

Rough Draft Annual Campaign Vendor Performance by Degree Program

Office of Marketing and Brand Management

2020-01-28

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 intended to assist in media planning for FY21. It will also provide some insight into the overall health of USM's vendors.

Each year the Office of Marketing and Brand Management, in partnership with Rinck Advertising, runs two campaigns, one for the Undergraduate Degree and another for the Graduate Degree. Within the Undergraduate campaign, we promote three different programs, a traditional UG degree, a Traditional Transfer Degree, and a Degree Completion option for more non-traditional students. Ads target different audiences depending on the product: the ads for the traditional undergraduate degree to HS seniors and their influencers (HS_UG and IN_UG, respectively), the traditional Transfer program to current undergraduate students (CU_TR), and the Degree Completion program to working adults and a wider audience (WA_DC and ALL_DC, respectively). For the Graduate Degree, we run some campaigns to current undergraduates (CU_GR), some to working adults (WA_DC), and some to both audiences combined (GR_ALL).

Each campaign is made up of a variety of digital ads, including display (DISP), video (VID), carousel (CAR), and text (TEXT), through 10 vendors.

Findings

Degree: Undergraduate

Audience: Traditional HS Students

Display

Facebook is the only vendor that raises concern with regard to the metrics. Drilling down to programs, we see that the ads appear to perform better for students interested in traditional undergraduate and transfer programs.

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 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 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).

- 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.

Video

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 steadily from 2019. 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.

Carousel

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

- Rinck does not have benchmarks for carousel ads.

Audience: Influencers**

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).

Traditional Transfer

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%

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Video

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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 is new for program camp. Doing well. FB and IG went up well. Transfer has been split run times.

Degree Completion

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%	~

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Video

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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

Graduate Degree

All Audiences

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

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
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Current Undergrads

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

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%

Video

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

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.