

Rough Draft Annual Campaign Vendor Performance by Degree Program

Office of Marketing and Brand Management

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Description

This document is intended to provide a high-level comparison of vendor performance during the 2018 and 2019 calendar years. The data gleaned from this comparison is should assist in media planning for FY21 in addition to providing insight into the overall health of USM's vendors.

The Office of Branding and Marketing uses digital advertising to promote the university and its offerings with a three prong approach that consists of:

- **Umbrella Campaign:** Brand advertising reaching all prospective students and influencers.
- **Undergraduate Campaign:** Advertising reaching High School students, Transfer students, and working adults.
- **Graduate Campaign:** Advertising reaching Undergraduate students and working adults.

Each campaign is made up a variety of digital ads, including display (DISP), video (VID), carousel (CAR), and text (TEXT), through 10 vendors. This report provides an overview of the performance of each portfolio's components.

Umbrella

Program: University Brand

Audience: All Prospective Students and Influencers

Medium: DISP

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19
DBM_UNI_DISP_ALL	11,311,134	3,449,890	0.03%	0.06%	5,899	2,479	86.92%	89.47%	\$10,906.89	\$20,005.36

- The table above shows the metrics for Programmatic digital display ads. The Programmatic budget was increased in FY19 because digital ads through local newspapers were sub-performing in FY18.
- We see that the CTR improved from 0.03% in 2018 to 0.06% in 2019.

Medium: VID

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19	VR_2018	VR_2019	VTR_2018
DBM_UNI_VID_ALL	1,754,624	258,660	0.14%	0.64%	1,440	871	90.23%	70.32%	\$2,919.89	\$5,889.23	~	~	6.57
HU_UNI_VID_ALL	1,175,957	~	0.06%	~	364	6	80.23%	66.67%	\$40,905.16	\$0	~	~	98.82
YT_UNI_VID_ALL	405,936	270,446	0.06%	0.09%	123	221	76.67%	91.04%	\$11,682.42	\$4,369.47	28.52%	45.7%	4.33

- The table above shows the metrics for Programmatic video ads. The Programmatic budget was increased in 2019 because digital ads through local newspapers were sub-performing in 2018.
- We see that the CTR improved from 0.14% in 2018 to 0.64% in 2019.
- Unique pageviews dropped by nearly half. However the bounce rate fell from 90% to 70%.

Medium: AUD

Ven_Med_Prod	Imp_18	CTR_2018	UPV_18	BR_2018	Cost_18
DBM_UNI_AUD_ALL	681,060	~	13	83.33%	\$15,700.06
SPO_UNI_AUD_ALL	460,210	0.11%	167	83.06%	Included in Programmatic

- We have not run audio ads this year, thus there is no basis for comparison. # Undergraduate Degree

Program: Traditional Undergraduate Degree

Audience: HS Students

Medium: DISP

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19	ER_2019	RR_2019
DBM_UG_DISP_HS	~	1,023,021	~	0.08%	~	2,084	~	54.51%	\$0	\$16,504.09	~	~
FB_UG_DISP_HS	2,062,767	1,232,460	0.4%	0.43%	18,210	1,287	90.46%	92.68%	\$11,046.25	\$5,290.46	~	~
IG_UG_DISP_HS	1,582,222	736,035	0.53%	0.2%	43	671	83.72%	93.95%	\$5,037.96	\$4,409.87	~	~
PIN_UG_DISP_HS	166,153	169,449	0.25%	0.28%	73	236	93.15%	96.05%	\$669.4	\$736.01	~	~
TW_UG_DISP_HS	~	23,031	~	~	~	47	~	88.57%	\$0	\$912.05	0.13%	1.13%

- There has been a shift in how USM uses Programmatic (DBM). Rinck has been able to do more targeted advertising in FY20 with this vendor. The audience, which has previously been broad to promote the umbrella campaign, has now been segmented into different age groups, allowing USM to promote specific programs. The shift is showing positive results. Click-thru-rates are higher across all DBM's display campaigns and we see more web traffic and lower bounce rates(BR). **This is in contrast to Rinck's findings of fewer conversions in FY20.**
- Facebook (FB) click-through-rate (CTR) is up from 2018, however, because the budget is much lower for FB display, the web traffic has followed suit.
- Instagram (IG) CTR is down from 2018, however, it is still above the national benchmark.

Medium: VID

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19	VR_2018	VR_2019	VTR_2018	VTR_2019
FB_UG_VID_HS	123,124	281,134	0.57%	0.56%	173	356	70.81%	94.51%	\$655.94	\$1,546.89	68.85%	69.6%	5.02	1.64
IG_UG_VID_HS	229,572	651,001	0.22%	0.17%	85	328	80.77%	97.85%	\$1,253.63	\$3,309.31	77.08%	84.83%	0.44	0.85
SC_UG_VID_HS	139,941	501,719	0.91%	0.85%	283	1,595	96.75%	95.96%	\$226.65	\$1,259.88	2.1%	4.95%	0.27	0.88
YT_UG_VID_HS	~	119,304	~	0.15%	~	85	~	86.75%	\$0	\$2,032.63	~	87.86%	NaN	0.2

- YouTube(YT), Snapchat(SC), and IG are performing consistently. We see a dramatic drop in FB View Rates (VR) and View-through-Rates (VTR). I addressed with the agency and inquired about the benchmarks. The suspicion is that they won't be publishing benchmarks.
- We may wish to discuss this further in for FY21 media planning.

