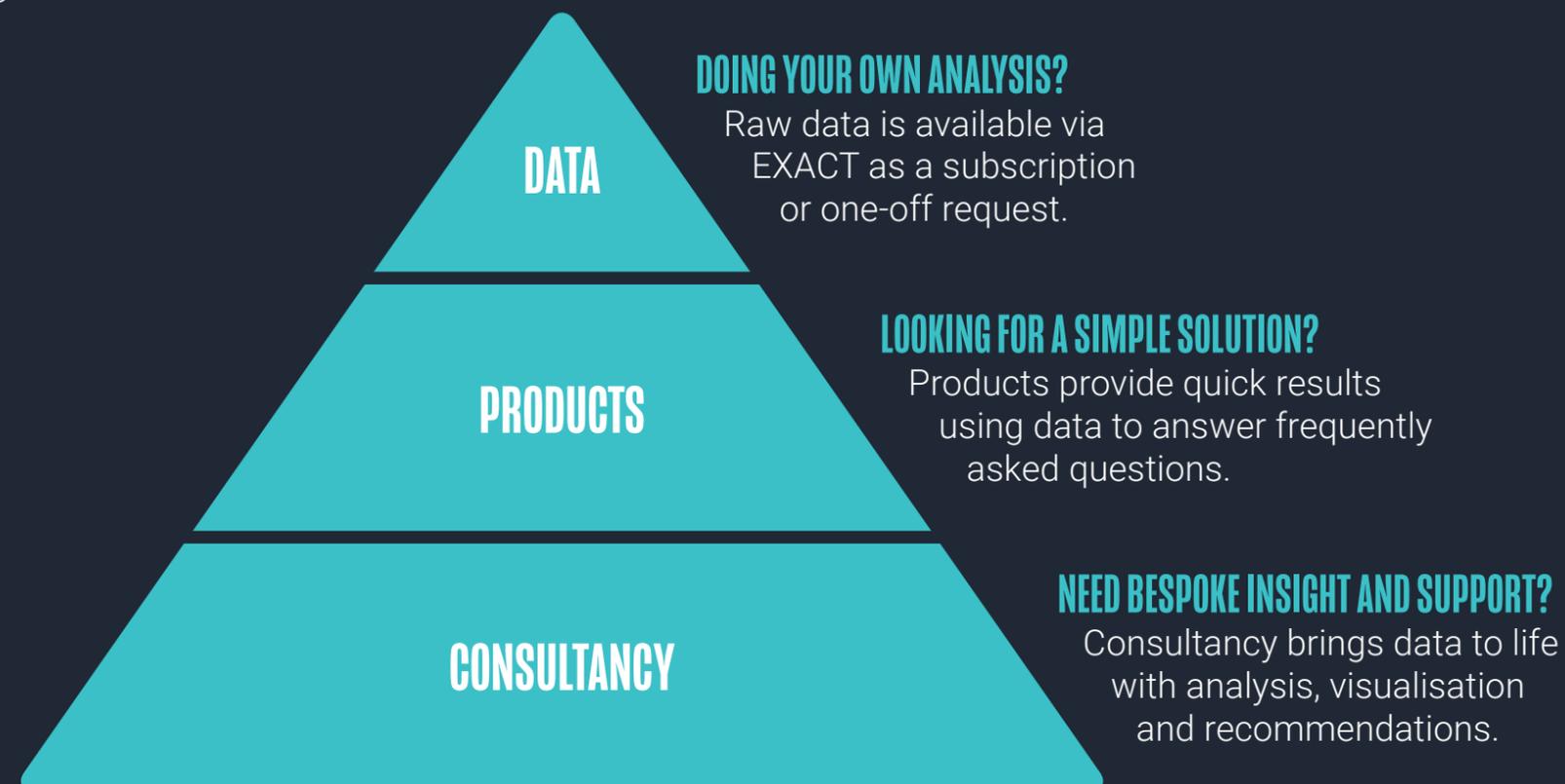# KNOW WHO YOU ARE UP AGAINST

To succeed, you need to understand the competition. We'll show you where your applicants are applying and accepting offers, at course level, so you can seize the advantage.

