

#### Reflecting on: Clearing 2025

On A-level results day...

We welcomed **316,377** visitors who made **5,037** posts and saw a **+11% YOY** increase in average time spent on site.



**During August 2025 we saw** 

**6.1 million** users

4.2 million

pageviews in the Education forums

1 million+

views of Official Rep posts across the site **52,000+** posts made

96,000+ new year 11-13 registrants join TSR

2.6 million

pageviews across site from International traffic

## What students were saying on Results Day

I'm so sad lost and confused like this whole results day has been hell, I'm abroad in Asia so I couldn't even make clearing calls or anything really, i opened ucas and it said I missed my Warwick offer and I do literature, history and maths and I was almost certain it was maths that let me down as I had been previously struggling as I was getting Ds....

@Ghost92319



"Hi guys, i've had a panic attack for the past hour because im so worried about uni.

Unfortunately I didn't do well in my A

levels and got BBC (C in bio and B in chem and psych)."

@shuss1211

"I just found out I got A\*A\*B and that's why I missed my offer. I'm getting a remark since the B was one mark off an A. How do I contact my firm uni if my remark is successful?"

@pagan-scimitar

i hate this feeling. im so nervous. i was predicted D/E in maths, i really really hope i can get at least a B, or settle for C, but i didn't even finish any of the papers. i feel so doomed....plus there are bare unis i cant even go to now whether i get accepted or not (including my firm), that limits my options so now i have to go to clearing regardless of the grades i get.

@shamefulpast

## What our clients say

We delivered more than 100 different Clearing campaigns for university clients in 2025.



#### 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



#### Strong results in competative subjects

"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



#### 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 See our Clearing products



#### **Partnership Clearing Boost**

Available only to University Partner clients (UPP/U)

Deadline: 1 May 2026

Maximise your partnership with The Student Room Group by adding explicit Clearing messaging and benefitting from tailored support for your Ambassadors throughout the Clearing period.

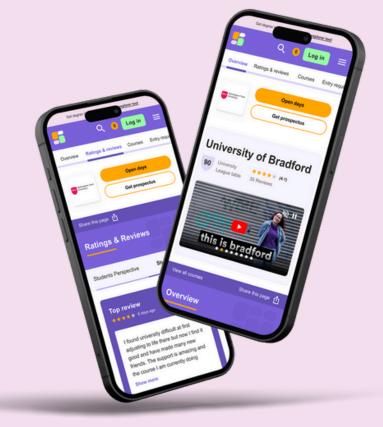
#### What's included:

**Personal Ambassador Clearing Training** Session with bespoke weekly insights via email designed to be read by ambassadors and aid engagement with Clearing applicants in the TSR community.

**Clearing focused, editable content** on your University Profile and Course Listings on The Uni Guide.

**Explicit Clearing CTAs**, linked and tracked to your desired Clearing landing page, live across:

- ✓ 'Owned discussions', driving action from those including your university in their live decisions.
- ✓ Banners on your Profile and Course listings on The UniGuide, generating clearing enquiries when they are getting to know you and creating a shortlist.
- ✓ Relevant search results within The Student Room Group, when they are seeking content and not sure where to start.



#### **Option one**

Live for 6 weeks, maximising visibility from the moment Clearing opens and throughout peak Clearing Dates.

2 July - midnight on Results Day, 13 Aug 2026.

£6,000

#### **Option two**

Live for 12 weeks, as above but also capturing post results day mind changers and late applicants.

2 July - midnight on 24 Sept 2026.

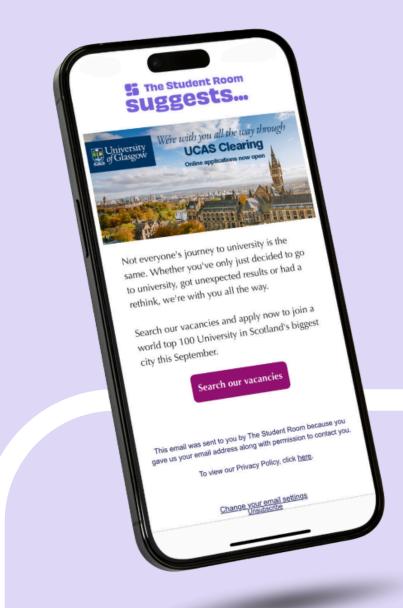
£9,000



#### Results Week Email and SMS Bundle

Connect with prospective applicants at the peak of decision-making through precise, data-driven campaigns that deliver standout performance.

