

# FY19 KPI Quarterly Inquiries

FA19\_KPI

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## Brief Description:

The purpose of this report is to look in to the recent increase in inquiries generated from the forms completed on campaign landing pages. Perhaps there is a particular age demographic that is more likely to do so. Earlier in the year we hypothesized that “Gen Z” was moving away from filling out forms; this prompted us to consider alternative ways to engage the demographic.

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## Findings

### Historical Inquiry Forms

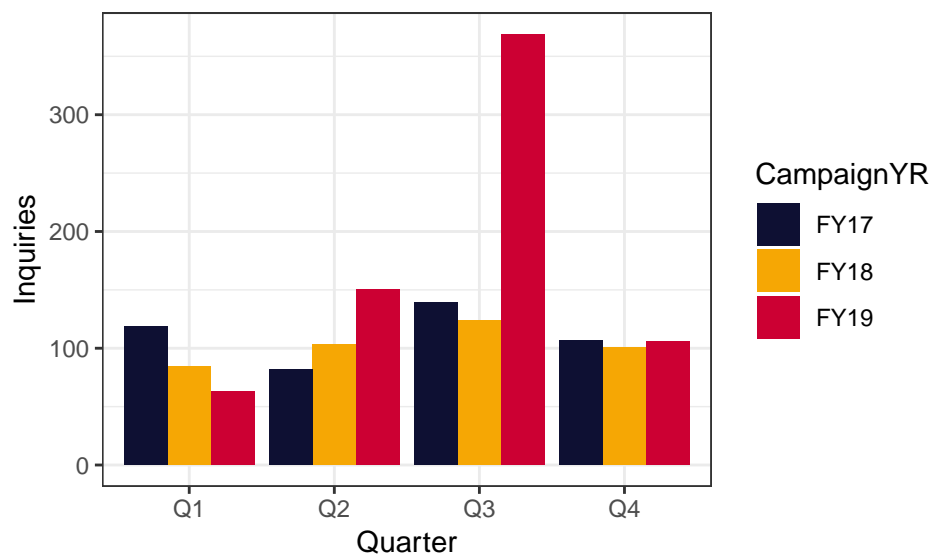
The table summarises the performance of the campaign as a whole.

CampaignYR	Q1	Q2	Q3	Q4
FY17	119	82	139	107
FY18	84	103	124	101
FY19	63	150	369	106

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### Visualization at FY Level

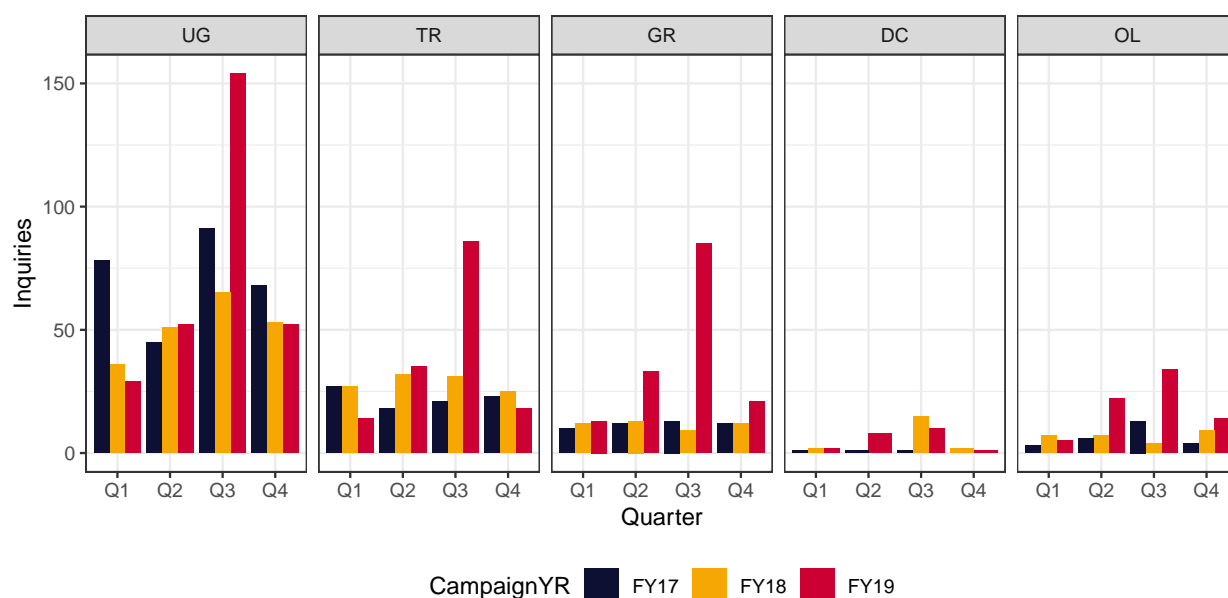
The following plot compares the last 3 FY by quarter. .



