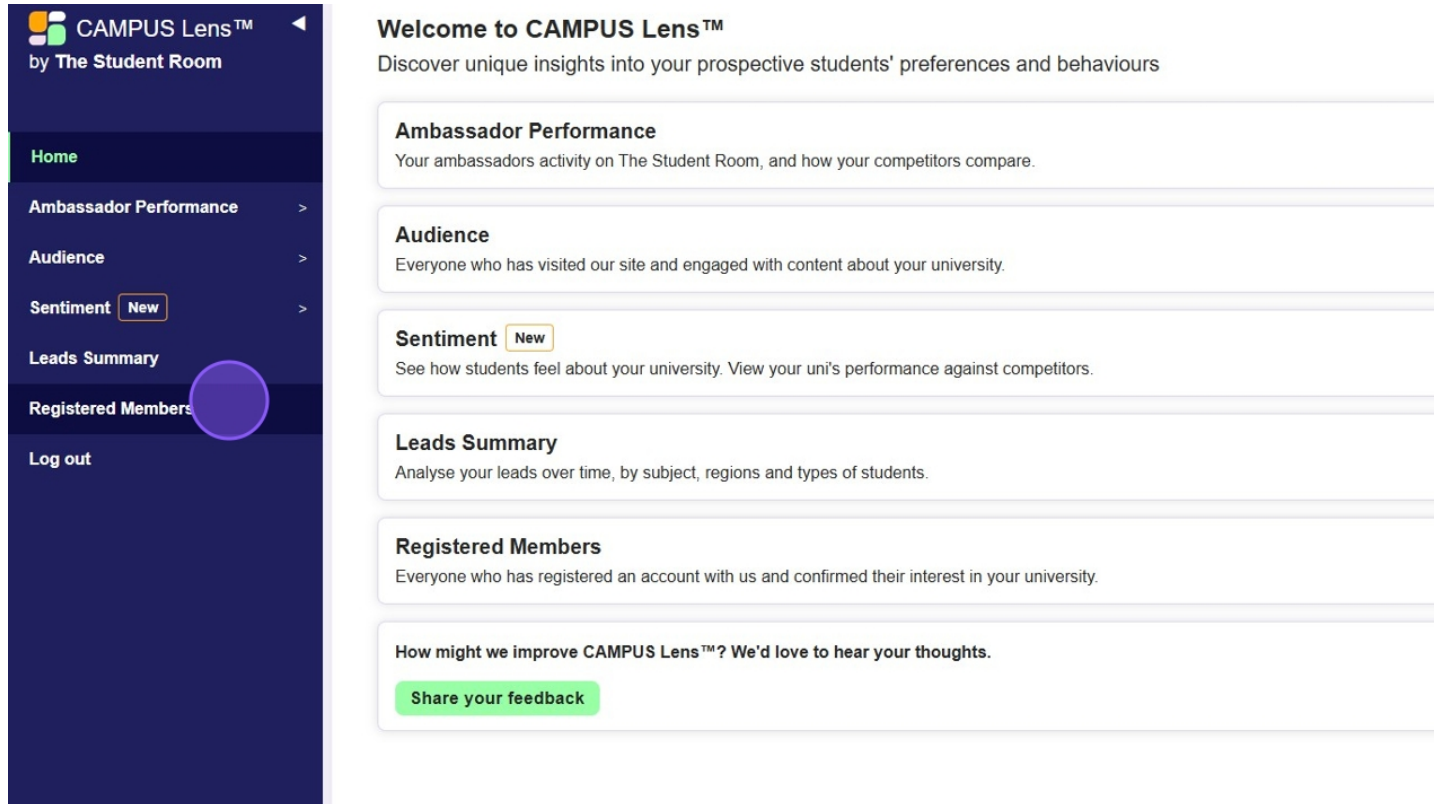


How to navigate the Registered Members report

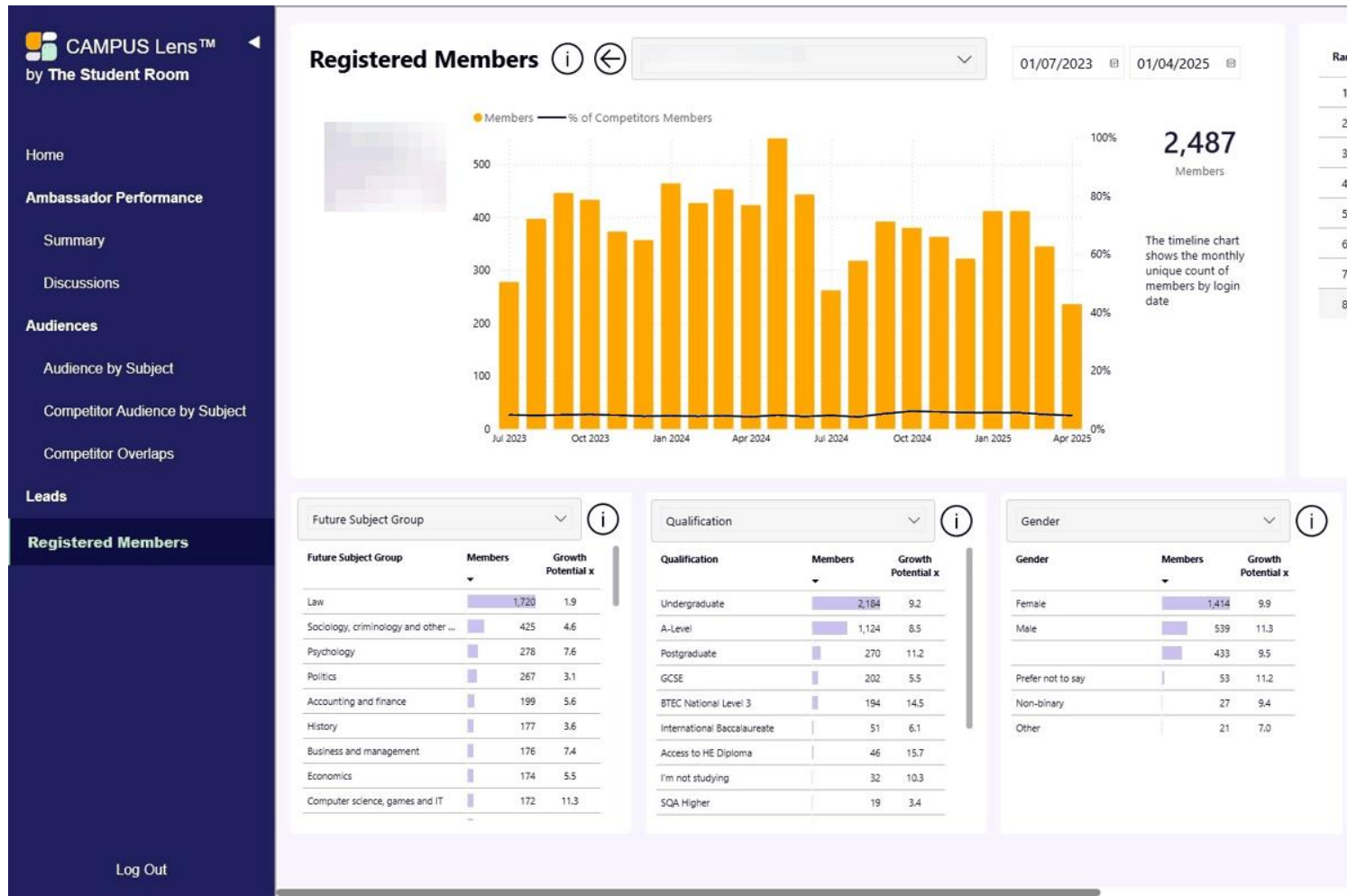
This guide provides essential instructions for accessing and analysing the Registered Members report, which offers valuable insights into prospective students' interests and trends. By understanding overlaps with competitors and identifying growth opportunities in specific subjects, users can strategically enhance their recruitment efforts.

