

Clearing Solutions

2026

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 I'm 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. I'm 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 can't 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

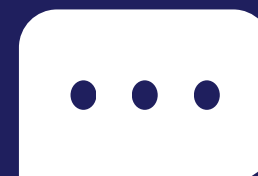
We delivered more than 100 different Clearing campaigns for university clients in 2025.



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.”

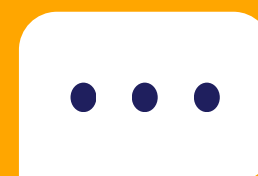
**Associate Director of Student Recruitment,
University of Nottingham**



Strong results in competitive 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**



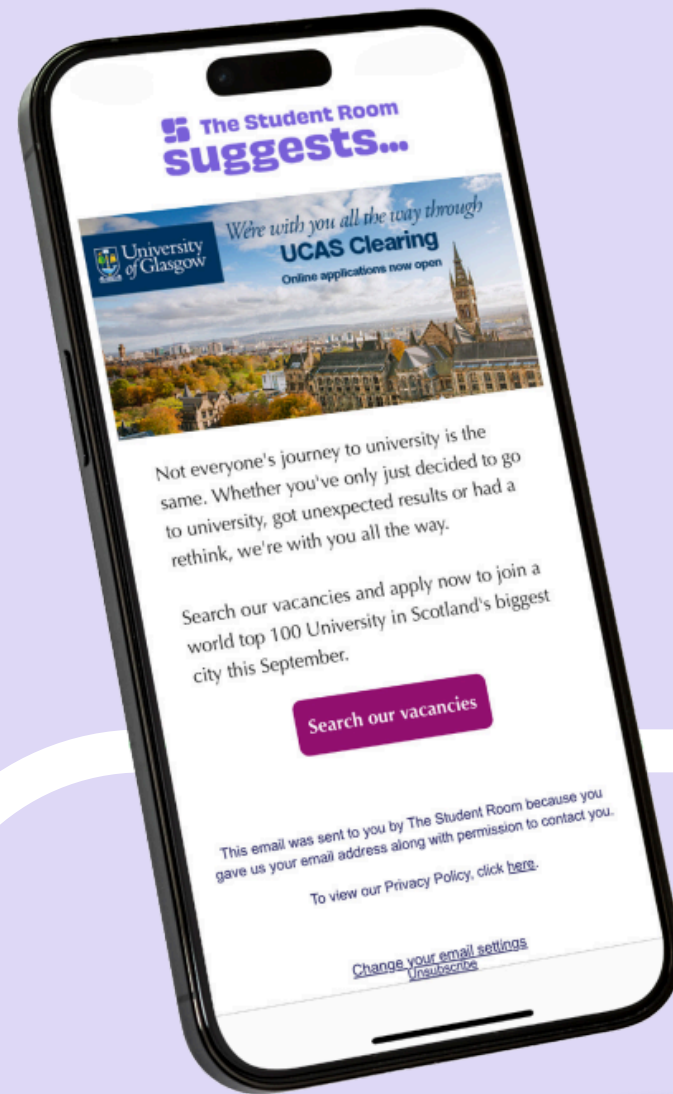
**New for
2026**

The Student Room – Clearing Media Pack 2026

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

Competitor bundle - six available

- Targeting students interested in your university, and competitor institutions for Clearing 2026
- SMS to Clearing database in July and results week
- Onsite and offsite display (Premium ad placement)
- 700 clicks, £9.64 Cost Per Click

Bundle cost £6,750

[View full details on TSR Matters](#)

Subject-targeted bundle - One per subject

- Targeting students interested in your chosen subject for Clearing 2026
- SMS to Clearing database in July and results week
- Onsite and offsite display (Premium ad placement)
- 1000 clicks, £8.45 Cost Per Click

Bundle cost £8,450

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.

