

**More than 50% of students  
visit three or more Open Days.  
Become a top three choice with  
The Student Room**

Source: TSR Open Day survey 2018

## Open Days

# 88% of students said “Getting a feel for the campus” was the most important reason to attend an Open Day

Open Days offer students their first taste of university. Make a lasting impression by ensuring you're on our users' must-visit list.

It's all about connecting with students and showcasing how welcoming, inspirational and friendly your campus is. We can help you tell a story. One that's hard to put down.

Source: TSR Open Day survey 2018



# Open Days

## Email blast - £3,000

3x 5,000 targeted emails

Use this series of emails to tell your story and drive Open Day attendance.

## Subject-specific pack - £2,800

- 200,000 impressions
- 1,500 targeted emails

## Awareness pack - £6,500

- 300,000 targeted impressions
- 5,000 targeted emails
- Weekly spotlight

Choose from a variety of targeting criteria such as subject, interests, location and more.



# Open Days

## Conversion pack - £16,500

Powered by our unrivaled first-party data, use this scalable solution to re-target your Open Day audience wherever they are on the web.

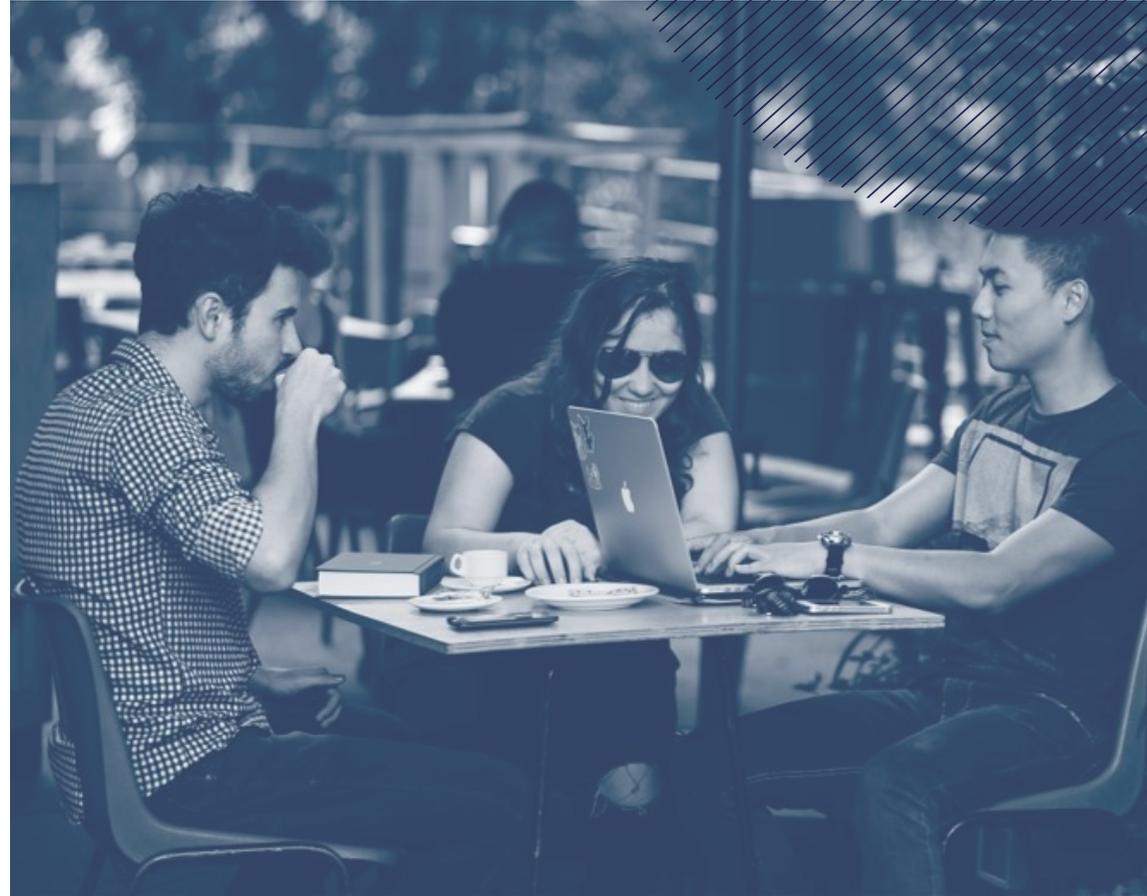
### On The Student Room:

- 300,000 targeted impressions
- 5,000 targeted emails
- Weekly spotlight

### Ada - premium programmatic display:

- 1,000,000 + impressions guaranteed
- Campaign will run for 4-6 weeks
- Programmatic conversion tracking

Create your bespoke Open Day audience using targeting criteria such as subject interests, location and more.