Medium: CAR

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19
FB_UG_CAR_HS	~	156,196	~	0.48%	~	237	~	92.38%	\$0	\$685.44
IG_UG_CAR_HS	~	204,990	~	0.19%	~	167	~	93.92%	\$0	\$1,004.71

- Carousel ads, for which Rinck does not have benchmarks, were introduced in 2019. Their CTR was slightly higher when they were initiated early in 2019 has fluctuated between 0.4%-0.5%.

Audience: Influencers

Medium: DISP

Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19
134,921	463,595	0.3%	0.43%	138	1,235	85.47%	93.07%	\$666.74	\$2,795.51

- Pinterest ads continue to grow as a strong platform for reaching influencers. The increase in spending yielded exponentially traffic. The bounce rate went up from 2018 to 2019, but the average time on page remained about the same (1:11 in 2018 vs 1:05 in 2019).

Program: Undergraduate Degree for Transfer Students

Audience: Current Undergraduates

Medium: DISP

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19	ER_2019	RR_2019
DBM_TR_DISP_CU	~	685,694	~	0.07%	~	1,325	~	58.38%	\$0	\$7,021.16	~	~
FB_TR_DISP_CU	1,661,126	186,451	0.35%	0.61%	6,594	256	74.44%	85.87%	\$4,155.35	\$946.02	~	~
IG_TR_DISP_CU	347,558	79,191	0.18%	0.41%	67	215	64.18%	98.6%	\$2,059.83	\$705.08	~	~
TW_TR_DISP_CU	~	43,953	~	~	~	290	~	80.28%	\$0	\$2,185.21	0.34%	2.14%

- In 2018, we did not run DBM display targeting current undergraduates, however the CTR 0.07% is higher than than it was last year for the Umbrella campaign.
- We saw a massive decrease in spending on FB and a resulting decrease in web traffic, however, the CTR is improved. This may be a result of the different timing if FY20's Transfer campaign. The same is true for Instagram, though the decreases are not as steep and the CTR are been about the same year over year. CTR for all vendors has been above their respective benchmarks.

*Twitter KPIs, Engagement Rate and Results Rate (ER and RR) are also above benchmarks.

Medium: VID

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19	VR_2018	VR_2019	VTR_2018	VTR_2019
FB_TR_VID_CU	160,500	99,207	0.65%	0.85%	312	370	76.24%	97.27%	\$966.3	\$756.26	55.92%	61.73%	9.07	2.54
IG_TR_VID_CU	214,684	36,358	0.35%	0.32%	146	40	91.49%	97.37%	\$1,783.86	\$320.81	78.95%	90.03%	0.33	1.1
SC_TR_VID_CU	311,642	111,859	1.22%	0.91%	~	948	~	92.3%	\$916.18	\$500	3.62%	4.07%	0.48	0.64
YT_TR_VID_CU	~	39,738	~	0.06%	~	15	~	80%	\$0	\$688.94	~	88.66%	NaN	0.2

- You Tube has been doing well. This is a new platform for the Transfer campaign.
- FB CTR has increased, but again we do not have benchmarks available

Program: Undergraduate Degree Completion

Audience: Working Adults

Medium: DISP

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19	ER_2019	RR_2019
DBM_DC_DISP_WA	~	762,072	~	0.07%	~	1,495	~	62.26%	\$0	\$10,190.52	~	~
FB_DC_DISP_WA	1,031,134	1,234,508	0.33%	0.34%	6,825	2,088	92.86%	91.07%	\$2,999.49	\$3,135.16	0.29%	~
IG_DC_DISP_WA	1,105,568	67,489	0.59%	0.63%	28	212	85.71%	97.07%	\$2,606.87	\$584.93	0.59%	~
PIN_DC_DISP_WA	180,438	384,913	0.36%	0.31%	260	544	92.44%	94.11%	\$947.89	\$1,844.32	5.45%	~

- In 2018, we did not run DBM display targeting working adults, however the CTR 0.07% is higher than than it was last year for the Umbrella campaign.
- FB CTR is consistent at 0.34%, however, web traffic is down, 6,825 UPV in 2018 vs 2,088 in 2019. This warrants discussion.

Medium: VID

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19	VR_2018	VR_2019	VTR_2018	VTR_2019
FB_DC_VID_WA	61,511	273,919	1.35%	1.17%	526	683	87.81%	90.72%	\$559.89	\$2,186.44	66.26%	74.17%	27.06	23.25
IG_DC_VID_WA	48,981	45,313	0.73%	0.95%	67	120	90.32%	96.67%	\$655.16	\$558.75	75.47%	79.37%	1.12	1.83

- There has been an increase in budget for FV Video among working adults. VR and VTR has increased, as has web traffic.
- IG KPIs have increase, yet the budget dropped a bit.