1. Navigate to <https://campus-lens.tsrmatters.com> login and select the **Registered Members report** to view report

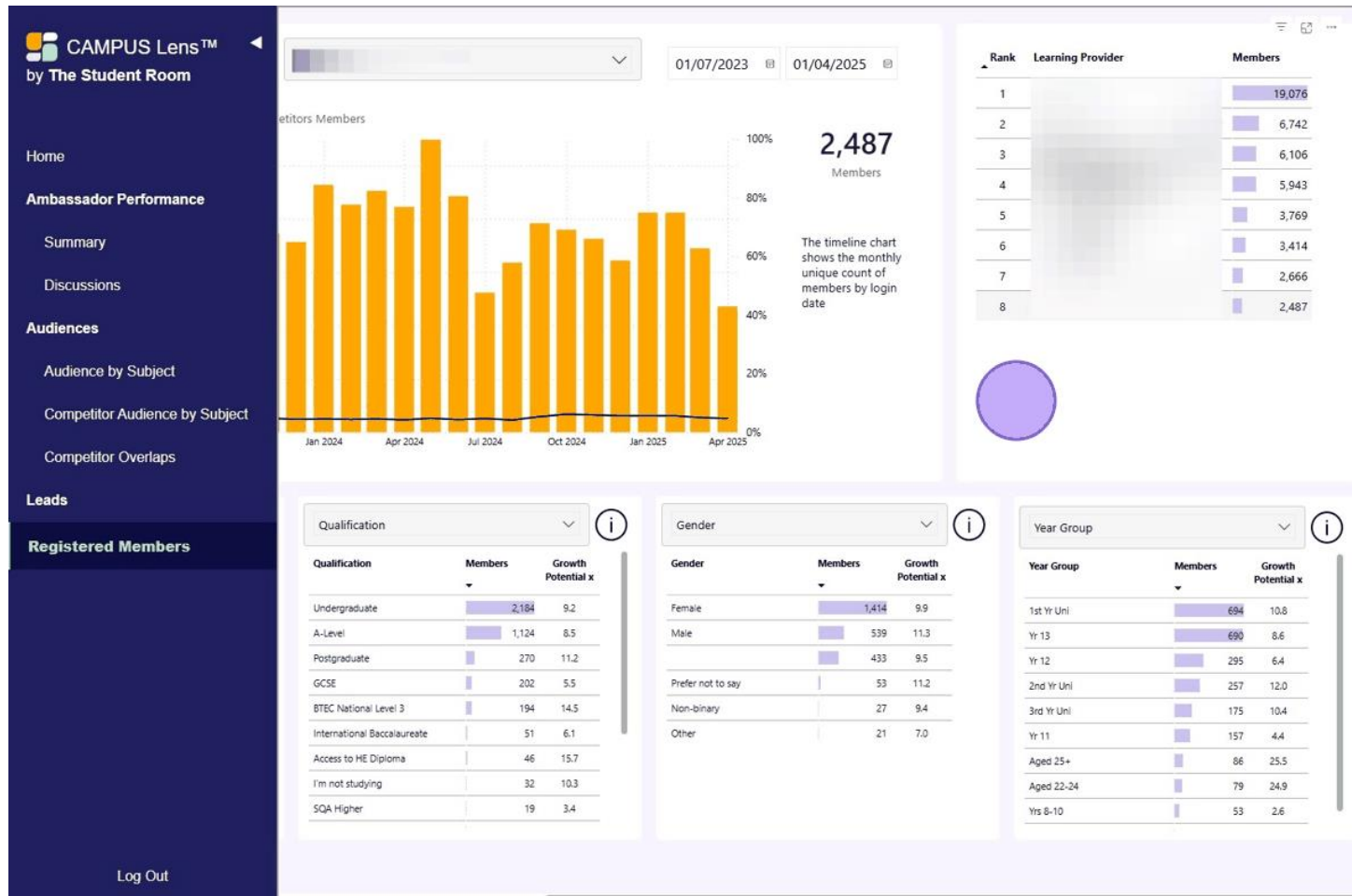


The screenshot displays the CAMPUS Lens™ dashboard interface. On the left is a dark blue sidebar with the logo 'CAMPUS Lens™ by The Student Room' at the top. Below the logo are navigation links: 'Home' (highlighted in green), 'Ambassador Performance', 'Audience', 'Sentiment' (with a 'New' badge), 'Leads Summary', 'Registered Members' (circled in purple), and 'Log out'. The main content area on the right is titled 'Welcome to CAMPUS Lens™' and includes the subtitle 'Discover unique insights into your prospective students' preferences and behaviours'. It features a list of report categories: 'Ambassador Performance' (Your ambassadors activity on The Student Room, and how your competitors compare.), 'Audience' (Everyone who has visited our site and engaged with content about your university.), 'Sentiment' (with a 'New' badge, See how students feel about your university. View your uni's performance against competitors.), 'Leads Summary' (Analyse your leads over time, by subject, regions and types of students.), and 'Registered Members' (Everyone who has registered an account with us and confirmed their interest in your university.). At the bottom of the main area is a feedback prompt: 'How might we improve CAMPUS Lens™? We'd love to hear your thoughts.' with a green 'Share your feedback' button.

2. The registered members report is update daily and provides you will a view of logged in users who registered on The Student Room or the The Uni Guide and have expressed an explicit interest in your university over time.




3. Understand overlaps with your competitors and potential pool of interested students.



Tip! When students register on The Student Room or The Uni Guide, they select an average 2.5 universities they are considering.

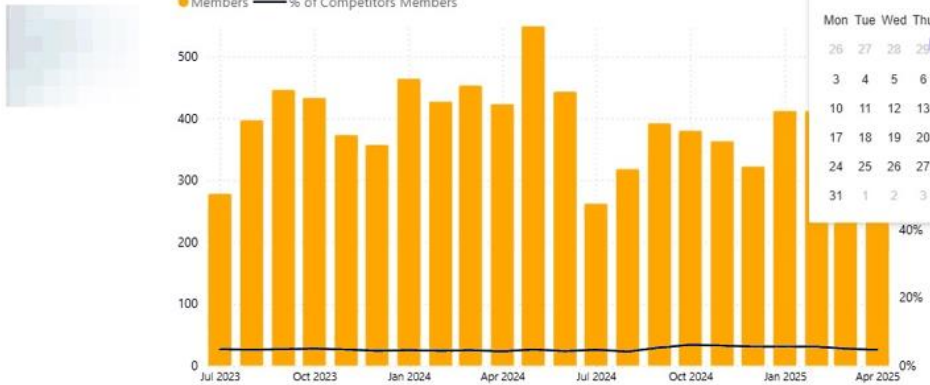
4. Select the **calendar icon** to select the reporting period



- Home
- Ambassador Performance
 - Summary
 - Discussions
- Audiences
 - Audience by Subject
 - Competitor Audience by Subject
 - Competitor Overlaps
- Leads
- Registered Members**
- Log Out

