of Bradford

Search courses... [search](#)

### Connect with other students

Stats about University of Bradford

101 connections  
99 members connected

[connect now](#)

### Join the chat

childmusing 2018 intake overview  
Last post 16 minutes ago by University of Bradford

University of Bradford clinical sciences...  
Last post 1 day ago by University of Bradford

What should I expect from Clinical Sciences...  
Last post 8 days ago by Hiba0209

Clinical Sciences/ Medicine Foundation...  
Last post 1 week ago by Hiba0209

Bradford Foundation in Clinical Sciences...  
Last post 3 weeks ago by Hiba0209

Bradford clinical science/ medicine forum...  
Last post 3 weeks ago by Fio01

### Student review

By a UniMatch user

The experience is one of independence but comfort where you feel instantly welcomed. The people you meet are an essential part to your education and the diversity at Bradford is something that may rival other universities.

Overall: ★★★★★  
Course: ★★★★★  
Accommodation: ★★★★★  
University: ★★★★★  
Location: ★★★★★  
Setting in: ★★★★★

### Overall student rating

Overall: ★★★★★ 659  
University: ★★★★★ 659  
Course: ★★★★★ 662  
Location: ★★★★★ 658  
Accommodation: ★★★★★ 662  
Setting in: ★★★★★ 662

★ Rate this uni [see all reviews](#)

### Official rep

University of Bradford

Total posts: 994

[Follow](#)

Ask University of Bradford a question in their forum

Send University of Bradford a private message

Hi I'm Emma! I work in the University of Bradford's Course Enquiries team and I'm here to help with any questions relating to courses, facilities, accommodation etc. I did my degree

## OPTIONAL CONTENT

### Travel information



Bradford is easy to get to, located right in the middle of the UK with excellent road and rail links, and an international airport (Leeds Bradford Airport). An

### Teaching Excellence Framework Award (TEF)



The University of Bradford has been recognised for the excellence of its teaching with the award of Silver under the Teaching Excellence Framework.

What do the TEF Awards mean for you?

### Open Days

Our Open Days are your best opportunity to find out how you would feel about studying at the University of Bradford. Discover what it would be like if you lived in this vibrant, international city.

To find out when the next Open Day is, take a look at the Open Day calendar here.

FREE FORMAT TEXT BOX

### Latest News

- Bradford stars in 2017 Guardian university rankings
- UNESCO City of Film moves to the University of Bradford
- University of Bradford presented with Queen's Anniversary Prize at Palace
- Disability service praised for its commitment to student support

### Facebook



Open Days are a great opportunity to find out how you would feel about studying at the University of Bradford. Discover what it would be like if you lived in this vibrant, developing international city.

On the day you'll be taken on tours of the campus and the accommodation, get the chance to speak to current students, and meet the academics who'll be teaching you... See more

### Featured Societies



#### Bollywood Dance Society

Learn the art of Bollywood dancing, work on your fitness and have a blast at the classes! There will be plenty of opportunity to learn more about the Bollywood industry, perform and

