

# Clearing solutions

**2025**

# Clearing 2025 with The Student Room

Each year, The Student Room is the go-to destination for applicants awaiting results day and the start of their university journey.



## Students come to Clearing for all kinds of reasons.

From those who missed grades or received no offers, to those who have changed their minds or exceeded expectations, each applicant is looking for the right course, with their own dealbreakers and motivators.

As we know, thousands of students are choosing this route. By mid-September, UCAS reported 68,810 applicants had secured places through Clearing in 2024. Our own research showed that only 25% view Clearing solely as a fallback for missed grades.

For 2025, we've made our tailored marketing opportunities even better - to ensure your institution stands out.

Whether you're looking to raise awareness, drive applications - or both - we have the right tools to engage students at every stage of the Clearing journey, positioning your university as their top choice.

Our multi-channel packages deliver outstanding reach and budget efficiency, while bespoke options allow for a customised approach to fit your specific goals.

Let us help you capture the attention of prospective students when it matters most.

**Chris Newson, Chief Executive at The Student Room**

With more than **six million** monthly active users and **350,000** year 11 to 13 students registered with us by Results Day 2024, The Student Room is an active and vibrant site to connect with students.

**Watch our video to learn more about us.**



# Reflecting on Clearing 2024

## On A-level results day...

We welcomed **316,377** visitors...who made **7,339** posts... and each stayed on site for **5 minutes** on average

## During August 2024 we saw

**6.1 million** users

**5.8 million** page views in the Education forum

**2.1 million** views of Official Rep posts across the site

**96,000+** posts made

**15,000+** new year 11–13 registrants join TSR

**3 million** page views across site from international traffic



# What students were saying on Results Day

On 15 August 2024, conversations covered celebrations, resits, remarks, Clearing, starting university and much more.



## Firm choice second thoughts

“I just got accepted into my firm university for the accounting and finance course... Should I still go or should I just go into Clearing and find other, more better options. Would love for some advice since the Clearing courses are being taken fast.” **@stephlala**

## Feeling supported

“Thank you all for your kind words and advice, it means a lot” **@Frxstyx**

## Celebrations

“Thank you! I just got through to Uni A and received an offer. Thank you for your guidance.” **@booklover101**

## Appreciation shout-out

“Thank you so much! You don’t understand how much stress I had today thank you 🥰🥰” **@izabella123**

## Clearing after missed grades

“I missed my offer to study Economics. I’m totally gutted. I missed the grade boundary by 1 mark. Does anyone know if there will be spaces made available or now Clearing has been open for a little while everything has gone?? I don’t know what to do.” **@Charlotteog1**

## Success and joy

“Hi all, just to say, after 2 failed application cycles ... I finally got an offer to study medicine! Thank you to everyone here, I have only posted recently but have been a med applicant TSR watcher for a few years. I’ve learnt so so much, and without you all, I wouldn’t have been able to do it, thank you ❤️” **@Anonmed9879**

## What our clients say

We delivered more than 100 different Clearing campaigns for university clients in 2024.

### Successful Clearing response

“Our initial impressions are that we have had an amazing response to our marketing approach this year and a very successful Clearing response. Part of this we can attribute to our campaigns with The Student Room, so a big thank you to your team.”

**Associate Director of Student Recruitment,  
University of Nottingham**

### The value of Official Reps during Clearing

“Being on site as an Official Rep, it’s been an eye-opening experience to discover conversations about applications unfolding in real-time on The Student Room. It was particularly rewarding on A-Level Results Day to hone in on the stressed messages, providing support and changing minds. I was able to push people into a new awareness of things like foundation years and courses which accept their grades.

The conversations that we’re monitoring now show just how much movement there is in this crucial point for September 2025 entry. It’s given me a better understanding of students’ mindset, anxieties, and when they want to know about specific areas in the UCAS cycle. Their conversations inform us, which enables us as a university to better advise them through tailored content.”

**Social Media Manager, University of South Wales**

### Impressive and tangible results

“The Student Room are a pleasure to work with! They supported us in delivering a cohesive and effective Clearing campaign, running various activities throughout the summer, building to those all important UK results days. This year’s campaign built on previous activities, with expanded size and scope which met our objectives. The results were impressive and tangible.

Communication was clear, concise, and professional, ensuring our campaign was set up smoothly and on time. Collaborating with The Student Room, not just during Clearing but year-round, enables us to deliver key brand messages and engage our target demographic on a trusted, reliable, and respected platform.”

**Digital Marketing Manager,  
University of Aberdeen**

## Solution-focused packages

Our Clearing packages are designed to reach applicants that match your recruitment criteria during the peak window on and around A-level results day.