Registered Members

Month Picker
01/04/2025



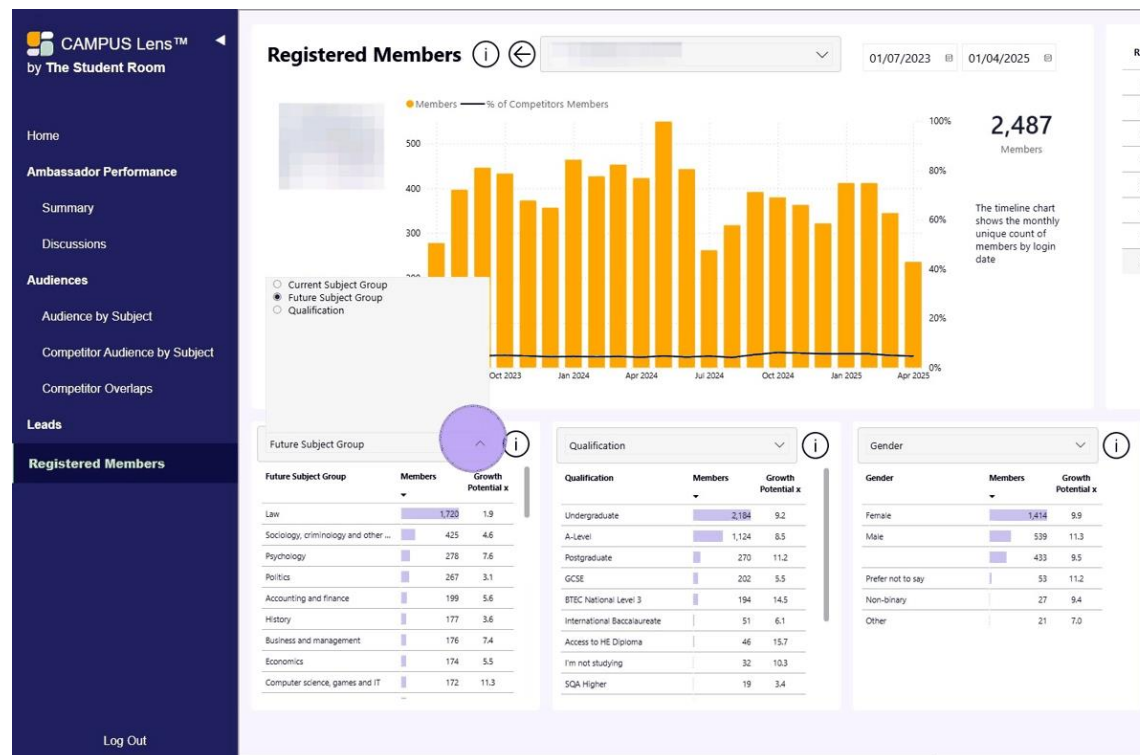
| Current Subject Group | Members | Growth Potential x |
|---------------------------------|---------|--------------------|
| English | 656 | 5.4 |
| Law | 543 | 2.7 |
| History | 492 | 3.9 |
| Psychology | 429 | 9.0 |
| Mathematics | 351 | 10.1 |
| Sociology, criminology and o... | 334 | 7.5 |
| Biological sciences | 272 | 13.7 |
| Business and management | 232 | 10.7 |
| Chemistry | 219 | 13.0 |

| Qualification | Members | Growth Potential x |
|-----------------------------|---------|--------------------|
| Undergraduate | 2,184 | 9.2 |
| A-Level | 1,124 | 8.5 |
| Postgraduate | 270 | 11.2 |
| GCSE | 202 | 5.5 |
| BTEC National Level 3 | 194 | 14.5 |
| International Baccalaureate | 51 | 6.1 |
| Access to HE Diploma | 46 | 15.7 |
| I'm not studying | 32 | 10.3 |
| SQA Higher | 19 | 3.4 |

| Gender | Members | Growth Potential x |
|-------------------|---------|--------------------|
| Female | 1,414 | 9.9 |
| Male | 539 | 11.3 |
| | 433 | 9.5 |
| Prefer not to say | 53 | 11.2 |
| Non-binary | 27 | 9.4 |
| Other | 21 | 7.0 |

5. On the first two tables use the dropdown to filter the data by:

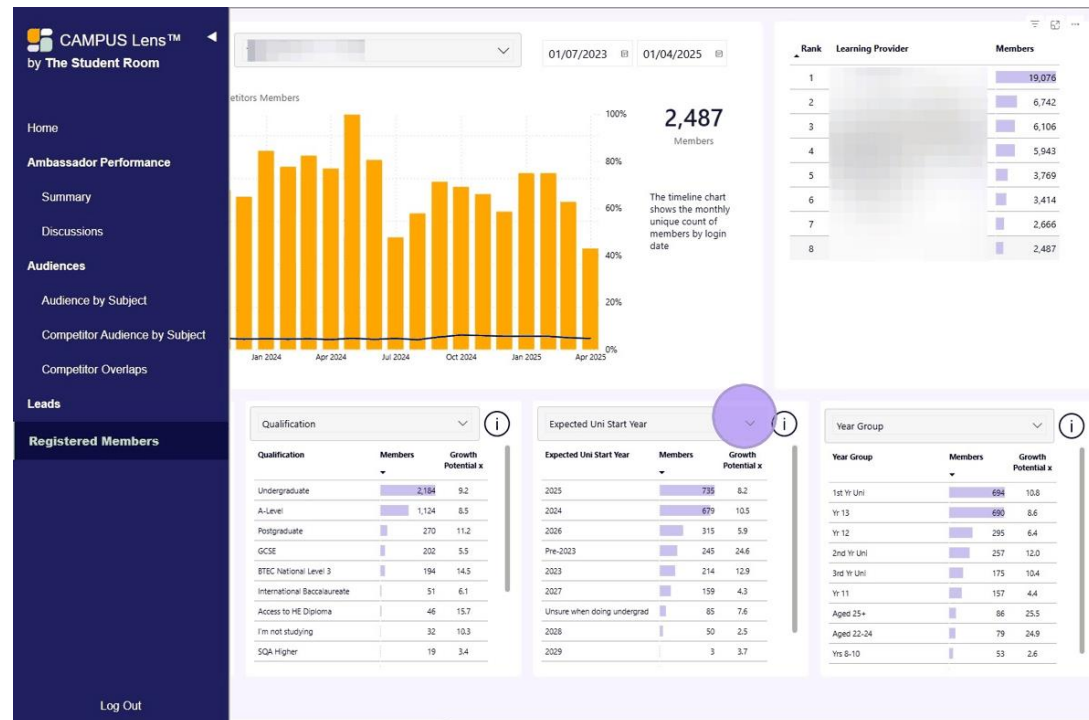
- Future subject group, subjects students are interested in studying
 - Current subject group, subjects students are currently studying
 - Qualification, the study level students are currently studying
- Identify subjects gaining popularity among future students