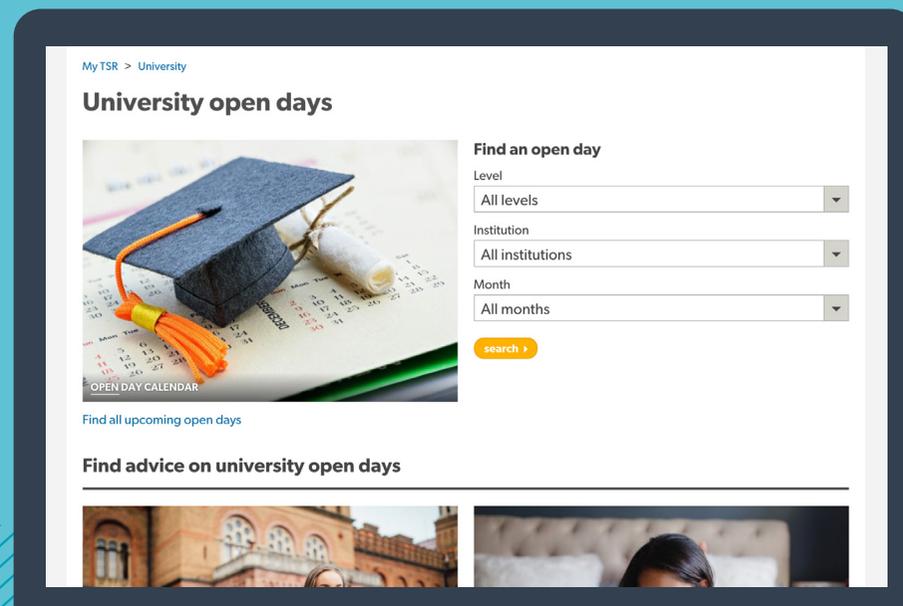
## Open Days

# Open Day hub

Do you want your Open Day to stand out from your competitors'?

Whenever users engage with The Student Room, we learn something about who they are and what they want to see. Utilise our knowledge about your audience to kickstart your conversion journey.

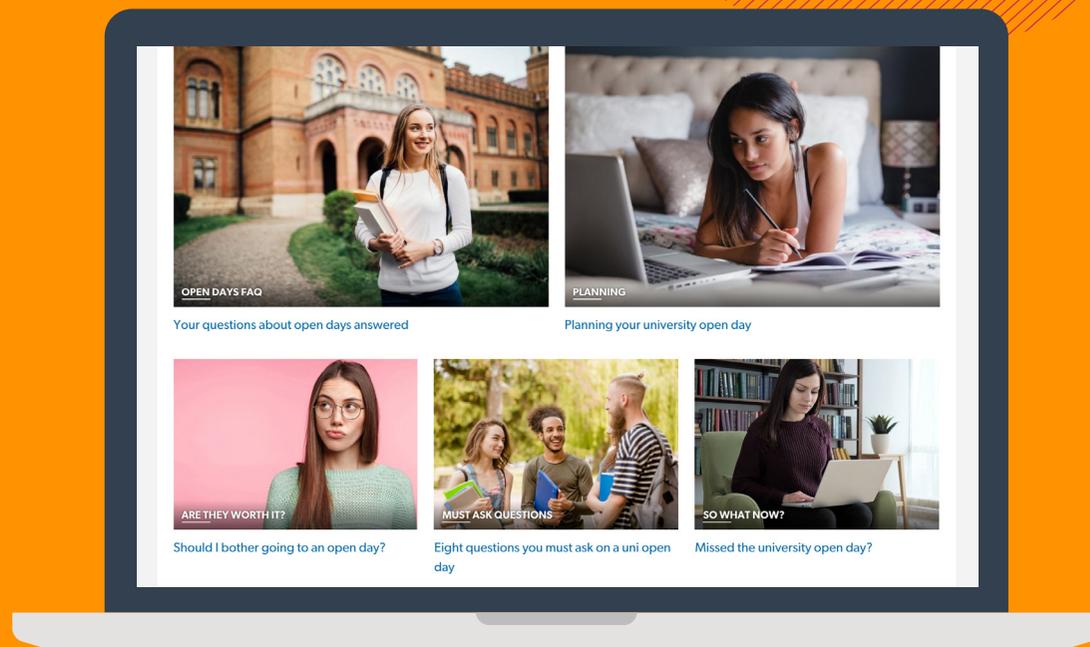
Combining practical and thought-provoking content with targeted mixed-format display advertising is a powerful way to underline your message and boost Open Day attendance.



# Open Days

## Give students the answers they're looking for and get them onsite

Use content to position your brand in a place that's already empowering students to make informed decisions. By leveraging our trusted position in the marketplace, you can become an authoritative voice and kickstart the conversion journey.



# Open Days

## Own the topics our community are discussing:

- **How to do open days on a budget**  
Money-saving tips and other ways to research uni
- **Why you should take your parents on your uni open days**  
Focus on the positive aspect of taking your folks along
- **Should I bother going to an Open Day?**  
Advice piece on what to consider
- **11 things that happen on every uni open day**  
Lighthearted feature drawing on typical experiences
- **Eight questions you must ask on an Open Day**  
Advice piece focused on quirky tips and advice

