

What is the April Loan Drop?

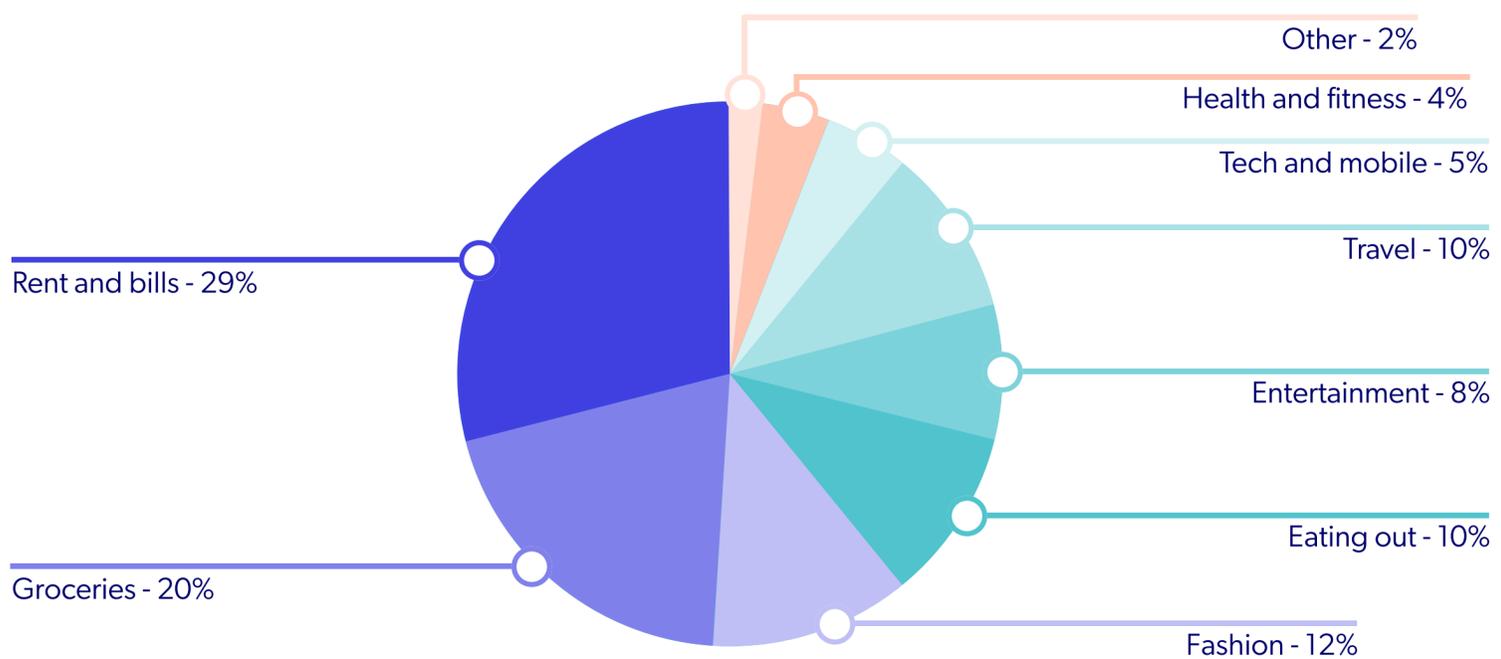
£3 BILLION
will be issued to students across the country in April

94%
of eligible students take out a student loan

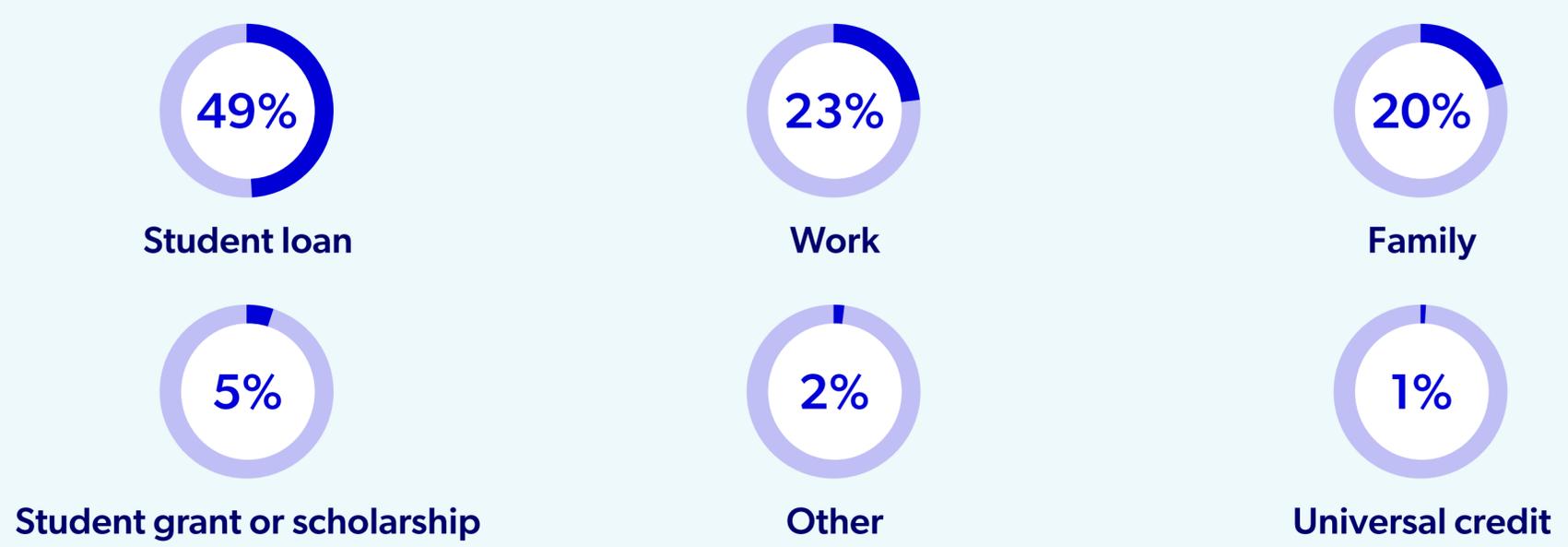
£4,602
the maximum loan payment students could receive in April

