

# FY20 Annual Campaign Vendor Report

*2020-01-13*

## **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.

## **Data**

## **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.
- 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.

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19
DBM_DC_DISP	~	762,072	~	0.07%	~	1,495
DBM_GR_DISP	~	1,277,349	~	0.07%	~	1,628
DBM_MPH_DISP	~	62,942	~	0.09%	~	451
DBM_POL_DISP	~	59,742	~	0.08%	~	456
DBM_TR_DISP	~	685,694	~	0.07%	~	1,325
DBM_UG_DISP	9,442,298	2,768,199	0.06%	0.12%	2,184	5,859
DBM_UNI_AUD	681,060	2	~	~	13	~
DBM_UNI_DISP	11,311,134	3,449,890	0.03%	0.06%	5,899	2,479
DBM_UNI_VID	1,754,624	258,660	0.14%	0.64%	1,440	871
FB_CGCY_DISP	~	430,185	~	0.25%	~	650
FB_CLR_DISP	~	927,557	~	0.31%	~	1,494
FB_DC_DISP	1,031,134	1,234,508	0.33%	0.34%	6,825	2,088
FB_DC_VID	61,511	273,919	1.35%	1.17%	526	683
FB_GR_DISP	1,269,159	2,967,712	0.33%	0.27%	12,827	4,113
FB_GR_VID	83,203	377,074	0.87%	0.75%	421	1,218
FB_IC_DISP	193,883	437,789	0.63%	0.57%	1,394	1,486
FB_MPH_DISP	~	170,008	~	0.41%	~	363
FB_POL_DISP	~	460,188	~	0.25%	~	735
FB_ST_DISP	218,194	208,402	0.69%	0.22%	1,249	317
FB_TL_VID	~	~	~	~	~	129
FB_TR_DISP	1,661,126	186,451	0.35%	0.61%	6,594	256
FB_TR_VID	160,500	99,207	0.65%	0.85%	312	370
FB_UG_CAR	~	357,927	~	0.4%	~	650
FB_UG_DISP	3,449,218	1,772,828	0.45%	0.41%	24,789	2,330
FB_UG_VID	192,890	991,010	0.69%	0.55%	568	1,578
FB_UNI_VID	~	~	~	~	187	~
GM_CGCY_TEXT	~	32,941	~	32.34%	~	67
GM_DC_TEXT	19,860	17,626	10.35%	15.92%	234	147
GM_TR_TEXT	7,785	~	10.33%	~	21	8
HU_UNI_VID	1,175,957	~	0.06%	~	364	6
IG_CGCY_DISP	~	162,247	~	0.73%	~	911
IG_DC_DISP	1,105,568	67,489	0.59%	0.63%	28	212
IG_DC_VID	48,981	45,313	0.73%	0.95%	67	120
IG_GR_DISP	1,368,388	329,190	0.37%	0.42%	45	692
IG_GR_VID	57,184	135,839	0.44%	0.56%	37	192
IG_IC_DISP	143,277	205,154	0.59%	0.58%	91	849
IG_TR_DISP	347,558	79,191	0.18%	0.41%	67	215

Ven_Med_Prod	Imp_18	Imp_19	CTR_2018	CTR_2019	UPV_18	UPV_19
IG_TR_ST	~	4,451	~	0.43%	~	27
IG_TR_VID	214,684	36,358	0.35%	0.32%	146	40
IG_UG_CAR	~	466,588	~	0.21%	~	507
IG_UG_DISP	3,003,785	1,006,768	0.47%	0.2%	193	932
IG_UG_ST	~	~	~	~	~	20
IG_UG_VID	590,323	1,005,852	0.21%	0.16%	240	570
IG_UNI_VID	~	~	~	~	35	~
LI_CGCY_DISP	~	23,774	~	0.55%	~	106
LI_DC_DISP	~	~	~	~	186	~
LI_DC_TEXT	~	5,558	~	44.46%	83	221
LI_GR_TEXT	~	5,408	~	58.03%	84	185
LI_MPH_TEXT	9,018	19,418	0.92%	0.47%	~	64
LI_POL_TEXT	10,751	22,397	0.76%	0.57%	~	98
PIN_DC_DISP	180,438	384,913	0.36%	0.31%	260	544
PIN_UG_DISP	301,074	633,044	0.27%	0.39%	211	1,471
SC_TR_VID	311,642	111,859	1.22%	0.91%	~	948
SC_UG_VID	865,758	501,719	1.21%	0.85%	2,062	1,595
SPO_UNI_AUD	460,210	4	0.11%	25%	167	1
TW_TR_DISP	~	43,953	~	~	~	290
TW_UG_DISP	~	23,031	~	~	~	47
YT_TR_VID	~	39,738	~	0.06%	~	15
YT_UG_VID	~	119,304	~	0.15%	~	85
YT_UNI_VID	406,221	270,829	0.06%	0.09%	128	242