Graduate Degree

Program: Graduate Degree Programs

Audience: Current Undergraduates

Medium: Display

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19
FB_GR_DISP_CU	395,166	886,545	0.22%	0.12%	10,637	450	93.17%	95.81%	\$732.53	\$1,437.58
IG_GR_DISP_CU	40,242	151,913	0.22%	0.22%	27	50	73.91%	100%	\$377.06	\$1,180.4

- In 2019, we doubled the FB budget for targeting current undergraduates for the Graduate program, but the the KPIs have dipped significantly.

*Conversely, IG has been consistent.

Medium: VID

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19	VR_2018	VR_2019	VTR_2018	VTR_2019
FB_GR_VID_CU	49,224	262,305	0.48%	0.37%	78	217	98.72%	93.52%	\$267.47	\$1,312.38	49.98%	81.53%	1.13	NA
IG_GR_VID_CU	33,517	72,000	0.26%	0.22%	15	31	85.71%	92.86%	\$372.94	\$569.6	70.78%	84.42%	0.32	0.96

- It appears FB video performance has improved from 2018, perhaps justifying the increase in budget allocation.

Audience: Working Adults

Medium: Display

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19
FB_GR_DISP_WA	873,993	444,025	0.38%	0.6%	2,190	1,616	87.82%	89.64%	\$2,042.55	\$2,239.82
IG_GR_DISP_WA	1,328,146	109,196	0.38%	0.52%	18	249	81.25%	97.13%	\$2,714.32	\$1,064.24

Medium: TEXT

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19	OR_2018	OR_2019
LI_GR_TEXT_ALL	~	5,408	~	52.24%	~	64	~	80.95%	\$0	\$811.2	~	52.24%

Medium: VID

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19	BR_2018	BR_2019	Cost_18	Cost_19	VR_2018	VR_2019	VTR_2018	VTR_2019
FB_GR_VID_WA	33,979	114,769	1.45%	1.63%	343	1,001	82.87%	87.23%	\$264.03	\$1,303.02	54.88%	87.05%	7.3	NA
IG_GR_VID_WA	23,667	63,839	0.69%	0.95%	22	161	100%	94.27%	\$341.39	\$935.75	71.65%	78.67%	0.42	2.02

Benchmarks

Platform	Objective	Metric	KPI	USM_18	USM_19	Benchmark_Source
FB	Awareness & Engagement	Impressions & CTR	0.73% Nat'l, 0.45% USM	0.42%	0.35%	Nat'l Higher Ed
GM	Engagement	CTR & Open Rate	6% OR	10.35%	15.92%	National
IG	Awareness	CTR	0.16%	0.22%	0.32%	National
LI InMail	Engagement	CTR & Open Rate	1.5% CTR & 25% OR	0.83% & 49%	11% & 54%	National
LI Spon Content	Engagement	CTR	0.15%	~	~	National
PIN	Awareness & Engagement	CTR	0.2%	0.31%	0.36%	National
DBM Disp	Awareness	CTR & Impressions & Site Activities	0.53% Nat'l, 0.05% USM	0.04%	0.08%	Nat'l Higher Ed
DBM Video	Awareness	VTR	70% VR	59%	62%	National
SC	Awareness	Swipe Rate	0.83%	1.22%	0.86%	National
YT	Awareness	VTR	20% VR	25.5%	61.4%	National
TW	?	Engagement Rate & Results Rate	0.079% ER & 1.11% RR	~	0.05% & 1.79%	National

Conclusions

- There has been a shift in how USM uses DoubleClick Bid Manager (DBM). Rinck has been able to do more targeted advertising in FY20. The audience, which has previously been broad, has now been segmented into High School students, current Undergraduates, and working adults, allowing USM to promote specific programs. The shift is showing positive results. Click-thru-rates are higher across all DBM's display campaigns and we see more web traffic and lower bounce rates(BR).
- Facebook (FB) display ad's CTR are only slightly down from the previous calendar year across campaigns Undergraduate and Graduate campaigns, stable for Degree Completion, and up for Transfer. Individual Course and Transfer campaign ad's CTR are above the USM benchmark, but still below the national benchmark. The Facebook platform does generate a good deal of web traffic, however, now that we are able to leverage DBM for targeted campaigns, FB is not the only significant driver of traffic.
- Instagram ads perform well across most campaigns. The CTR's are all above the national benchmark for display ads.
- Other vendors, Pinterest (PIN), Snapchat (SC), LinkedIn (LI), and YouTube (YT), have continued to have CTRs above benchmark. FY19 Snapchat videos show a drop in CTR from the previous year, however the metric is still above the national benchmark.
- Gmail (GM) inbox ads did not perform as well this FY.
- In order to evaluate the effectiveness of FB, IG, and DBM video ads, I will need some additional input from Rinck on benchmarks.