Lead Pack Briefing Spec

Email address for Google spreadsheet

You will need to supply an email address for each of the following lead types (can be same for each) and a separate google spreadsheet will be accessible for each lead type.

Please supply an email address associated with your university domain, e.g. firstname.surname@youruni.ac.uk or campaigns@youruni.ac.uk.

Domestic UK - Undergraduate

Domestic UK - Postgraduate

International - Undergraduate

International - Postgraduate

For data protection purposes we cannot accept email addresses from other domains. You must also link this email address to a Google account for us to be able share Google files with you.

Please follow the instructions here (Scroll to the section 'Use an existing email address' to do this, including verifying your account.)
Please note: This google spreadsheet will act as a database for all your leads so you can access them at any time. Anyone with access to this email address will be able to access the leads and therefore you must ensure you use an appropriate email address to maintain security of the leads on your side. If there are any changes you must let us know immediately so we can update the access.

Direct CRM integration

If you would like to discuss options for direct integration with your CRM please tick box

Visit website URL

Please supply a tracked URL

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Open Days URL

The Open Day call-to-action buttons on The Uni Guide and Student Room can present either the data capture form, or instead redirect a user to your open day website page. If you wish to redirect to the website, please include a tracked URL below. If left blank, the data capture form will record leads that will be sent to you via the google spreadsheet.

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Open Days

Please supply information on the Open Days you have over the next 6 months for open day data capture form leads (Please include date, time and type of Open Day e.g. 01/01/2024,13:00, Undergraduate, on x campus.)

Please ensure you provide this information to us each year or make us aware of any changes to ensure your leads are captured correctly.

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