

# COMPLETE UNIVERSITY GUIDE

Rebranded, Mobile-First and Personalised



Complete  
University  
Guide



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# TIME FOR A CHANGE

## Rebranding, Redesigning, Reconnecting with Users

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For 10+ years, the Complete University Guide website and annual university League Tables have provided students and key users with independent, trusted advice on which to base their UK higher education decisions.

Created using student feedback from numerous co-creation workshops, surveys, and testing sessions, the site has been completely redesigned to serve the best interests of students, key influencers and institutions.

The result is a new Complete University Guide site that delivers on 4 key aims:

- Modernise, making the site more inclusive and accessible, with a focus on being mobile first
- Retain the strong brand awareness and recognition, in particular the association with independence, authority and trust
- Increase user data collection to provide a more personalised experience, delivering content that is tailored to each student assisting decision making relevant to the individuals needs
- Provide our partners with quality web traffic and email leads that convert

# THE NEW LOGO

Modern, Trusted, Independent



The mortarboard design has been modernised and updated with the same colour palette to retain the student association of the Complete University Guide brand as trusted, knowledgeable and independent.

The simplified design enhances the brands accessibility and demonstrates our new, modern offering.





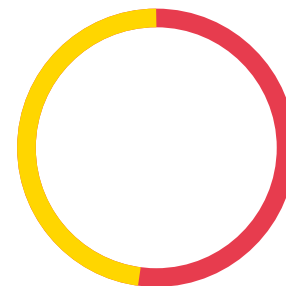


# COMPLETE UNIVERSITY GUIDE AUDIENCE

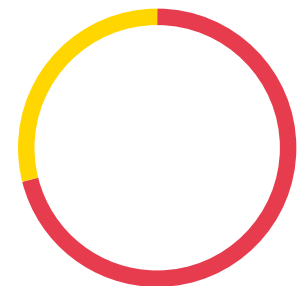
Who they are and where they come from

- Nearly 10 million users and over 55 million page views last year
- An almost equal split between genders, 52% female and 48% male
- At a city level, London has the most users, with other key cities Birmingham, Manchester and Bristol following behind. The website has a strong UK user base, contributing 62% of users in 2019
- 70% of the Complete University Guide Audience researched undergraduate courses, while 30% were interested in postgraduate study

**Audience Location Top 10 Cities:** London, Birmingham, Manchester, Bristol, Leeds, Nottingham, Liverpool, Edinburgh, Glasgow, Newcastle Upon Tyne



● Female  
● Male



● Undergraduate  
● Postgraduate

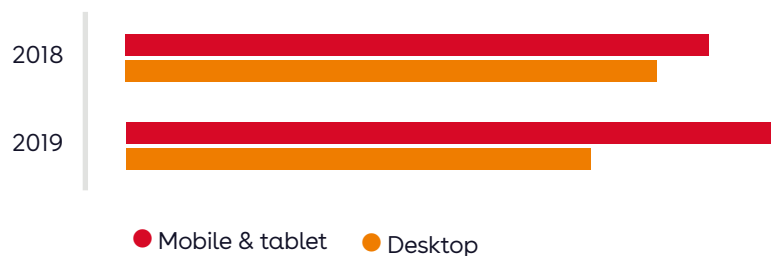
# COMPLETE UNIVERSITY GUIDE AUDIENCE

A direct line to engaged students

58% of site visits came from mobile devices in 2019, an increase of over 5% year on year.

The ongoing trend towards mobile devices highlights the importance of being mobile first to engage with students in the future.

## Device usage



Students who click through to university websites have spent on average 11 minutes per session on their HE research. They are well informed, with strong intent to study and well positioned to complete a key conversion goal post click.



# WHO WE WORK WITH

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# WHAT'S NEW FOR 2020?





NEW

# HOMEPAGE AND LEAGUE TABLES

Just as informative, easier to use and understand

## Homepage

The search functionality now features at the top of the homepage, encouraging students to utilise the tools that will enable a personalised user experience and simple user journey.

## League Tables

The League Tables are a critical part of the student research journey, making up 35.55% of page views last year. They will continue to retain their prominence on the homepage.

Developed through extensive student research and user testing, the new League Tables design and presentation is both mobile-friendly and easier for students to understand.

For our university partners, better informed students leads to highly qualified web traffic and email leads that convert.





NEW

# COURSE SEARCH AND SUBJECT CONTENT

Refined and personalised

Students can search for or browse for courses, depending on their preference and stage of research.

Default results are displayed in order of League Table position for the subject, with UCAS points and other key information available to the student.

Students can filter search results by their grades, region, course type, qualification and university, increasing the accuracy of results to meet their research needs.

Subject pages are clearly laid out with segmented content and quick links to the University League Tables and key content. This ensures easy access to relevant information and a smoother user journey.