### Fiscal Year Summary

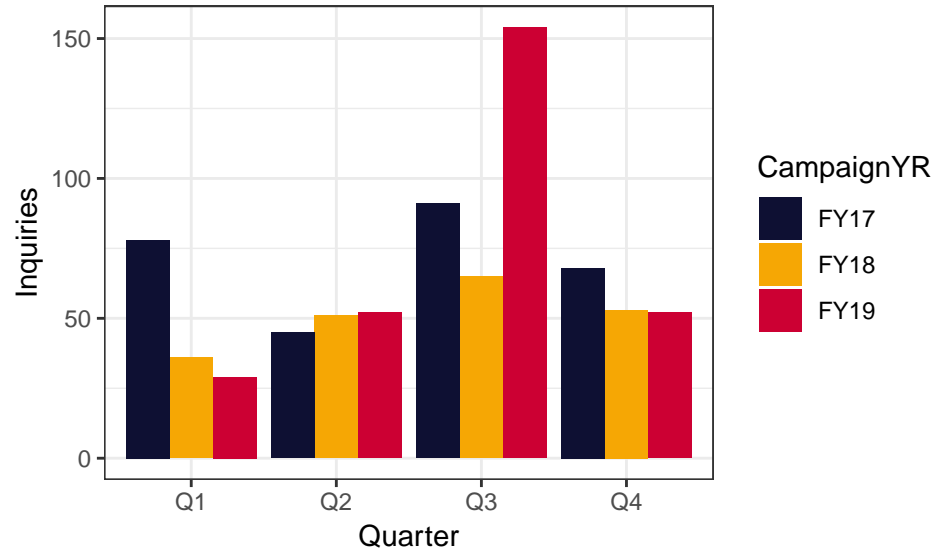
- After no growth in quarterly inquiries from FY17 to FY18 and an even more significant year over year drop in FY19 Q1, it appeared that we needed to rethink form completion as a primary message on our campaign landing pages.
- Quarters 2 and 3 of this year have shown impressive growth.
- FY19 Q4 is tracking up as well and will likely surpass FY17 Q4.

### Campaign Level



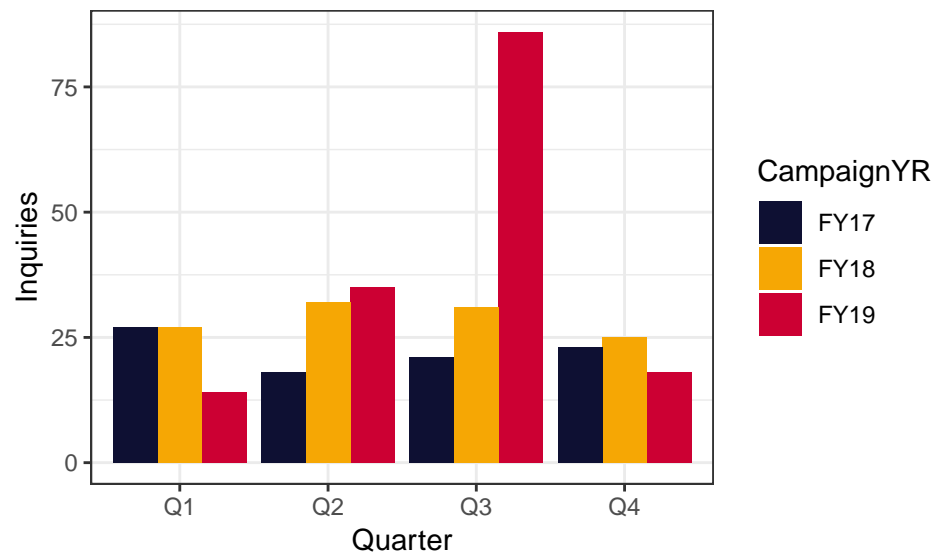
## Undergraduate Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
UG	FY17	78	45	91	68
UG	FY18	36	51	65	53
UG	FY19	29	52	154	52