Tip! Use the "Growth Potential" metric to identify opportunities. For example, if 50 students are interested in a subject at your university, but 500 are interested across all competitors, there is significant room for growth

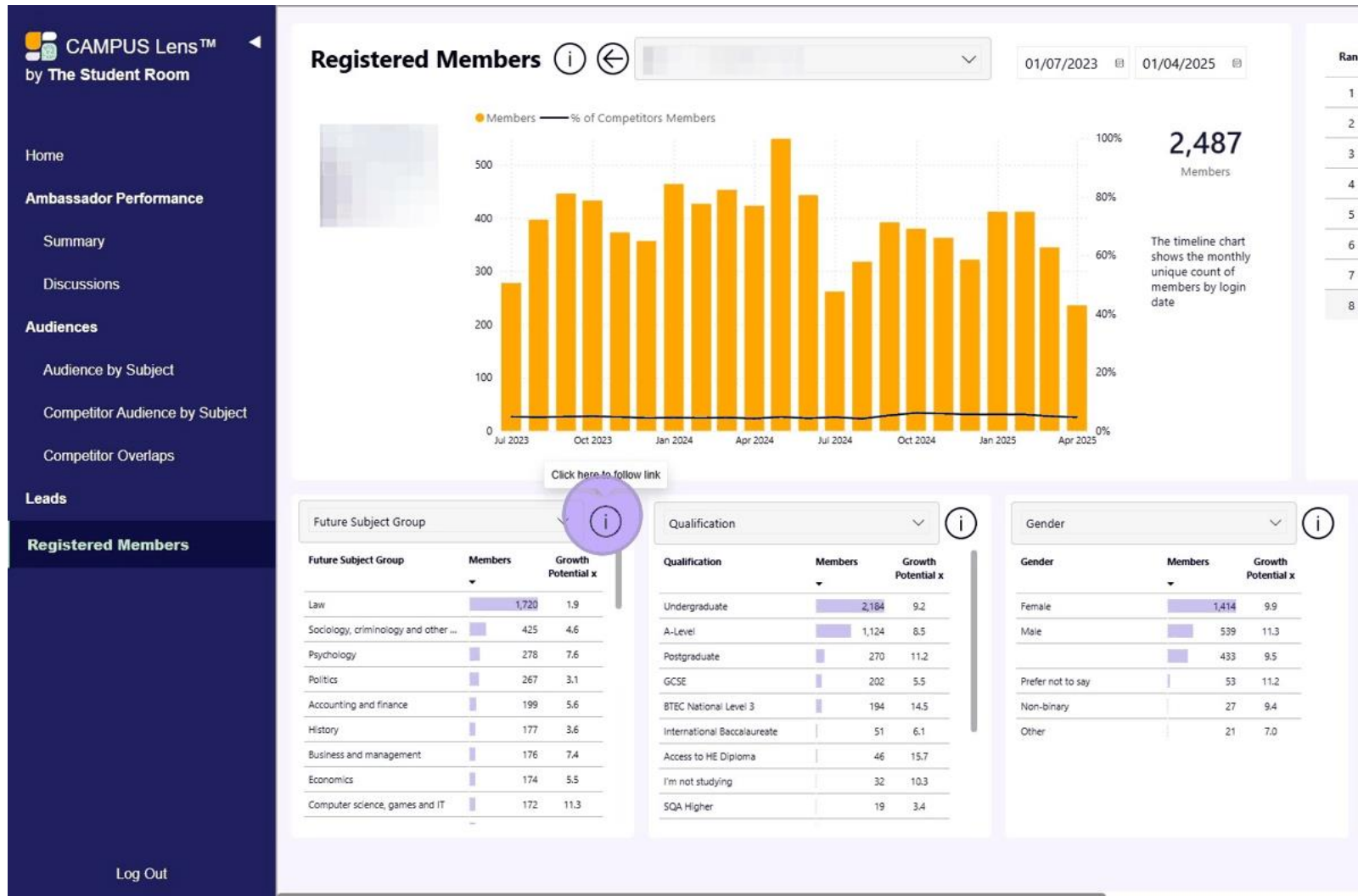
6. On the second two tables use the dropdown to filter the data by:

- Country
- UK Region
- Gender
- Expected Uni Start Year
- Year Group




Tip! Pay attention to early indicators from students planning ahead

7. Click here to see more information about the data in this report



8. Click here to return to the report



- Home
- Ambassador Performance
 - Summary
 - Discussions
- Audiences
 - Audience by Subject
 - Competitor Audience by Subject
 - Competitor Overlaps
- Leads
- Registered Members
- Log Out

Information

The timeline chart

Click here to go back to the previous page in this report

NOTE: Because it

h month of

members. e.g. if a member appears in each of 12 months, they will only be counted once in the total.

Rank vs Competitors

This table shows your ranking compared to your stated competitors, based on the number of members selecting you as a preference.

It is dynamic, so the ranking will update when different date ranges and category options are selected.

Table summaries of multi-select registration options

The tables in these two boxes show who has chosen one or more option from the categories on the far right of this box when they last updated their preferences.

The grey drop-down boxes above each table allow you to select which category is shown in the table. Interactive example on the right:

Qualification

The tables show the following metrics against each option:

Members: the unique count of members who chose the option

Growth Potential x: The ratio between how many members you currently have selecting the option and how many have selected the option for all your competitors.

NOTE: For these categories, one member can choose more than one option. This means the total count of members will not match the sum of all the different options.

Table summaries of single registration options and calculations

The tables in these two boxes show who has chosen an option from the categories on the far right of this box when they last updated their preferences.