Data from student behaviour on subject pages is collected and used to personalise the experience of students throughout the site, as well as to ensure better targeted onsite and offsite advertising.



NEW

# ADVERTISING OPTIONS

New and better ways of attracting quality leads



University profiles



Featured University



Display banners



Audience Extension

NEW

# UNIVERSITY PROFILES

## Your virtual ambassador

We support institutions in creating multimedia content, including new infographics, to enhance student engagement and allow them to digest and understand key information.

A personalised user experience shows the information that best matches their research requirements. Informed students have 4 CTAs:

- Visit website
- Request prospectus
- Get information
- Book open day

The CTAs link through to relevant university pages, driving qualified traffic and email leads that convert.

Enhanced user data collection enables better analysis of student behaviour and ensures more accurate targeting of content and advertising to your target demographic.

### Pricing:

- Annual profile: £10,000





NEW

# FEATURED UNIVERSITY

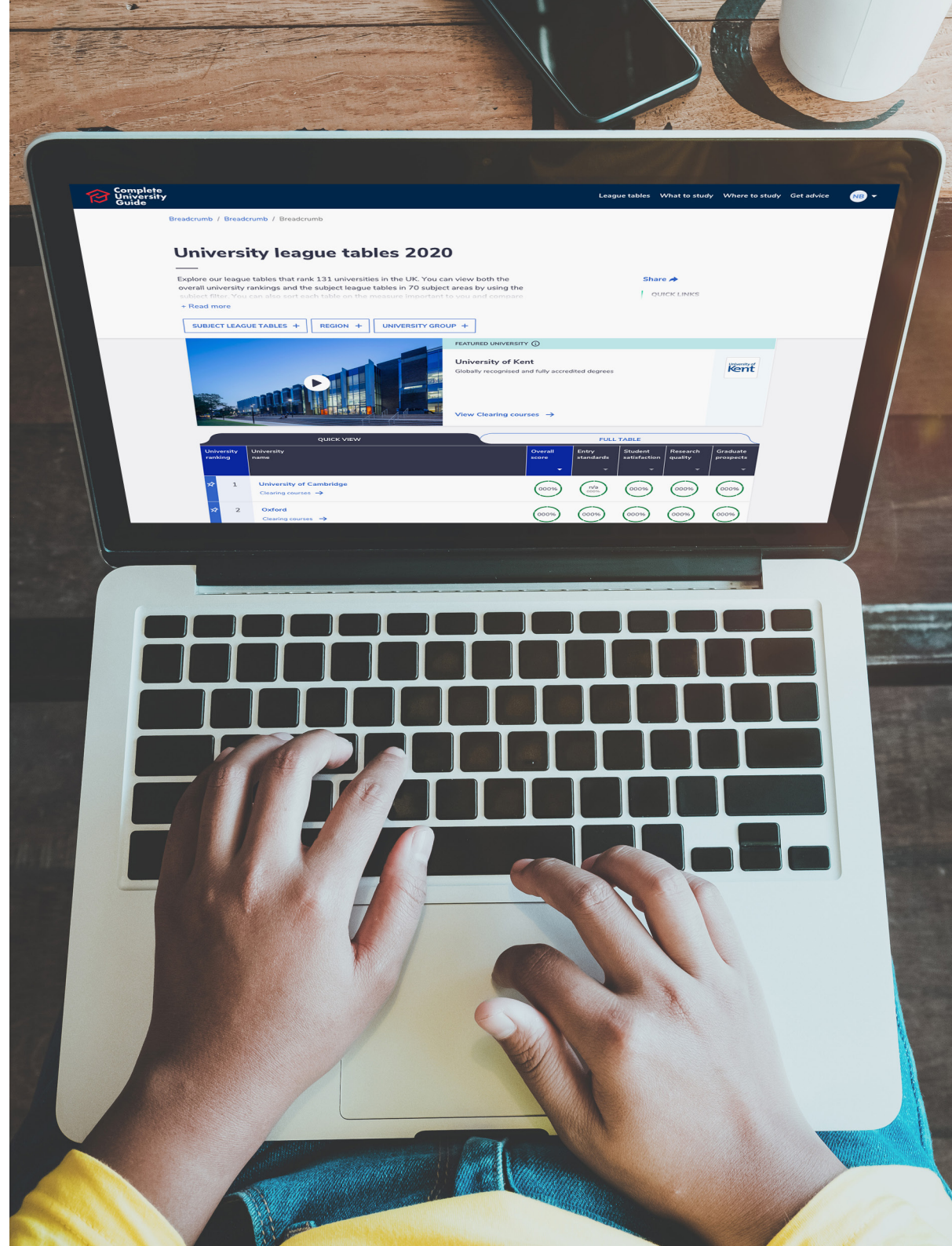
Reaching new audiences with high impact video content

A high impact slot, with quality video content, positioned above the main university and subject league tables.