### National bundle - 2 available

- Email to Clearing database in results week
- SMS to Clearing database in results week
- Search boost on The Uni Guide
- Sponsorship of Clearing focused content article on The Uni Guide
- Topic sponsorship (Premium only)
- Targeted on-site display impressions

Packages start from £30,000

### Subject-targeted bundle - 33 available

- Email in results week
- SMS in results week
- Topic sponsorship in core subject during results week
- Targeted display impressions both on and off site

Subjects start from £7,500

### Location-targeted bundle 12 available

- Email in results week
- SMS in results week
- Topic sponsorship in core location during results week
- Targeted display impressions both on and off site

Locations start from £6,500

## Solution-focused packages

Most university applicants (61%) would take a place on their preferred course at a different university, should they find themselves in Clearing, our research has shown.

Our packages can help you influence these high-intent Clearing 2025 applicants as they await exam results.

Matched to your recruitment needs, with an optimal use of mixed media; you'll build brand affinity and drive action from undecided 2025 applicants.

Stand out from the crowd this Clearing. With only one package available per subject or location you will have exclusive coverage for your chosen package.

**View full details on TSR Matters**



“In 2024 we had a subject package for Medicine as we wanted to raise our brand awareness generally and to increase our application numbers. Thanks to the emails, SMS, retargeting and targeted impressions we have had an increase in new site visits, engagements and conversions, and are very happy with these results. We will definitely consider working with TSR in the future for Clearing.”

**Faculty Marketing Coordinator (Medicine and Health Sciences), The University of Buckingham**

## Position your university around content and discussion

Be seen at the heart of discussions on site and influence relevant applicants in contextual space.

### Topic sponsorship

As a trusted and well-loved community, The Student Room enables students to connect, ask questions and share information.

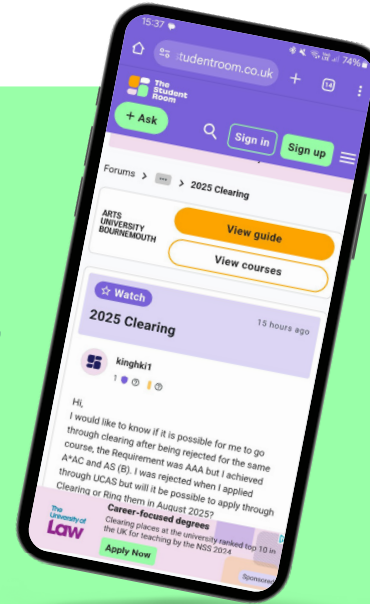
With topic sponsorship your university will feature in a space where students are making important decisions about their next steps.

- Enhance brand visibility in active on-site discussions.
- Option to focus on specific subjects or broader categories (eg A-levels).
- Front of mind with students during pivotal moments of their academic journey.

A subject focused sponsorship in 2024 achieved 10,000+ impressions with a CTR of 0.36%. Please get in touch with the team so we can advise on expected benchmarks for the subjects/topics that are a priority for you.

#### Availability/options:

Starting from £3,000 per week, contact us for the full breakdown of topics and tiered rates.



### Targeted display advertising

Digital adverts offer a targeted solution to active students, all driven by our first-party data and insights.

You can further enhance your presence on The Student Room with off-site retargeting. By combining our rich audience insights with retargeting technology we can promote your Clearing messaging in brand-safe locations once they have left The Student Room.

- Drive high intent clicks through targeted positioning on site
- Multiple marketing touchpoints both on and off site
- Average CTR of 0.07% (onsite) and 0.09% (offsite) in 2024

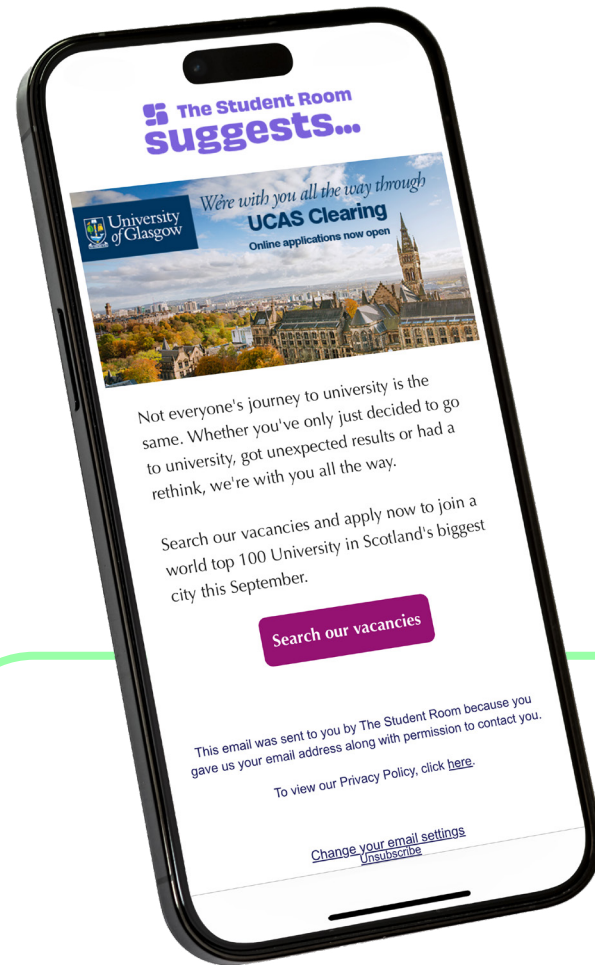
#### Availability/options:

Mixed format and billboards are available, starting from £20 CPM. Retargeting starts from £12 CPM.