Ven_Med_Prod	BR_2018	BR_2019	Cost_18	Cost_19	OR_2018	OR_2019
DBM_DC_DISP	~	62.26%	\$0	\$10,190.52	~	~
DBM_GR_DISP	~	79.51%	\$0	\$18,821.71	~	~
DBM_MPH_DISP	~	76.73%	\$0	\$686.61	~	~
DBM_POL_DISP	~	74.54%	\$0	\$623.49	~	~
DBM_TR_DISP	~	58.38%	\$0	\$7,021.16	~	~
DBM_UG_DISP	92.19%	70.82%	\$9,999.88	\$37,404.41	~	~
DBM_UNI_AUD	83.33%	~	\$15,700.06	\$0.04	~	~
DBM_UNI_DISP	86.92%	89.47%	\$10,906.89	\$20,005.36	~	~
DBM_UNI_VID	90.23%	70.32%	\$2,919.89	\$5,889.23	~	~
FB_CGCY_DISP	~	90.21%	\$0	\$940.48	~	~
FB_CLR_DISP	~	95.63%	\$0	\$3,903.19	~	~
FB_DC_DISP	92.86%	91.07%	\$2,999.49	\$3,135.16	~	~
FB_DC_VID	87.81%	90.72%	\$559.89	\$2,186.44	~	~
FB_GR_DISP	92.26%	90.16%	\$2,775.08	\$7,515.6	~	~
FB_GR_VID	85.93%	88.37%	\$531.5	\$2,615.4	~	~
FB_IC_DISP	89.86%	81.61%	\$1,129.72	\$1,520.72	~	~
FB_MPH_DISP	~	93.66%	\$0	\$715.01	~	~
FB_POL_DISP	~	91.58%	\$0	\$1,784.97	~	~
FB_ST_DISP	92.43%	94.14%	\$1,095.78	\$634.58	~	~
FB_TL_VID	~	95.35%	\$0	\$0	~	~
FB_TR_DISP	74.44%	85.87%	\$4,155.35	\$946.02	~	~
FB_TR_VID	76.24%	97.27%	\$966.3	\$756.26	~	~
FB_UG_CAR	~	91.78%	\$0	\$1,657.97	~	~
FB_UG_DISP	91.19%	91.57%	\$16,283.27	\$7,002.5	~	~
FB_UG_VID	84.59%	95.23%	\$1,043.75	\$5,708.09	~	~
FB_UNI_VID	44.32%	~	\$0	\$0	~	~
GM_CGCY_TEXT	~	83.33%	\$0	\$2,288.58	~	~
GM_DC_TEXT	66.67%	64.38%	\$895.85	\$1,429.03	~	~
GM_TR_TEXT	54.55%	87.5%	\$516.3	\$0	~	~
HU_UNI_VID	80.23%	66.67%	\$40,905.16	\$0	~	~
IG_CGCY_DISP	~	98.34%	\$0	\$2,059.5	~	~
IG_DC_DISP	85.71%	97.07%	\$2,606.87	\$584.93	~	~
IG_DC_VID	90.32%	96.67%	\$655.16	\$558.75	~	~
IG_GR_DISP	76.92%	97.8%	\$3,091.38	\$3,302.36	~	~
IG_GR_VID	94.44%	94.05%	\$714.33	\$1,505.35	~	~
IG_IC_DISP	97.8%	97.74%	\$637.11	\$2,031.13	~	~
IG_TR_DISP	64.18%	98.6%	\$2,059.83	\$705.08	~	~