SOCIAL MEDIA BLOCKS

# 4. OPEN DAY CALENDAR

## DRIVE CONVERSIONS AND INCREASE OPEN DAY REGISTRATIONS

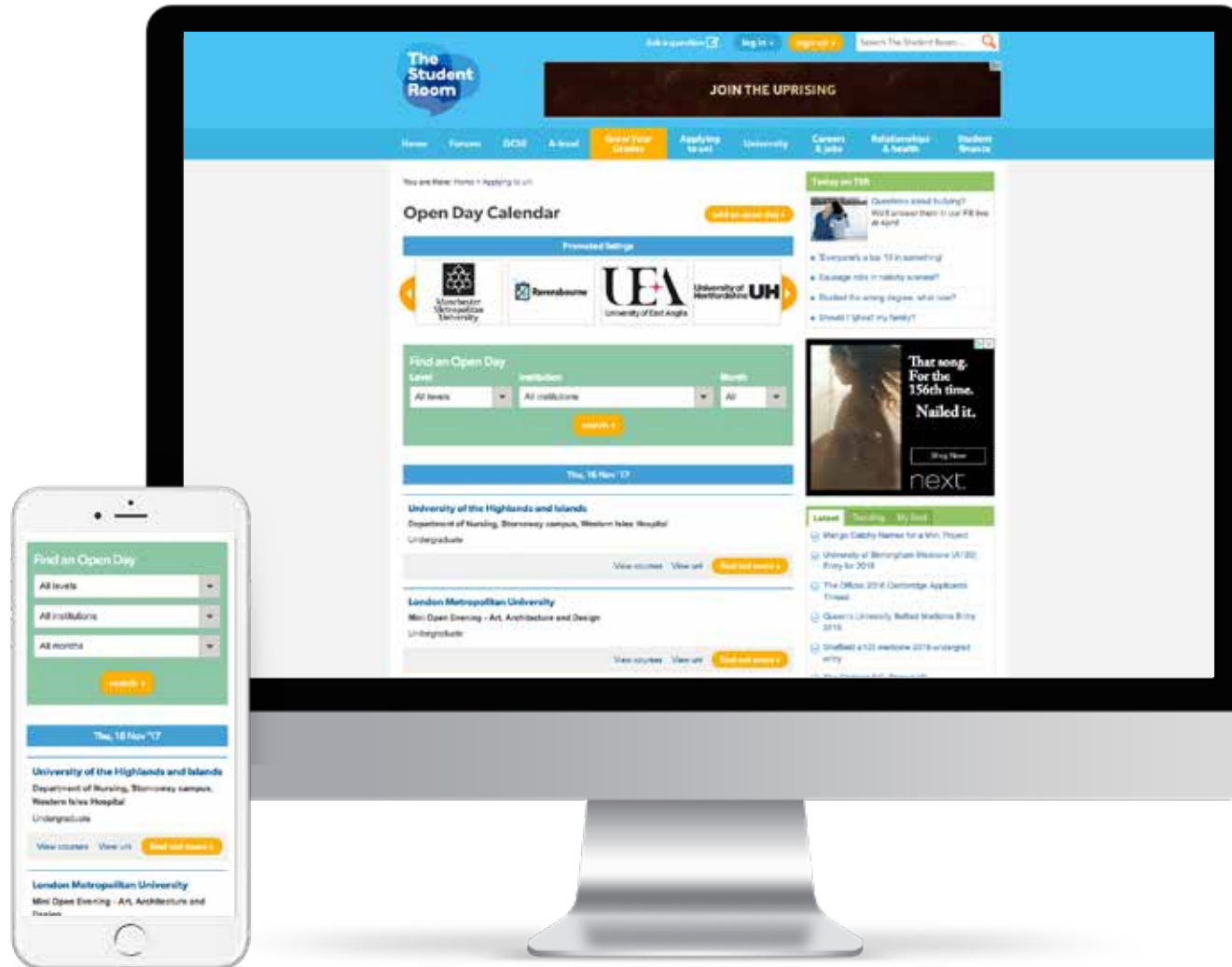
The Open Day Calendar lists every University Open Day in the UK. As an UPP Partner you receive a premium listing allowing you to drive conversions and increase Open Day registrations.

You also get an enhanced position placing you front and centre for students actively looking to attend University Open Days.

### KEY FEATURES:

- ◆ Open Day Calendar converts at 70%
- ◆ Search by level, institution or month of the year
- ◆ Convert students through to your website booking system

# OPEN DAY CALENDAR



# 5. UNIMATCH

## STAND OUT TO PROSPECTIVE STUDENTS COMPARING THEIR OPTIONS

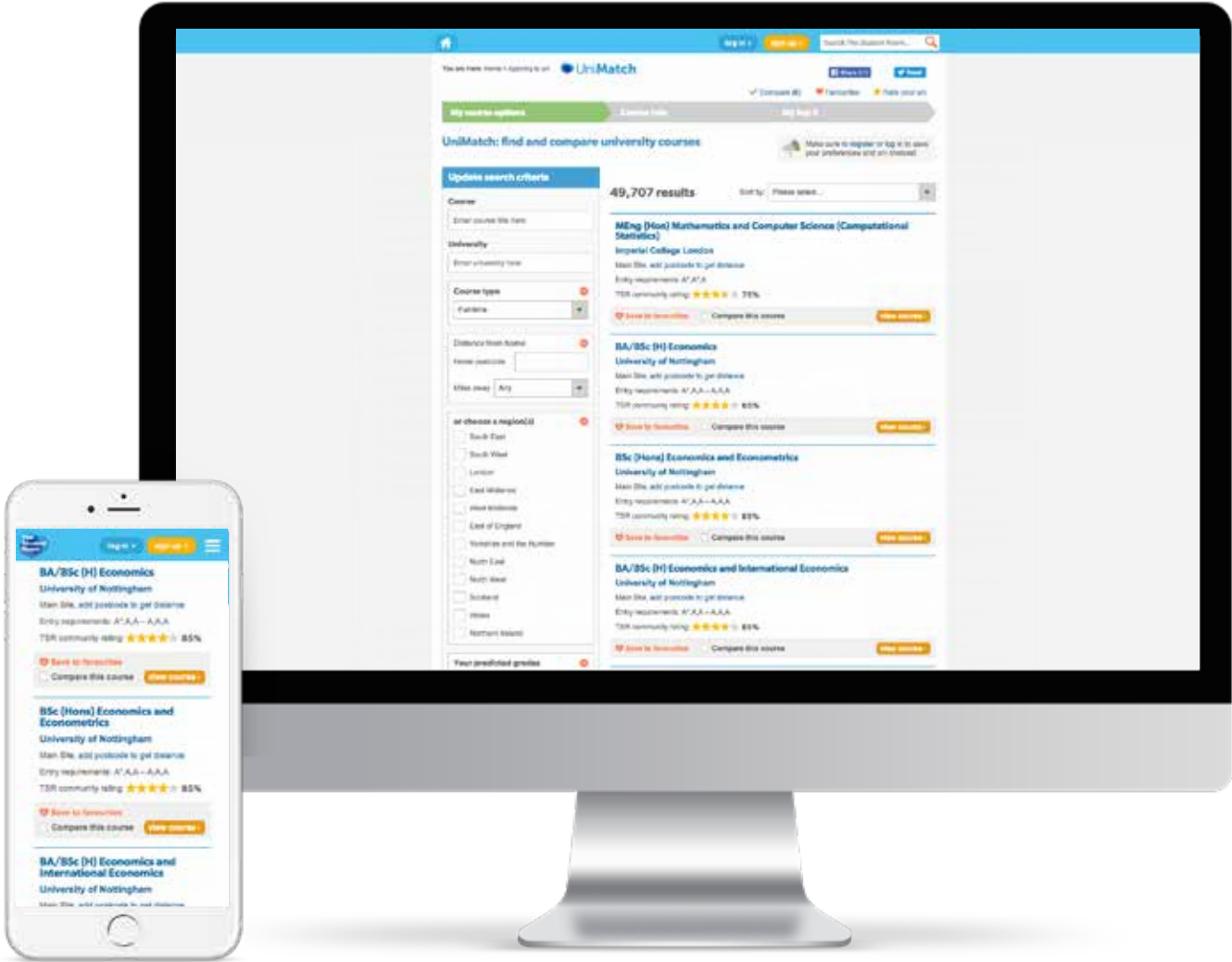
UniMatch is our unique course comparison and review tool. It uses UCAS data to present your undergraduate course portfolio to prospective students.