Targeted content delivered to students based on their subject search criteria plus the option to geotarget ensures institutions can reach highly engaged students at key points in their research journey.

Students can click through to your site directly, increasing relevant web traffic.

- Ability to target by league table subject and / or region
- All costs are based on reach and expected ROI (impressions and clicks)
- Max rotation per month with 1 other university
- Costs to target all subjects within a region ranges from £1000 - £20,000 per month
- Costs for subject targeting ranges from £100 - £5000 per month, depending on subject and region
- Average 1.6 million page views across the league tables monthly
- Typical CTR of 1.56%





# NEW DISPLAY - TARGETED BANNERS

Putting you in front of the right students

Optimised banner slots available throughout the site with improved targeting options and enhanced compliance with industry standards, allowing universities to drive increased awareness in front of their core recruitment market.

## 3 banner options:

- Billboard at the top of each page
- Leaderboard at the top of and within university and subject league tables
- Sticky MPU at the side of content pages (desktop) / embedded in content (mobile)

## Target by combinations of:

- Study level
- Subject
- Clearing
- Study mode
- Geo-location

## Costing and availability:

- On site banner impressions £15CPM, e.g. 400,000 impressions: £6000





NEW

# AUDIENCE EXTENSION

Engage with actively researching students for longer

Continue engaging with prospective students even after they've left the Complete University Guide website with our Audience Extension product.

- Display, Social and Video options available to retarget students who have been researching your courses, or the courses of your direct competitors
- Real-time data and insights mean consistent engagement with the most relevant audience
- Trackable end-goals and end-of-campaign reporting.
- Average display audience extension CTR 0.1-0.15%
- Average social audience extension CTR 0.6-0.8%
- Average video completion 85%
- Optimised campaigns by goal conversion via implementation of a unique pixel on your website
- Social retargeting has the added USP of brand alignment, through delivering across social media in association with Complete University Guide

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## Costing and availability:

- £10 CPM for display, min spend £10,000: 1,000,000 impressions
- £20 CPM for video, min spend £10,000: 500,000 impressions
- £12 CPM for social, min spend £6000: 500,000 impressions



NEW

# PAGE TAKEOVER

Creative share of voice on key research pages

The Page Takeover includes all ad formats on a specific, high impact page.

You can own any page from the homepage to Subject Pages, offering direct response and brand alignment with both The Complete University Guide and specific subject areas.

Ad formats vary on different pages, offering a variety of messaging options.

Enhance brand awareness and engage with thousands of students, putting you front of mind from the start of their research journey.

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## Costing and availability:

- £2000 - £6000 a week for homepage
- £500 - £3000 per month for the subject pages



# MULTI-YEAR PARTNERSHIP

Long term investment, immediate reward

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Our multi-year partnerships provide holistic long and short term support that places your institution at the heart of our connected community.

The 3 year partnership combines key IDP Connect products, services and tools, that fully capitalise on the value of IDP Connect's 3 UK sites and 23 million users at a multi-year buy in rate.

- Annual profiles across Whatuni, Postgraduate Search and CUG plus starter enquiry bundle\*
- On Demand IQ tool subscription
- Quarterly reports analysing our first party data at key recruitment points, e.g; Clearing, UCAS deadline, PG demand
- End of campaign Clearing data report
- GA health check plus a day of consultancy

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**Total annual value: £67,500**

**Total annual cost: £57,500**

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## Additional value

- 10% discount on retargeting and all display inventory
- 10% discount on IQ consultancy – both UK and International

*\* Starter enquiry bundle of £15,000*

# IQ

 **Complete  
University  
Guide**

**WHAT  
UNI?**

**[postgraduate  
search]**



# INNOVATION IN YOUR HANDS

Shaping our future around your needs

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Beyond the fiscal incentives, multi-year partnership puts your institution at the epicentre of IDP Connect's innovation and development.

Multi-year partners are given exclusive priority opportunities to trial new products and services prior to launch.

From apps, website features and AI algorithms to data insights and bespoke tools, you become the first beneficiary of the next big thing in student recruitment.

As a company who's constantly developing new technologies and services, working in products 3-week release cycles, multi-year partners will have the opportunity to test out new services ahead of release, as well as benefit from site upgrades to better service our students and partners.

Beyond being a partner, you become an integral part of IDP Connect's community, actively shaping the future of student recruitment in line with our shared goals.

# GET IN TOUCH



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## Email us:

[ukclientpartnerships@idp-connect.com](mailto:ukclientpartnerships@idp-connect.com)

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## Across the web

[www.idp-connect.com](http://www.idp-connect.com)