Ven_Med_Prod	BR_2018	BR_2019	Cost_18	Cost_19	OR_2018	OR_2019
IG_TR_ST	~	100%	\$0	\$31.95	~	~
IG_TR_VID	91.49%	97.37%	\$1,783.86	\$320.81	~	~
IG_UG_CAR	~	92.98%	\$0	\$2,493.96	~	~
IG_UG_DISP	87.91%	94.37%	\$8,064.42	\$5,894.89	~	~
IG_UG_ST	~	94.74%	\$0	\$0	~	~
IG_UG_VID	90.71%	97.5%	\$2,601.74	\$5,355.46	~	~
IG_UNI_VID	52.94%	~	\$0	\$0	~	~
LI_CGCY_DISP	~	83.15%	\$0	\$754.16	~	~
LI_DC_DISP	67.33%	~	\$0	\$0	~	~
LI_DC_TEXT	69.77%	65.49%	\$1,433.28	\$2,221.7	50%	50.31%
LI_GR_TEXT	76.6%	76.15%	\$700.98	\$1,904.14	48.26%	57.91%
LI_MPH_TEXT	~	95.31%	\$458.75	\$544.31	~	~
LI_POL_TEXT	~	86.52%	\$443.38	\$702.83	~	~
PIN_DC_DISP	92.44%	94.11%	\$947.89	\$1,844.32	~	~
PIN_UG_DISP	88.42%	93.58%	\$1,336.14	\$3,531.52	~	~
SC_TR_VID	~	92.3%	\$916.18	\$500	~	~
SC_UG_VID	97.49%	95.96%	\$1,423.92	\$1,259.88	~	~
SPO_UNI_AUD	83.06%	100%	\$0	\$0	~	~
TW_TR_DISP	~	80.28%	\$0	\$2,185.21	~	~
TW_UG_DISP	~	88.57%	\$0	\$912.05	~	~
YT_TR_VID	~	80%	\$0	\$688.94	~	~
YT_UG_VID	~	86.75%	\$0	\$2,032.63	~	~
YT_UNI_VID	76.8%	91.85%	\$11,689.02	\$4,378.51	~	~

Ven_Med_Prod	ER_2018	ER_2019	RR_2018	RR_2019	VR_2018	VR_2019
DBM_DC_DISP	~	~	~	~	~	~
DBM_GR_DISP	~	~	~	~	~	~
DBM_MPH_DISP	~	~	~	~	~	~
DBM_POL_DISP	~	~	~	~	~	~
DBM_TR_DISP	~	~	~	~	~	~
DBM_UG_DISP	~	~	~	~	~	~
DBM_UNI_AUD	~	~	~	~	~	~
DBM_UNI_DISP	~	~	~	~	~	~
DBM_UNI_VID	~	~	~	~	~	~
FB_CGCY_DISP	~	0.22%	~	~	~	0.22%
FB_CLR_DISP	~	0.28%	~	~	~	0.28%
FB_DC_DISP	0.27%	0.29%	~	~	0.27%	0.29%
FB_DC_VID	52.01%	38.04%	~	~	52.01%	38.04%
FB_GR_DISP	0.31%	0.24%	~	~	0.31%	0.24%
FB_GR_VID	25.68%	32.01%	~	~	25.68%	32.01%
FB_IC_DISP	0.57%	0.43%	~	~	0.57%	0.43%
FB_MPH_DISP	~	0.31%	~	~	~	0.31%
FB_POL_DISP	~	0.25%	~	~	~	0.25%
FB_ST_DISP	0.73%	0.21%	~	~	0.73%	0.21%
FB_TL_VID	~	~	~	~	~	~
FB_TR_DISP	0.33%	0.38%	~	~	0.33%	0.38%
FB_TR_VID	27.35%	8.73%	~	~	27.35%	8.73%
FB_UG_CAR	~	0.31%	~	~	~	0.31%
FB_UG_DISP	0.29%	0.32%	~	~	0.29%	0.32%
FB_UG_VID	29.01%	8.88%	~	~	29.01%	8.88%
FB_UNI_VID	~	~	~	~	~	~
GM_CGCY_TEXT	~	~	~	~	~	~
GM_DC_TEXT	~	~	~	~	~	~
GM_TR_TEXT	~	~	~	~	~	~
HU_UNI_VID	~	~	~	~	~	~
IG_CGCY_DISP	~	0.72%	~	~	~	0.72%
IG_DC_DISP	0.01%	0.59%	~	~	0.01%	0.59%
IG_DC_VID	8.7%	10.12%	~	~	8.7%	10.12%
IG_GR_DISP	0.01%	0.4%	~	~	0.01%	0.4%
IG_GR_VID	7.51%	7.55%	~	~	7.51%	7.55%
IG_IC_DISP	0.13%	0.57%	~	~	0.13%	0.57%
IG_TR_DISP	0.1%	0.37%	~	~	0.1%	0.37%

