

FY20 Quarterly KPI: Q4

Office of Marketing and Brand Management

2020-07-20

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	260
Q2	10,544,569	0.44%	20,689	81.19%	00:01:40	138
Q3	14,317,080	0.51%	49,108	91.28%	00:01:40	163
Q4	15,911,725	0.53%	48,836	87.52%	00:01:20	138

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:

- It is difficult to speculate as to how Covid-19 may have impacted performance, nevertheless, it is important to note that the social distancing due to the global pandemic became mandatory for the entire third month of the quarter. Digital and social media platforms remain a primary means of staying connected.
- FY20 Q3 KPI continued to be strong. The overall CTR, is the highest we have seen in the past three years.
- The average time on page, 1:40, is steady.
- Unique page views are way up from last quarter and are at a three year high, more than double from last quarter. This jump is largely due to Snapchat traffic.

- The overall bounce rate is higher than that of Q2, however, this is in part due to Snapchat as well.
- The overall number of inquiries is **down**, to about half those from FY19Q3; however, they are double from FY18Q3 and up from FY20Q2. I will continue to monitor this performance indicator.