## Support your presence on The Student Room across multiple off site touchpoints

Reach prospective Clearing applicants through tailored off-site campaigns that drive engagement and amplify your message.



### Solus email

Our student Clearing database is an audience of prospective applicants who have opted in to hear about Clearing places.

You can apply targeting criteria, such as subject interest or location, to connect with your ideal applicant audience.

In 2024, Clearing solus emails saw an average open rate of 46.6% and click-to-open rate of 1.95%. As with any email campaign, success depends on delivering the right message to the right audience at the right time. Email performance can vary, with some targeted campaigns achieving significantly higher results, such as an 8.9% click-to-open rate in one subject focused instance.

#### Availability/options:

Targeting by subject or location in July and August is priced from £1,500, national from £10,000. Results day sends £17,500.

## SMS

Students are always near their phones, making SMS a powerful tool for instant connection during Clearing. Sending an SMS during results week ensures your message reaches applicants exactly when they're making critical decisions.

### Key features of SMS campaign:

- Immediate reach to highly engaged Clearing applicants.
- Audience of year 13 students who have opted in, ensuring they are primed for your message.
- Proven strong engagement both before and after results day with average click to deliver in 2024 at 2.6%.

### Availability/options:

SMS sends are between 4th - 24th August.  
Targeting by subject or location starts from £1,000, national from £12,500.



One university fed back their 2024 Clearing SMS with us had nine direct applications and saw a long tail of clicks with engagement continuing days after the send.



## Competitor targeting

Competitor targeting offers a unique opportunity to reach Clearing applicants who have indicated interest in your competitor universities. This gives you a direct line to students considering similar options.

- Highly targeted email or SMS communication.
- Puts your university front and centre during key decision-making window.

### **Availability/options:**

Limited to 10 clients. Please request pricing for your bespoke audience.

## Listicle emails

Feature in a listicle email to reach 60,000 prospective applicants, while splitting your share of voice alongside other universities.

Listicles give students a choice, resulting in a more authentic, user centric experience.

### **2024 performance metrics**

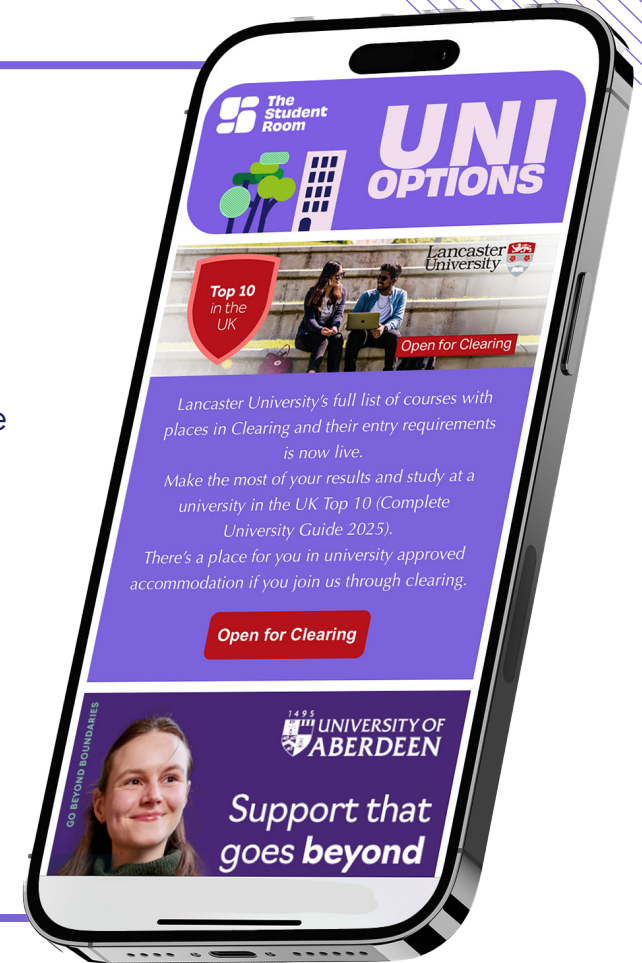
Average open rate **54%**

Average clicks per unique URL **27.57%**

### **Availability/options:**

Standard slot from £3,000

Premium slot from £5,000



## Search boost on The Uni Guide

The Uni Guide is a valuable platform, attracting applicants in the final stages of their decision-making process around results day. When your profile matches a user's course, location, or university search criteria, it appears prominently, ensuring that clicks on your lead buttons (an exclusive feature for UPP Unlimited clients) come from a highly-qualified audience.

