

# SU20 Summer Individual Courses Ad Campaign

Office of Marketing and Brand Management

2020-06-30

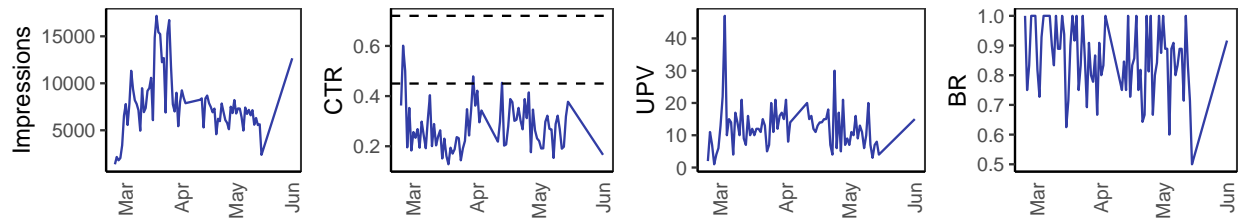
## Basic Description:

The Office of Marketing and Brand Management at the University of Southern Maine (USM) has been running digital ads promoting summer individual classes via Google Ads CPC and Facebook and Instagram digital display. The campaign began February 24, 2020 and will run through July 3, 2020, with a 2 week hiatus, 5/15/20-6/1/20, to correspond with USM's 2 sessions

## Findings

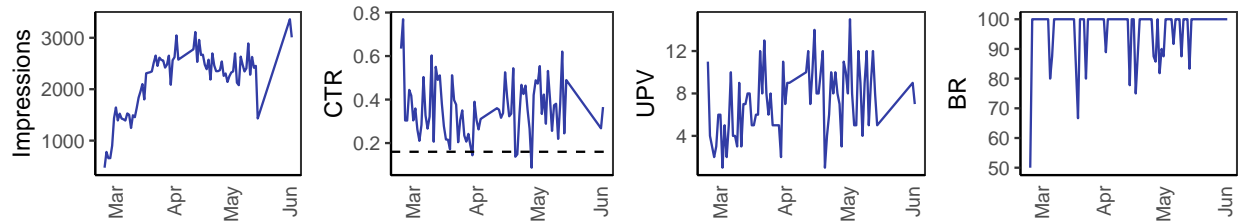
### Facebook Display

| Term | Product | Impressions | CTR   | UPV | BR     | Cost          |
|------|---------|-------------|-------|-----|--------|---------------|
| SU20 | SIC     | 593,263     | 0.28% | 938 | 85.87% | \$1,155.95.00 |



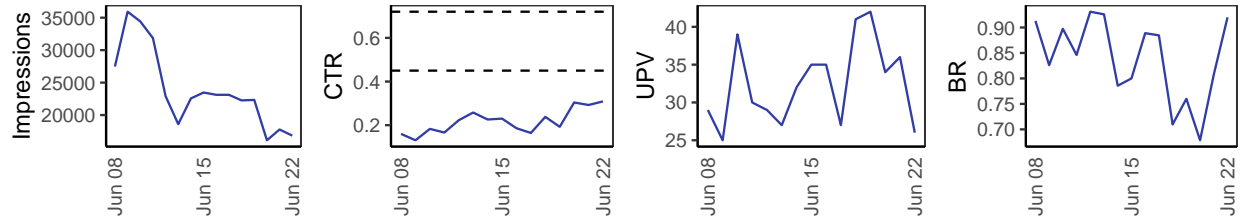
### Instagram Display

| Term | Product | Impressions | CTR   | UPV | BR     | Cost       |
|------|---------|-------------|-------|-----|--------|------------|
| SU20 | SIC     | 167,332     | 0.36% | 557 | 95.74% | \$1,172.21 |



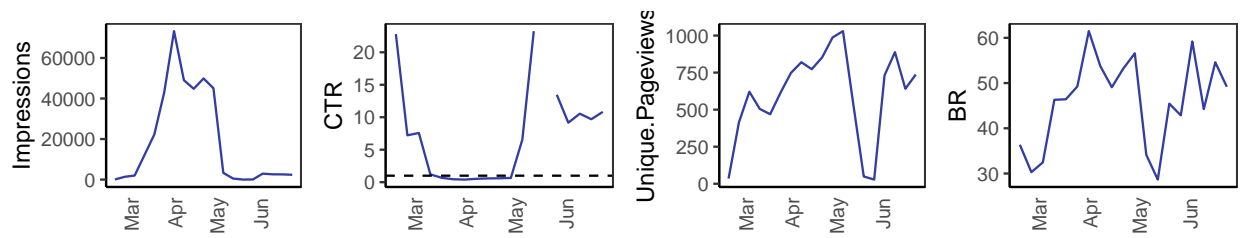
## Optimized Display

| Term | Product | Impressions | CTR   | UPV | BR     | Cost     |
|------|---------|-------------|-------|-----|--------|----------|
| SU20 | SIC     | 358,796     | 0.22% | 487 | 83.83% | \$704.02 |



## AdWords CPC

| Source | Impressions | CTR   | UPV    | BR     | Av_TOP   | Cost       |
|--------|-------------|-------|--------|--------|----------|------------|
| Google | 357,131     | 0.99% | 11,480 | 48.63% | 00:01:10 | \$4,631.83 |



## Conclusions