



The Uni Guide

A powerful lead generation tool for student recruitment

TheUniGuide is a university comparison platform used by applicants in the final stages of their decision-making journeys.

Convert users into your applicant leads and drive website traffic by adding direct response buttons to your university profile.

Leads from TheUniGuide are highly qualified because applicants have already narrowed their search using our course, location or institution filters.

@ hello@thestudentroom.com

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Rates

TheUniGuide lead packs start from £5,000 (£5,000 increments for more credits). When prospective applicants click on your buttons, credits are consumed at the following rates:

Lead button	Cost per action	Benefit
Visit website	£3	Prospective applicant clicks through to your website
Open days	£15	Open day booking form captures registrant data
Get prospectus	£15	Prospectus form captures prospective applicant data
Request info	£15	Enquiry form captures prospective applicant data

Data capture forms optional. All buttons can be linked to your chosen URL if required.

University Partner Pack (UPP) bolt-on packages

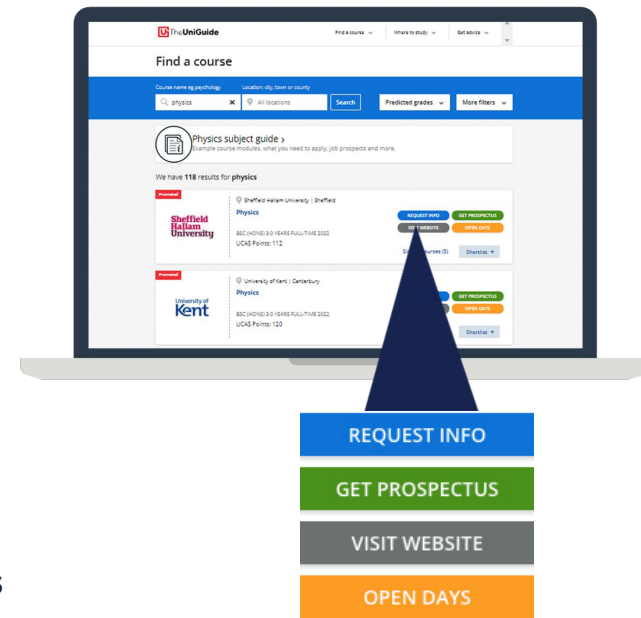
Why not opt for the complete student recruitment solution?

UPP Lead Gen

Build brand awareness and deepen engagement with your target student audience using your University Partner Pack, then generate guaranteed, high quality leads on TheUniGuide.

UPP Premium

An 'always on' solution which targets applicants throughout the student recruitment cycle. UPP boosts awareness and engagement, remarketing keeps your brand front-of-mind, then TheUniGuide completes the cycle by driving conversions.



£17,000
UPP plus 5,000 credits on TheUniGuide and 150,000 free targeted impressions

UPP Lead Gen
TheUniGuide 5000 credits

UPP remarketing
Remarketing 1m impressions

UPP Premium

£27,000
UPP plus 5,000 credits on TheUniGuide, 1m remarketing impressions (Ada) and 300,000 free targeted impressions