At UCAS, we are connected to everyone in the higher education sector. We have a huge amount of data and a truly unrivalled knowledge of higher education.

Our data offers a unique, granular view into student and sector trends so you can make evidence-based decisions about the competition.

There are three ways to get the answers you need from the unique and comprehensive data we hold.

DATA

DOING YOUR OWN ANALYSIS?
Raw data is available via EXACT as a subscription or one-off request.

PRODUCTS

LOOKING FOR A SIMPLE SOLUTION?
Products provide quick results using data to answer frequently asked questions.

CONSULTANCY

NEED BESPOKE INSIGHT AND SUPPORT?
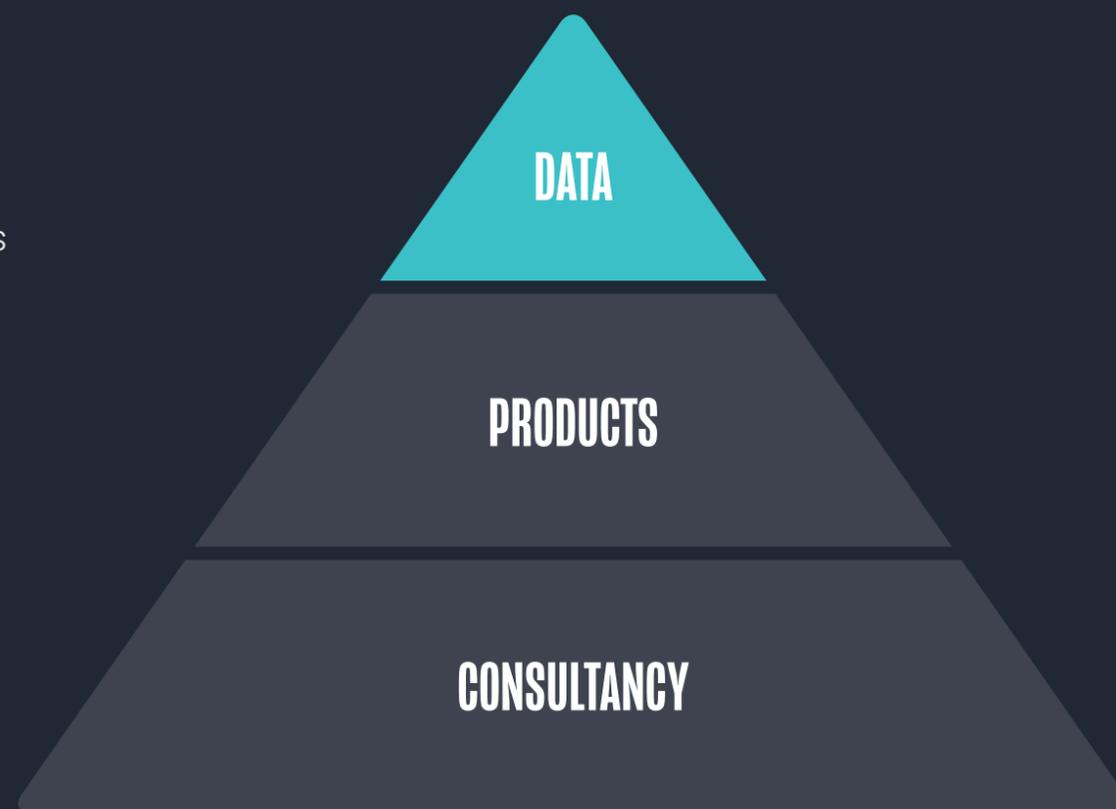Consultancy brings data to life with analysis, visualisation and recommendations.