Nearly a quarter of tracked call outcomes last Clearing came from pre-results day emails, proof that students hold onto those messages and act on them when decisions count.





#### For every Results Week Email get your follow up Results week SMS half price.

#### Secure standout visibility for subject or region before Results Week fills up:

- Restricted Results Week availability
- Position your brand to be firmly front of mind during Results Week
- Share a clear enquiry pathway with a tried and tested single CTA clearing email
- Follow up to drive immediate action from high intent 2026 Clearing applicants via SMS
- Book in 2025 before results week slots are filled

#### Cost:

Starting from £2,000 per bundle

#### 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.

- Own key conversations
- **Exclusive visibility**
- Stand out when it matters

#### National bundle - two available

- Email to Clearing database in results week
- SMS to Clearing database in results week
- Topic sponsorship (Premium ad placement)
- Targeted display impressions both on and off site

Packages start from £30,000

#### Subject-targeted bundle - One per subject

- Email in results week
- SMS in results week
- Topic sponsorship (Premium ad placement) in core subject during results week
- Targeted display impressions both on and off site

Subjects start from £7,500

#### <u>View full details</u> <u>on TSR Matters</u>

#### **Exclusive offer:**

Save 15% with our Early Bird rate on 2025 bookings.

#### **Location-targeted bundle - One per region**

- 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

#### **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, region or competitor starts from £1,000, national from £12,500.

#### **Solus email**

Use precise, data-driven targeting to put your Clearing message in front of applicants ready to act. 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.

Our 2025 Clearing solus emails delivered strong results. 37.4% opens and 1.95% click-to-open on average, with targeted subject campaigns reaching up to 7.7% click-to-open.

#### **Availability/Options:**

Targeting by subject, region, or competitor in July and August is priced from £1,500, national from £10,000.

Results day sends £17,500.

Add a Listicle Email placement to reach 60,000 prospective applicants, sharing visibility with other universities to create an authentic, choice led experience.

# Position your university around key discussions

Position your university at the heart of decision making discussions, and influence relevant applicants in a contextual space.



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

- 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 2025 achieved 70,000+ impressions with a CTR of 0.33%.

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.

All onsite display ads use our new Unified Native format. This update improves performance with CTRs rising from 0.06% to 0.15%.

You can further enhance your presence on The Student Room with off-site retargeting.
We use audience insights and retargeting to promote your Clearing message in brand-safe spaces beyond The Student Room.

- High-intent clicks from precise onsite targeting
- Extended reach across student touchpoints
- Proven CTR uplift: 0.10% onsite, 0.13% offsite

#### **Availability/Options:**

Ad impressions are available, starting from £20 CPM. Retargeting starts from £12 CPM



#### **Rate Card**

We'd love to help you hit your Clearing targets and make the period as stress-free as possible - and bespoke packages with huge savings are the way to do this

15% Early Bird discount for 2025 bookings on packages



Clearing packages

National from £30,000, regional from £6,500, subject from £7,500

f8,000 Platinum, £7,000 Gold, £5,000 Silver, £3,000 Bronze

Display advertising On-site £20 CPM Off-site £12 CPM

Email to full

Clearing database

£10,000 July, £12,000 August, £17,500 Results day

Email to targeted £3,500 Platinum, £3,000 Gold, subject or region £2,500 Silver, £1,500 Bronze

SMS to full
Clearing database
£12,500 August, £15,500 Results day

SMS to targeted £1,750 Platinum, £1,500 Gold, subject or region £1,250 Silver, £1,000 Bronze

Clearing Option one = £6,000 Partnership Boost Option two = £9,000

#### **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