The grey drop-down boxes above each table allow you to select which category is shown in the table. Interactive example on the right:

Country

The tables show the following metrics against each option:

Members: the unique count of members who chose the option

Growth Potential x: The ratio between how many members you currently have selecting the option and how many have selected the option for all your competitors.

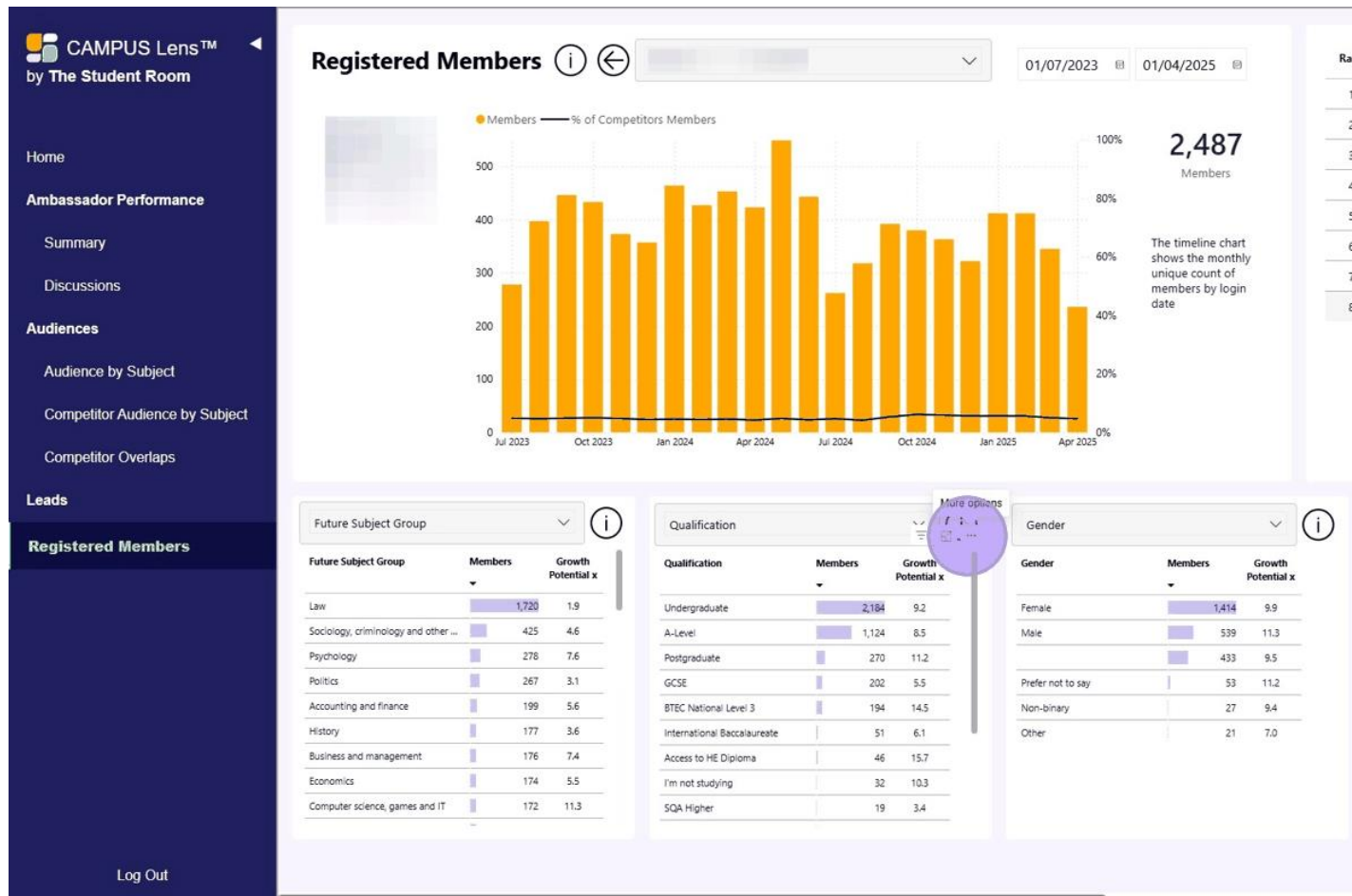
NOTE: Year Group and Age are calculated. They take the data provided by members at registration and calculate what their year group and age would be now.

Categories

- Country
- Region
- Gender
- Expected Uni Start Year
- Year Group

9. To export any graph or table:

- Hover over the visual.
- Click the three dots (...).



CAMPUS Lens™

by The Student Room

Home

Ambassador Performance

Summary

Discussions

Audiences

Audience by Subject

Competitor Audience by Subject

Competitor Overlaps

Leads

Registered Members

Log Out

Registered Members

01/07/2023

01/04/2025

2,487

Members

The timeline chart shows the monthly unique count of members by login date

Members

% of Competitors Members

Future Subject Group

Members

Growth Potential x

| | | |
|--------------------------------------|-------|------|
| Law | 1,720 | 1.9 |
| Sociology, criminology and other ... | 425 | 4.6 |
| Psychology | 278 | 7.6 |
| Politics | 267 | 3.1 |
| Accounting and finance | 199 | 5.6 |
| History | 177 | 3.6 |
| Business and management | 176 | 7.4 |
| Economics | 174 | 5.5 |
| Computer science, games and IT | 172 | 11.3 |