### With a search boost on The Uni Guide you can:

- Be positioned in one of the top three listings in search results for two weeks
- Maximise your reach during a pivotal decision-making time
- Increase your clicks by up to 110% on average, due to enhanced visibility in search results.

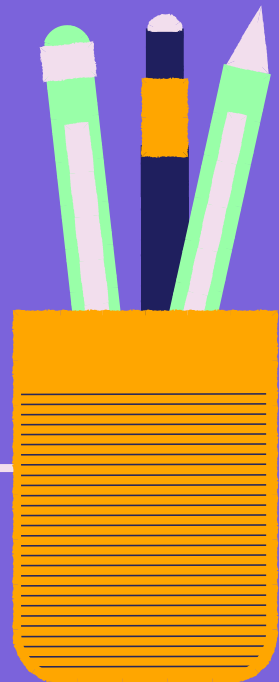
### Availability/options:

These boosts are only available during Clearing and start from 3rd July for two weeks at £4,500.



# CAMPUS Lens™

Access data-driven insights as exams and results unfold.



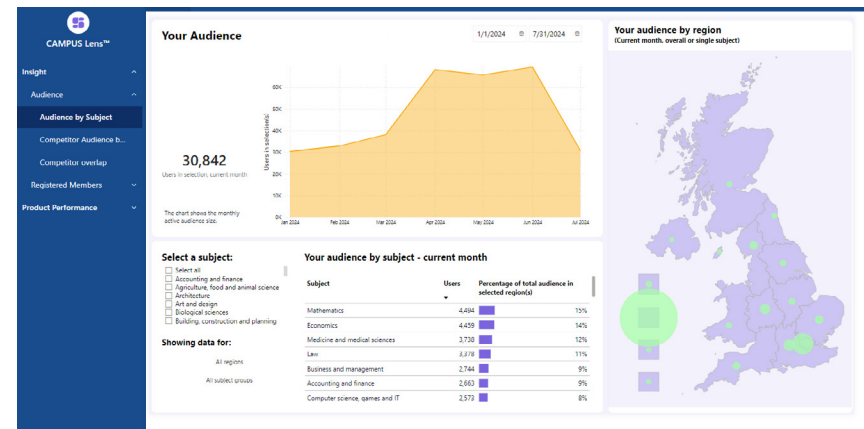
Utilising new AI and data technologies, **CAMPUS Lens™** is your personalised reporting dashboard, helping you understand students in the context of both your own and competitor universities.

## Multiple reports are consolidated into this one solution, including:

- Registered members
- Trending topics
- Student sentiment
- Student leads delivered
- Official Rep ambassador activity

The insights that you gain from CAMPUS Lens™ during Clearing are useful not only for guiding your university's activity on The Student Room, but also to inform your wider marketing and recruitment activities.

CAMPUS Lens is exclusive to UPP Unlimited clients. To find out more about UPP Unlimited and to take advantage of the **exclusive discounts** on Clearing campaigns the package brings, get in touch with us.



## Rate card

We'd love to talk to you about building a bespoke Clearing campaign and to discuss our subject and regional targeted packages that offer huge savings.

**Early bird discounts are also available.**

Clearing packages	National from £30,000, regional from £6,500, subject from £7,500
Topic sponsorship	£8,000 Platinum, £7,000 Gold, £5,000 Silver, £3,000 Bronze
Display advertising	£20 CPM
Off-site retargeting	£12 CPM
Email to full Clearing database	£10,000 July, £12,000 August, £17,500 results day
Email to targeted subject or location	£3,500 Platinum, £3,000 Gold, £2,500 Silver, £1,500 Bronze
SMS to full Clearing database	£12,500 August, £15,500 results day
SMS to targeted subject or location	£1,750 Platinum, £1,500 Gold, £1,250 Silver, £1,000 Bronze
Competitor targeting	Price upon request for your bespoke audience
Email Listicle	Premium slot £5,000, Standard slot £3,000, £7,000 Premium results day, £5,000 Standard results day
The Uni Guide - Search boost	From £4,500, £6,500 in peak Clearing (7–20 Aug)



## Get in touch

The Student Room has a proven track record of delivering high-impact, targeted media solutions that exceed our clients' Clearing student recruitment goals and deliver great results.

Get in touch with us to talk about the best options for your subject and budget requirements.

<https://tsrmatters.com/clearing/hello@thestudentroom.com>  
**0800 999 3222**