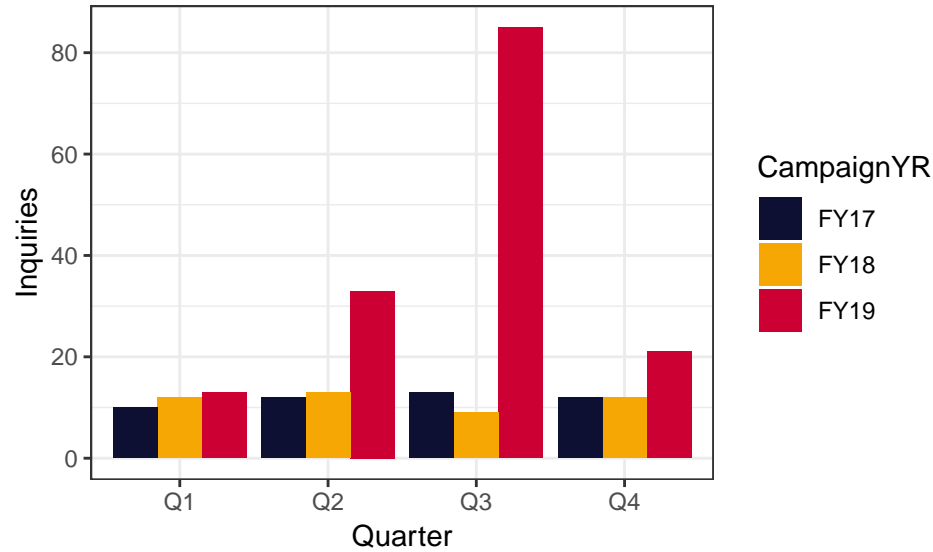
## Transfer Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
TR	FY17	27	18	21	23
TR	FY18	27	32	31	25
TR	FY19	14	35	86	18



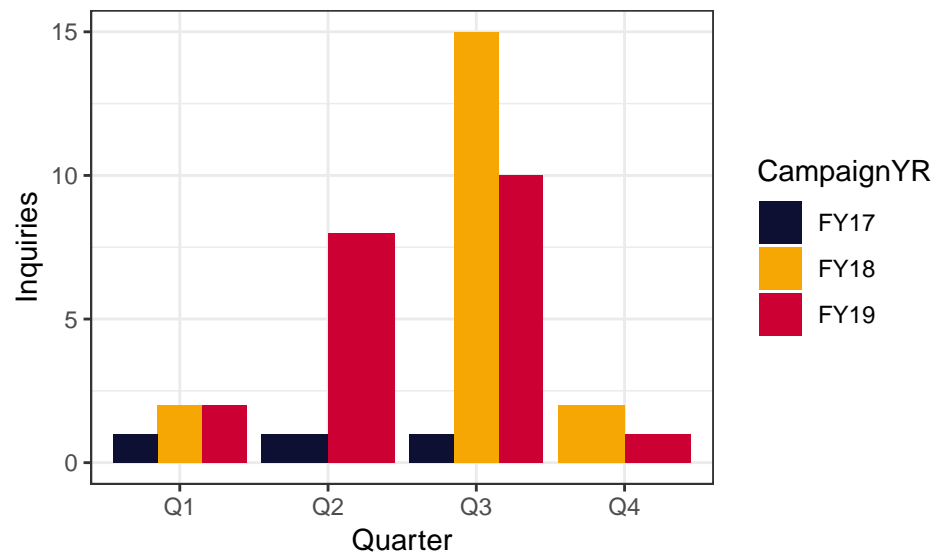
## Graduate Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
GR	FY17	10	12	13	12
GR	FY18	12	13	9	12
GR	FY19	13	33	85	21