Qualification

Members

Growth Potential x

| | | |
|-----------------------------|-------|------|
| Undergraduate | 2,184 | 9.2 |
| A-Level | 1,124 | 8.5 |
| Postgraduate | 270 | 11.2 |
| GCSE | 202 | 5.5 |
| BTEC National Level 3 | 194 | 14.5 |
| International Baccalaureate | 51 | 6.1 |
| Access to HE Diploma | 46 | 15.7 |
| I'm not studying | 32 | 10.3 |
| SQA Higher | 19 | 3.4 |

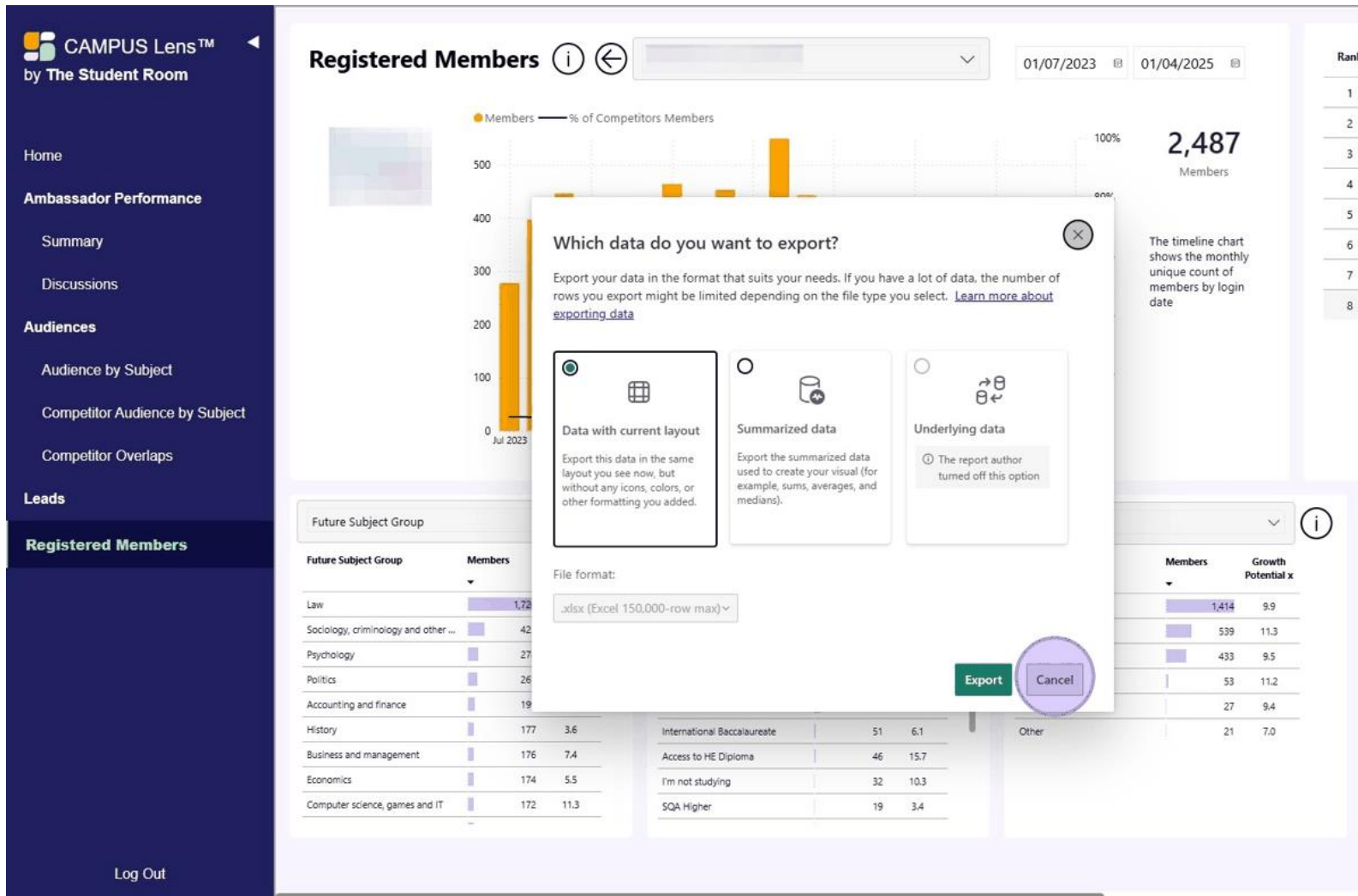
Gender

Members

Growth Potential x

| | | |
|------------|-------|------|
| Female | 1,414 | 9.9 |
| Male | 539 | 11.3 |
| Non-binary | 433 | 9.5 |
| Other | 53 | 11.2 |
| Non-binary | 27 | 9.4 |
| Other | 21 | 7.0 |

11. Click "Export"



The screenshot shows the CAMPUS Lens™ interface for "Registered Members". A modal dialog box titled "Which data do you want to export?" is open, allowing users to choose between three export options: "Data with current layout", "Summarized data", and "Underlying data". The dialog also includes a "File format" dropdown set to ".xlsx (Excel 150,000-row max)" and "Export" and "Cancel" buttons.

