

# FY20 Quarterly KPI: Q2

Office of Marketing and Brand Management

2020-01-22

## Findings

### FY20 Quarterly KPI

Quarter	Impressions	CTR	UPV	BR	Av_TOP	Inquiries
Q1	6,724,248	0.44%	13,199	87.69%	00:01:00	138
Q2	10,499,158	0.44%	20,689	81.19%	00:01:40	260

### FY19 Quarterly KPI

Quarter	Impressions	CTR	UPV	BR	Av_TOP	Inquiries
Q1	7,458,653	0.32%	13,498	76.05%	00:00:45	63
Q2	12,031,013	0.36%	16,750	91.47%	00:01:35	150
Q3	8,224,381	0.32%	12,639	90.71%	00:01:25	369
Q4	6,665,364	0.29%	11,105	88.91%	00:01:40	395

### FY18 Quarterly KPI

Quarter	Impressions	CTR	UPV	BR	Av_TOP	Inquiries
Q1	4,707,477	0.24%	6,545	90.76%	0:01:18	132
Q2	10,906,242	0.23%	12,766	92.74%	0:01:58	87
Q3	13,967,442	0.10%	7,413	89.80%	0:01:14	88
Q4	33,648,611	0.21%	42,441	92.61%	0:01:51	88

## Conclusions:

- FY20 Q2 KPI continued to be strong. This is the strongest Q2 we have seen in the past 3 years.
- We see a higher CTR, a longer average time on page, more unique pageviews, a lower bounce rate, and consistent growth in the number of inquiries despite fewer impressions from the same time last year.