50%
of maintenance loan for the year is given to students in the April Loan Drop

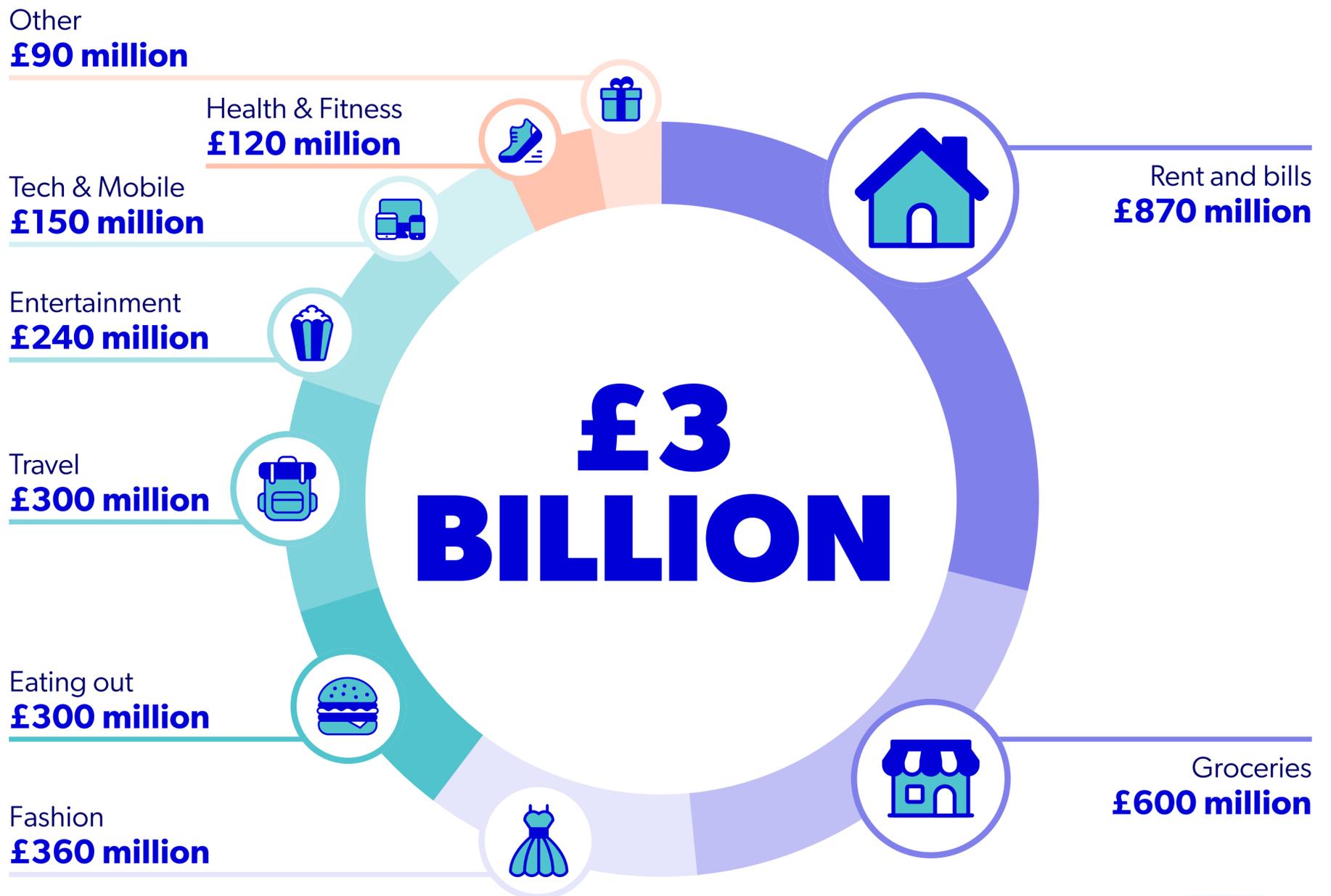
How do students spend their student loan?



