

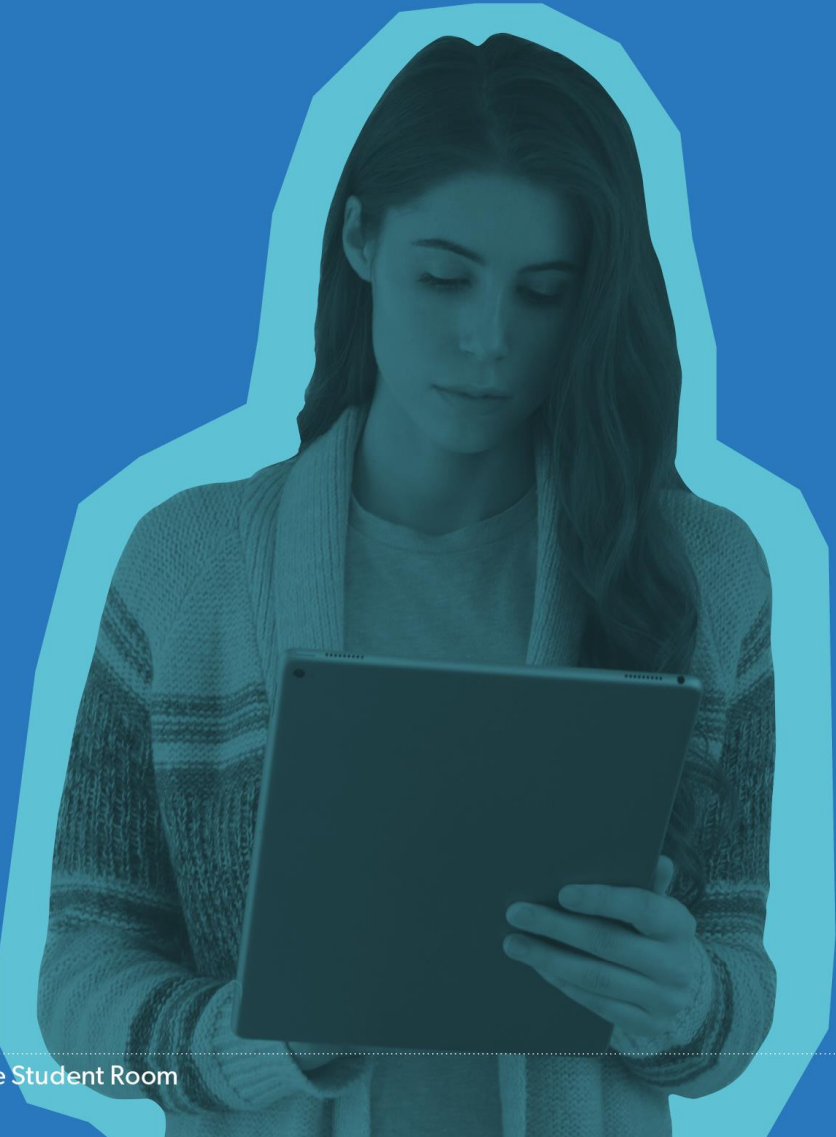
**University Partner Pack**

**Stay ahead of  
the competition  
with the ultimate  
engagement tool**



# University Partner Pack

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Give your university the best possible chance of attracting the right students by transforming perceptions and building meaningful connections.

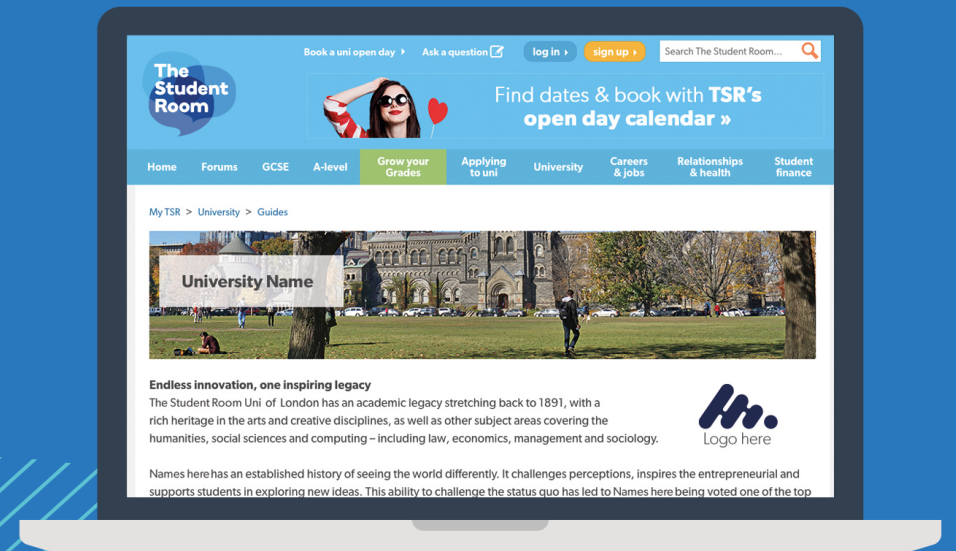
A University Partner Pack (UPP) is the only way to paint a full and captivating picture of what you have to offer.

Made up of five key elements, a UPP is a dynamic and holistic approach to engaging, informing and influencing potential applicants and students.

Build awareness and recruit students across the conversion life cycle with your own dedicated space on a trusted and authoritative platform.

## Features and benefits

- A dedicated and customisable University Profile page that fully integrates with your social media feeds to showcase your USPs
- Three Official Rep accounts to influence authentic conversations
- Engage potential applicants in a brand-safe and ad-blocked forum
- Stand out to prospective students comparing their options with a premium result in UniMatch
- Attract students to your university with a premium Open Day calendar listing
- Get notifications every time a user mentions your university or chosen keywords
- A monthly report showcasing a range of metrics, including audience numbers and competitor insights



## University Partner Pack

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# Here's how it works

Influence future students by talking to them directly on your own ad-blocked forum. Use your Official Reps to answer users' questions and inspire conversation.

Share useful information and highlight USPs on your own University Profile, a competitor-free hub featuring all the guidance users look for when making decisions.

Show students what life is like at your university with a premium result on our course comparison tool, UniMatch.

A premium spot on our Open Day calendar, linked to your website's booking system, will make sure that your university is on students' must-visit list.

## University Partner Pack

# Always-on remarketing

Your UPP maximises reach and inspires direct response by remarketing to highly-engaged users, who have shown an interest in your institution, wherever they are on the web.

As part of your UPP you'll get 1 million always-on remarketing impressions to run for 12 months.

Your audience is already engaged with the different elements of your UPP, remarketing to those valuable users when they leave The Student Room too is a no brainer.



# Pricing



**University guide** – Complete control, personalisation and differentiation

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**Ad blocked forum** – A brand safe space that drives engagement

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**Official Rep** – Be at the heart of the conversation

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**Open Day Calendar** – Conversion and premium presence

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**UniMatch** – Your differentiation comparison tool

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**Retargeting** – 1M always-on remarketing impressions to run for 12 months

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**10% discount** on all other products with The Student Room

**University Partner Pack - £22,000**

## University Partner Pack

# Book your UPP today

If you have any questions or would like to discuss the opportunities in this pack. Simply, contact your Account Manager or use the following contact details:

[hello@thestudentroom.com](mailto:hello@thestudentroom.com)

0800 999 3222

[www.tsr matters.com](http://www.tsr matters.com)