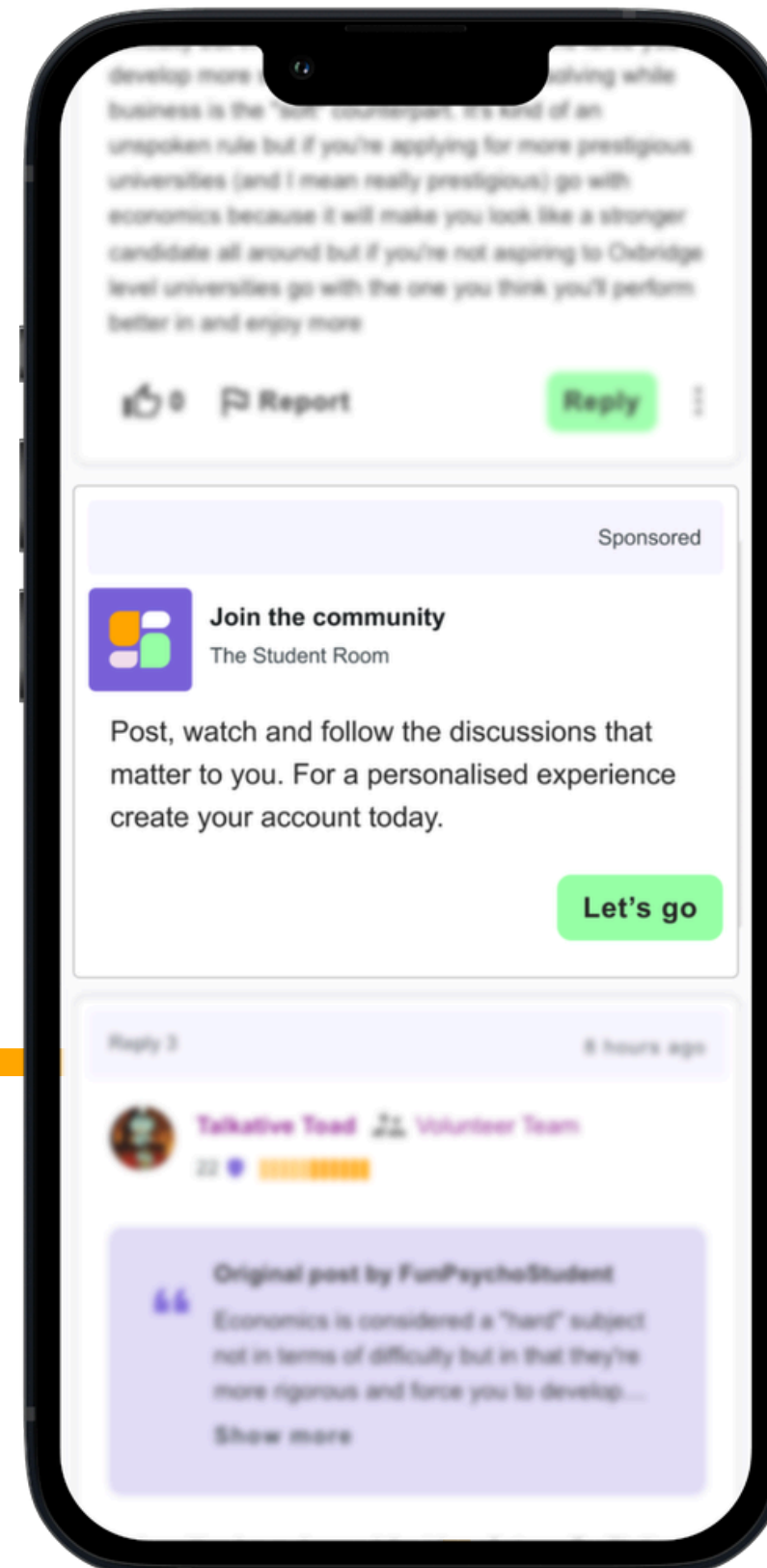
Availability/Options:

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.



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. Our bespoke packages are designed to do exactly that.



Clearing packages	Competitor £6,750, Regional from £6,500, Subject £8,450
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 subject or region	£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 region	£1,750 Platinum, £1,500 Gold, £1,250 Silver, £1,000 Bronze

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/>

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