

# SU20 Summer Individual Courses Ad Campaign

Office of Marketing and Brand Management

2020-06-30

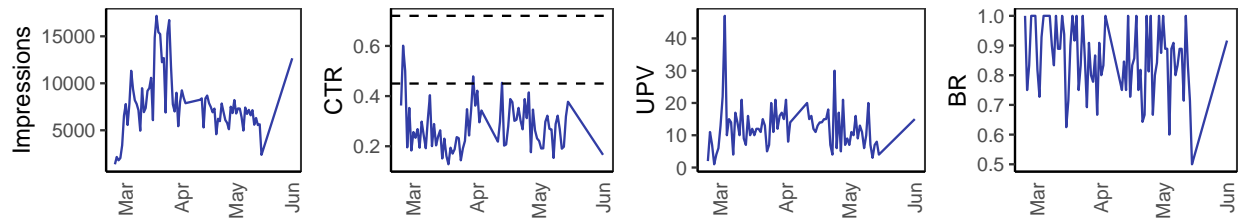
## Basic Description:

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

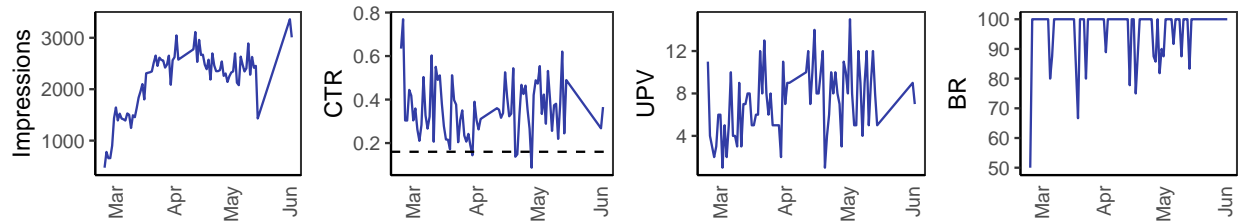
### FY20 Facebook Display

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



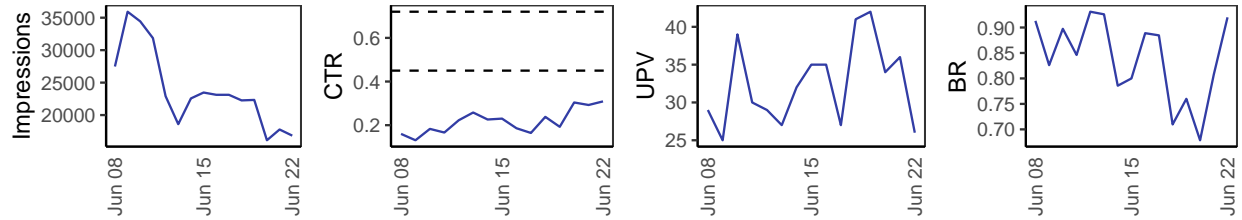
### FY20 Instagram Display

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

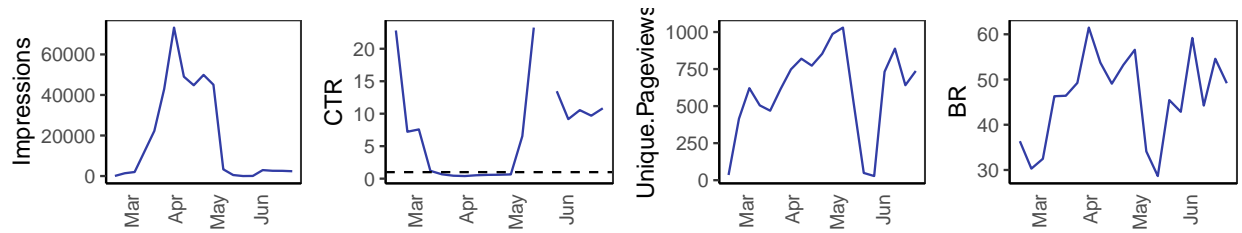


### FY20 Optimized Display

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



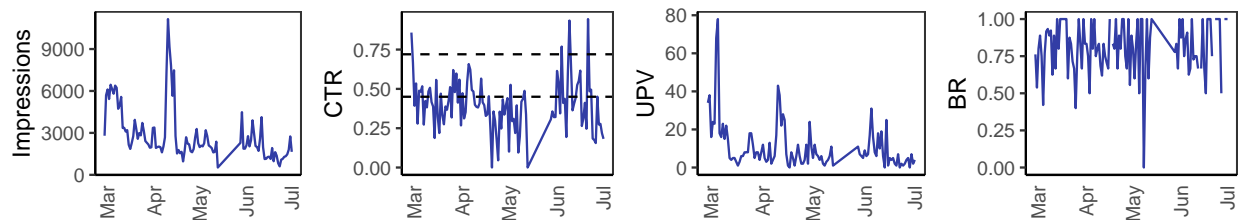
### FY20 AdWords CPC



Campaign	Impressions	CTR	UPV	BR	Av_TOP	Cost
FY20_Summer	357,131	0.99%	11,480	48.63%	00:01:10	\$4,631.83

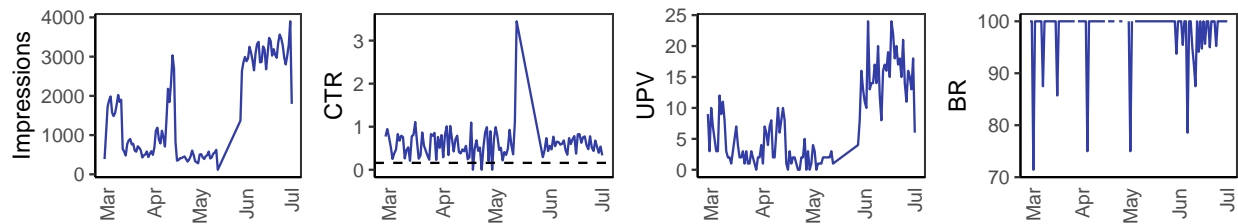
### FY19 Facebook Display

Term	Product	Impressions	CTR	UPV	BR	Cost
SU19	IC	317,137	0.4%	1,185	NaN%	\$760.88

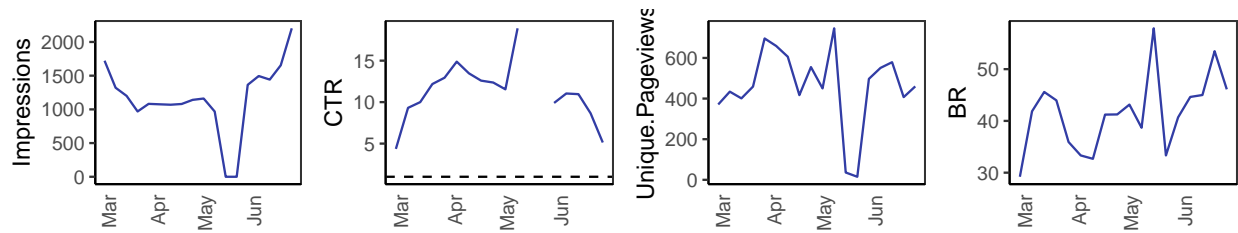


### FY19 Instagram Display

Term	Product	Impressions	CTR	UPV	BR	Cost
SU19	IC	171,808	0.61%	795	NaN%	\$1,739.12



## FY19 Adwords CPC



Campaign	Impressions	CTR	UPV	BR	Av_TOP	Cost
FY19_Summer	20,946	10.45%	8,339	41.26%	00:01:00	\$2,366

## Conclusions

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