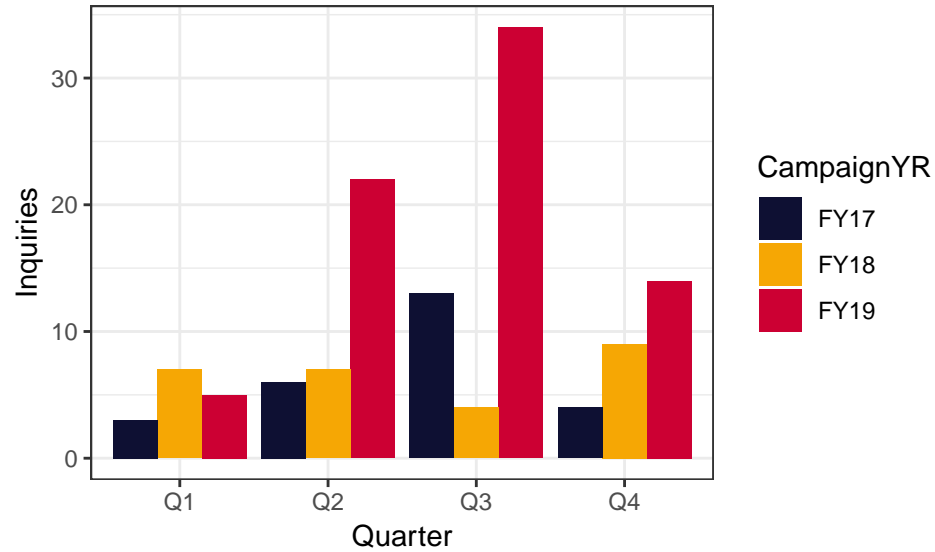
## Degree Completion Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
DC	FY17	1	1	1	NA
DC	FY18	2	NA	15	2
DC	FY19	2	8	10	1



## Online Program Inquiries

Campaign	FY	Q1	Q2	Q3	Q4
OL	FY17	3	6	13	4
OL	FY18	7	7	4	9
OL	FY19	5	22	34	14

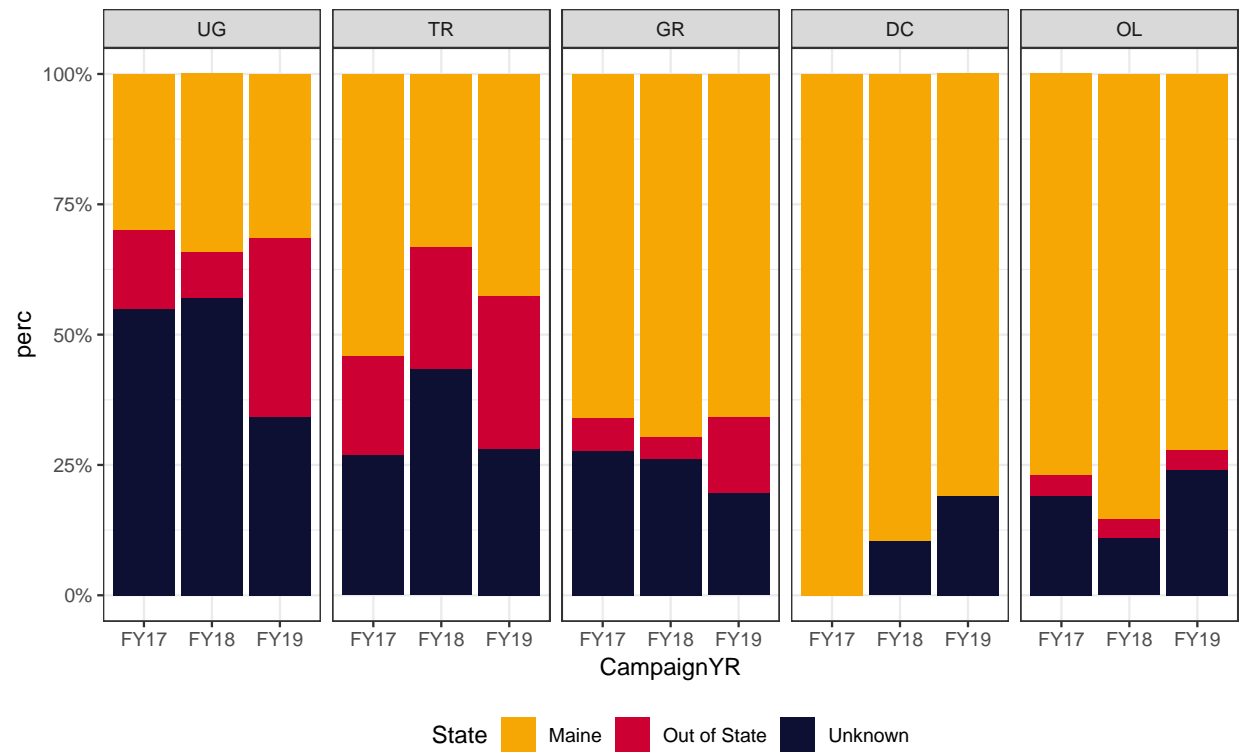


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## Campaign Results Summary

- Because we do not require date of birth in the form completion, we can only infer age from the program type.
  - Younger students are still filling out inquiries judging from the last several months.
  - However, it is probably still wise to consider alternative ways to reach all demographics.
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Conclusion



Notes