Ven_Med_Prod	ER_2018	ER_2019	RR_2018	RR_2019	VR_2018	VR_2019
IG_TR_ST	~	5.57%	~	~	~	5.57%
IG_TR_VID	4.5%	7.86%	~	~	4.5%	7.86%
IG_UG_CAR	~	0.2%	~	~	~	0.2%
IG_UG_DISP	0.03%	0.2%	~	~	0.03%	0.2%
IG_UG_ST	~	~	~	~	~	~
IG_UG_VID	3.51%	3.66%	~	~	3.51%	3.66%
IG_UNI_VID	~	~	~	~	~	~
LI_CGCY_DISP	~	0.68%	~	~	~	0.68%
LI_DC_DISP	~	~	~	~	~	~
LI_DC_TEXT	~	45.21%	~	~	~	45.21%
LI_GR_TEXT	~	58.82%	~	~	~	58.82%
LI_MPH_TEXT	0.95%	0.57%	~	~	0.95%	0.57%
LI_POL_TEXT	0.88%	0.65%	~	~	0.88%	0.65%
PIN_DC_DISP	4.29%	5.45%	~	~	4.29%	5.45%
PIN_UG_DISP	5.25%	4.44%	~	~	5.25%	4.44%
SC_TR_VID	~	~	~	~	~	~
SC_UG_VID	~	~	~	~	~	~
SPO_UNI_AUD	~	~	~	~	~	~
TW_TR_DISP	~	~	~	2.14%	~	~
TW_UG_DISP	~	0.13%	~	1.13%	~	0.13%
YT_TR_VID	~	~	~	~	~	~
YT_UG_VID	~	~	~	~	~	~
YT_UNI_VID	~	~	~	~	~	~

Ven_Med_Prod	SR_2018	SR_2019
DBM_DC_DISP	0%%	0%%
DBM_GR_DISP	0%%	0%%
DBM_MPH_DISP	0%%	0%%
DBM_POL_DISP	0%%	0%%
DBM_TR_DISP	0%%	0%%
DBM_UG_DISP	0%%	0%%
DBM_UNI_AUD	0%%	0%%
DBM_UNI_DISP	0%%	0%%
DBM_UNI_VID	0%%	0%%
FB_CGCY_DISP	0%%	0.22%%
FB_CLR_DISP	0%%	0.28%%
FB_DC_DISP	0.27%%	0.29%%
FB_DC_VID	52.01%%	38.04%%
FB_GR_DISP	0.31%%	0.24%%
FB_GR_VID	25.68%%	32.01%%
FB_IC_DISP	0.57%%	0.43%%
FB_MPH_DISP	0%%	0.31%%
FB_POL_DISP	0%%	0.25%%
FB_ST_DISP	0.73%%	0.21%%
FB_TL_VID	0%%	0%%
FB_TR_DISP	0.33%%	0.38%%
FB_TR_VID	27.35%%	8.73%%
FB_UG_CAR	0%%	0.31%%
FB_UG_DISP	0.29%%	0.32%%
FB_UG_VID	29.01%%	8.88%%
FB_UNI_VID	0%%	0%%
GM_CGCY_TEXT	0%%	0%%
GM_DC_TEXT	0%%	0%%
GM_TR_TEXT	0%%	0%%
HU_UNI_VID	0%%	0%%
IG_CGCY_DISP	0%%	0.72%%
IG_DC_DISP	0.01%%	0.59%%
IG_DC_VID	8.7%%	10.12%%
IG_GR_DISP	0.01%%	0.4%%
IG_GR_VID	7.51%%	7.55%%
IG_IC_DISP	0.13%%	0.57%%
IG_TR_DISP	0.1%%	0.37%%
IG_TR_ST	0%%	5.57%%
IG_TR_VID	4.5%%	7.86%%
IG_UG_CAR	0%%	0.2%%
IG_UG_DISP	0.03%%	0.2%%
IG_UG_ST	0%%	0%%
IG_UG_VID	3.51%%	3.66%%
IG_UNI_VID	0%%	0%%
LI_CGCY_DISP	0%%	0.68%%
LI_DC_DISP	0%%	0%%
LI_DC_TEXT	0%%	45.21%%
LI_GR_TEXT	0%%	58.82%%
LI_MPH_TEXT	0.95%%	0.57%%
LI_POL_TEXT	0.88%%	0.65%%
PIN_DC_DISP	4.29%%	5.45%%
PIN_UG_DISP	5.25%%	4.44%%



Ven_Med_Prod	SR_2018	SR_2019
SC_TR_VID	0%%	0%%
SC_UG_VID	0%%	0%%
SPO_UNI_AUD	0%%	0%%
TW_TR_DISP	0%%	0%%
TW_UG_DISP	0%%	0.13%%
YT_TR_VID	0%%	0%%
YT_UG_VID	0%%	0%%
YT_UNI_VID	0%%	0%%