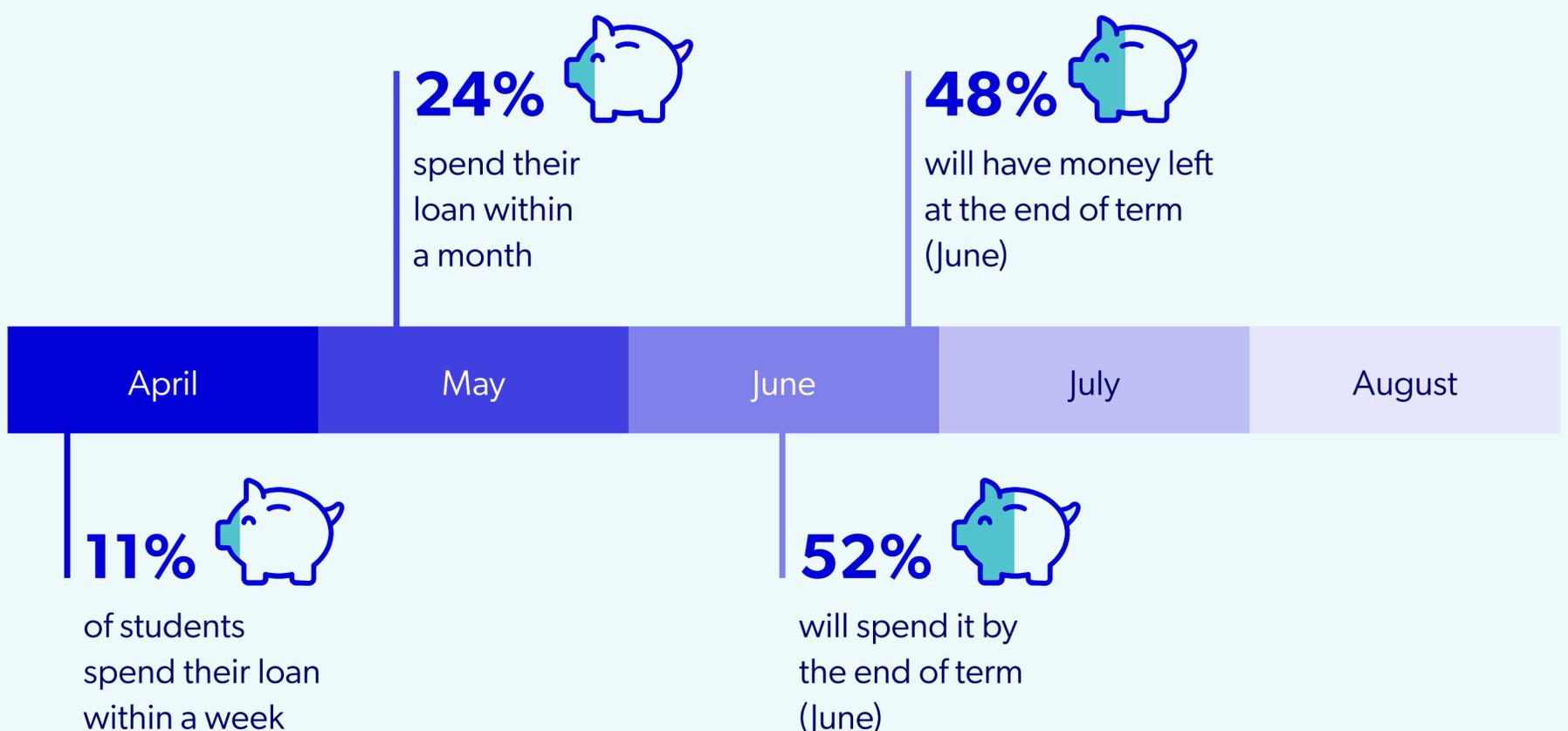
The average student income



April loan drop: total student spend per sector



How long does it take for students to spend the loan?



Best practice

Don't leave it down to luck. Ahead of summer, make sure you're speaking students' language to get the most out of that £3 billion April Loan Drop.

84% of students are drawn to ads with high discount. Make sure yours is one of them.

Boost student discount

77% of students look out for stackable discounts, so apply your student discount to standard offers.

Make it stackable

A quarter of students save major shopping until April Loan Drop. Be ready for them by securing your spot in our April Loan Drop collection.

April Loan Drop collection

£3,000,000,000

Student Beans website placement

With a range of premium, featured and standard tiles to choose from, keep your brand on students minds - and in their baskets - all summer long.

Student Beans newsletter

Make your brand the headline as you land in student inboxes across the country - just in time for loan drop.

Paid social

The best way to engage with Gen Z is on the platforms they've made their digital homes. Consult with our in-house team to plan your bespoke campaign.

**Make your share of the student loan drop count this Summer.
Contact us to speak to a student marketing expert**

StudentBeans