Reviews are submitted by students and your ratings are showcased on your university guide. This communicates your depth and breadth of courses to prospective students comparing their options.

### KEY FEATURES:

- ◆ Comparison tool
- ◆ Unbiased, honest and authentic student reviews and testimonials
- ◆ Widget automatically pulls through to your guide

# UNIMATCH





# HOW DO YOU BENEFIT

**“HAVING THE OPPORTUNITY TO CONNECT WITH STUDENTS DIRECTLY IS INVALUABLE** and we can answer their questions, worries and concerns with factual advice and guidance and not hearsay or rumour.

It works really well for conversion if you're prepared to put the effort in. If nothing else, it gives a true insight into what it is the students are talking about. This market insight feeds into planning, helping us to deliver what it is our students want to see rather than what we think they want to see.”

– **Vicky Meldrum, Undergraduate Campaigns Officer, Loughborough University**

# THE ONLY WAY IS UPP

Each aspect of the UPP reinforces and supports every element of the package to deliver performance and drive engagement.

The mix of tools work together to add value and support every stage in students' decision-making journey throughout the education cycle.



# PRICING

## THE UNIVERSITY PARTNER PACK

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**University Guide** - Complete control, personalisation and differentiation

**Ad-blocked Forum** - A brand safe space that drives engagement

**Open Day Calendar** - Conversion and premium presence

**UniMatch** - Your differentiating comparison tool

**Uni Rep** - Be at the heart of the conversation

**10% discount on all other TSR purchases**

**£12,000**

# UPP BOLT-ON

## RETARGET YOUR ENGAGED AUDIENCE ON AND OFF TSR

### OUR DATA IS UNRIVALLED

We capture an extensive amount of insight on individual users from their behaviour on TSR. We can identify individuals who have shown a demonstrable interest in your university, or your competitors. More than that, we can identify their stage of study through the information they volunteer on registration, or by their behaviour on-site (spending time in the Personal Statement Builder is a giveaway of your level, for example).

### BOLT-ON AT PREFERENTIAL RATES

Bolt-on a retargeting pack to engage a highly-targeted TSR audience in a cost-effective way.

BOLT-ON 1	Conversion Period 1 - pre-app	Target the users expressing an interest in you, or your competitors, as they decide which universities to select on their UCAS form	Standard rate: £15 CPM	Bolt-on rate: £10 CPM	200,000 targeted mixed format impressions: £2,000
BOLT-ON 2	Conversion Period 2 - Decline by default	Target the users expressing an interest in you, or your competitors, as they reduced their five chosen universities down to firm and insurance	Standard rate: £15 CPM	Bolt-on rate: £10 CPM	100,000 targeted mixed format impressions: £1,000
BOLT-ON 3	Securing your firm choices and building your Clearing pipeline	Build brand affinity in the all-important run up to Clearing	Standard rate: £15 CPM	Bolt-on rate: £10 CPM	200,000 targeted mixed format impressions: £2,000

Simply choose which bolt-on options meet your needs, your 6 week date window, and whether to target your own market or competitors, and we'll do the rest.

# SPEAK TO AN EXPERT

If you have any questions or want some help with what might work best with your requirements, contact your Account Manager or The Student Room at:

[hello@thestudentroom.com](mailto:hello@thestudentroom.com)

0800 999 3222

