

Marketing Report

2020-07-08

FY21 Analytics Project Template

Description

INTRO TEXT HERE Intro text here Intro text here Intro text here
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text here. In general, [FB Newsfeed](#) CTR overall experienced a 24%
drop from July, 2017 - July, 2018.

Findings

Margin Figures

Images and graphics play an integral role in Tufte's work. To place
figures in the margin you can use the

Save an Image to Email & Compose and Send an Email

The plot to the side will be included in an email.

Table 1: A subset of mtcars.

	mpg	cyl	disp	hp	drat	wt
Mazda RX4	21.0	6	160	110	3.90	2.620
Mazda RX4 Wag	21.0	6	160	110	3.90	2.875
Datsun 710	22.8	4	108	93	3.85	2.320
Hornet 4 Drive	21.4	6	258	110	3.08	3.215
Hornet Sportabout	18.7	8	360	175	3.15	3.440
Valiant	18.1	6	225	105	2.76	3.460

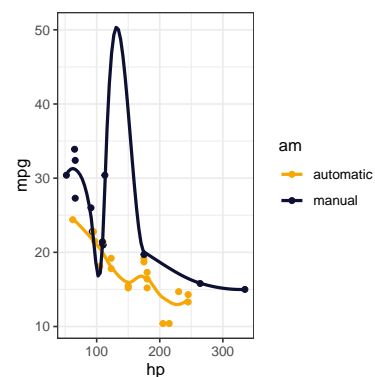


Figure 1: MPG vs horsepower, colored by transmission.

FY20 Facebook Display

Facebook display CTR continues to drop.

Sidenotes

FY20 Instagram Display

Instagram display CTR continues to be above baseline.

FY20 Optimized Display
FY20 Programmatic Display
FY20 LinkedIn Display

Hard to tell the benefits of optimization.
 Programmatic display CTR is very robust, well above the USM benchmark.
 LinkedIn display CTR is very robust, well above the national benchmark.

Conclusions

- Facebook has not published benchmarks for this platform. View and completion rates are **slightly down** from this same quarter FY19, but the website has far more unique pageviews.
- In general, [FB Newsfeed](#) CTR overall experienced a 24% drop from July, 2017 - July, 2018.
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[Wrike Project Details](#)
[Github Repository](#)

Notice that there is no number preceding the note. $x \in [a, b]$

$$\frac{d}{dx} \left(\int_a^x f(u) du \right) = f(x).$$