USE OUR DATA EXPERTISE

If you want to identify and understand your competitors, **EXACT can help.**

EXACT is our **bespoke data service** which reports on historical data and live cycle deadline data across the sector. The service delivers CSV datasets to a particular specification – plug the data into your own systems and carry out your own analysis.

▶ **Get data on undergraduate applications, offers and accepts** – to show your applicants, and where else they applied/ accepted a place on specific courses.

▶ **Understand who and where your competitors are** – we take those applicants who made at least one application to you and plug this into another data set to give you the detail.

DATA

PRODUCTS

CONSULTANCY

EXACT Competition Data

Are you looking to understand where else your applicants are applying and accepting courses?

The solution: we can provide a bespoke raw data output to help you understand competitors at a course level. Get a view of the applicants who applied to you, then where else they applied and accepted, by course title.

The data: Number of Applications, Number of Offers (30 June), Number of Acceptances by Provider Name, Courses Name, Applicant Domicile (UK/EU/Non EU) filtered to those applicants who made at least 1 application to you.

This data will help you identify who you are winning and losing against trending course names and demographics of those applicants applying and accepting the courses , in raw data form.

Cycle Year	Provider name 2022	Course name	Applicant domicile (high level - 3 levels)	Number of Applications	Number of Acceptances	Number of Offers as-at 30 June
2023	University of Example	Accountancy and Finance	UK	10	5	15
2023	University of Example	Business Management and Real Estate	UK	0	0	5
2023	University of Example	Criminology and Sociology	UK	15	0	0
2023	University of Example	International Business	UK	55	30	15
2023	University of Example	Law with English Law	UK	5	5	5
2023	University of Example	Politics and International Relations	UK	10	5	5
2023	University of Example	Primary Education	UK	25	20	30
2023	University of Example	Psychology	UK	50	40	60
2023	University of Example	Psychology with Counselling Skills	UK	40	5	5
2023	University of Example	Real Estate	UK	0	0	0
2023	University of Example	Zoology	UK	40	20	20

Please note that this data is for illustrative purposes only and your data will be specific to you.

PURCHASE OPTIONS

Internal only – Internal Use Licence

With an 'Internal Use' Licence, you must use the EXACT Data and Manipulated Data strictly for internal use within your organisation only.

External use – Standard Use Licence

With a 'Standard' Licence, you may

▸ publish or permit to be published a maximum of one hundred individual pieces of the EXACT Data or Manipulated Data (being a number, count, percentage or any other statistic provided under this Licence, or any other number derived or calculated therefrom), subject to you not publishing or permit to be published any EXACT Data or Manipulated Data before any publication date we may communicate to you; and

▸ share, provide or give access to the EXACT Data or any Manipulated Data to a non-employee consultant, provided you notify us in advance and you enter into an agreement on same terms of this Licence which contains a confidentiality clause to ensure that the consultant only uses the EXACT Data in relation to your internal business purposes.

IF YOU ARE LOOKING FOR MORE THAN JUST THE NUMBERS, OUR PRODUCTS DO THE ANALYSIS FOR YOU

▶ **Competitor Analysis Report**

1 or 5 years' raw data file of your applicants and where they applied, which course and by which route.

▶ **Competitor Insight Dashboard**

Interactive dashboards show where you rank against competitors - to help you sharpen your view and fine-tune your strategies down to subject level.

▶ **Student Decision Report – Competitor Package**

A five-year review of your offer holder's feedback compared to that of your closest competitors. Spot trends, improvements and problem areas where your competition is taking the lead.

LOOKING FOR SOMETHING MORE BESPOKE?

Our consultancy team combine data trends and student insight at competitor and subject level, to give you a full picture of who's outperforming you and who's becoming an emerging threat, with valuable insights and recommendations on where to focus future efforts.

FOR MORE INFORMATION

For any questions, or to discuss which products/services
will meet your needs, please speak to your
Customer Success Director or email datainsights@ucas.ac.uk

UCAS