Registered Members ⓘ ⏪ [Dropdown] 01/07/2023 01/04/2025

Members — % of Competitors Members

2,487 Members

The timeline chart shows the monthly unique count of members by login date

Rank

| Rank |
|------|
| 1 |
| 2 |
| 3 |
| 4 |
| 5 |
| 6 |
| 7 |
| 8 |

Future Subject Group

| Future Subject Group | Members |
|--------------------------------------|---------|
| Law | 1,724 |
| Sociology, criminology and other ... | 42 |
| Psychology | 27 |
| Politics | 26 |
| Accounting and finance | 19 |
| History | 177 |
| Business and management | 176 |
| Economics | 174 |
| Computer science, games and IT | 172 |

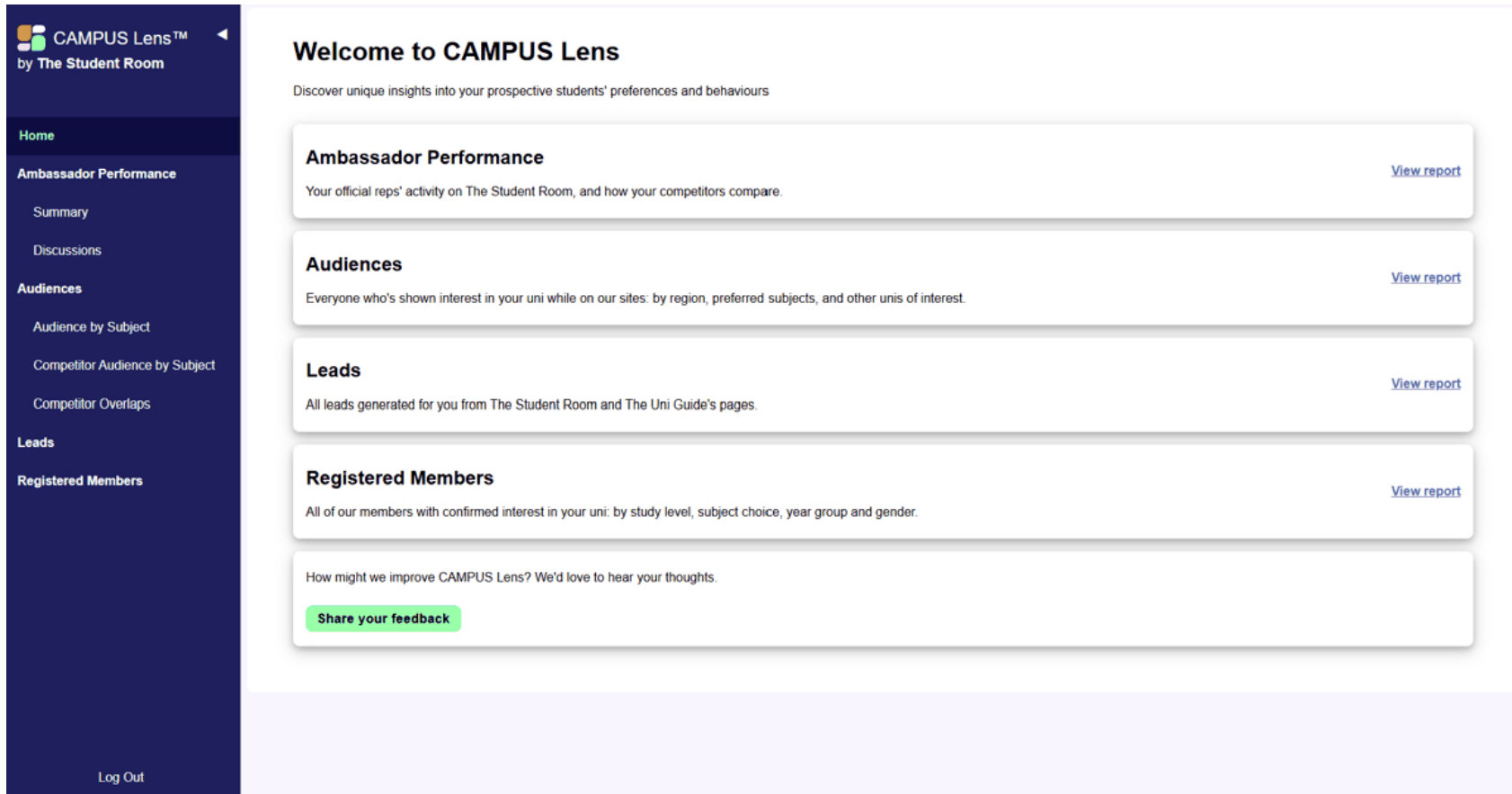
Members

| Members | Growth Potential x |
|---------|--------------------|
| 1,414 | 9.9 |
| 539 | 11.3 |
| 433 | 9.5 |
| 53 | 11.2 |
| 27 | 9.4 |
| 21 | 7.0 |

File format: .xlsx (Excel 150,000-row max) v

Export **Cancel**

12. Click **Home** to browse additional reports, and don't forget to leave feedback to help us improve!



CAMPUS Lens™
by The Student Room

Home

Ambassador Performance

Summary

Discussions

Audiences

Audience by Subject

Competitor Audience by Subject

Competitor Overlaps

Leads

Registered Members

Log Out

Welcome to CAMPUS Lens

Discover unique insights into your prospective students' preferences and behaviours

Ambassador Performance [View report](#)

Your official reps' activity on The Student Room, and how your competitors compare.

Audiences [View report](#)

Everyone who's shown interest in your uni while on our sites: by region, preferred subjects, and other unis of interest.

Leads [View report](#)

All leads generated for you from The Student Room and The Uni Guide's pages.

Registered Members [View report](#)

All of our members with confirmed interest in your uni: by study level, subject choice, year group and gender.

How might we improve CAMPUS Lens? We'd love to hear your thoughts.

[Share your feedback](#)

Tip! Any filters you apply will automatically revert to their default settings when you exit the report page