

# FY20 Muskie Digital Campaign

Office of Marketing and Brand Management

2/4/2020

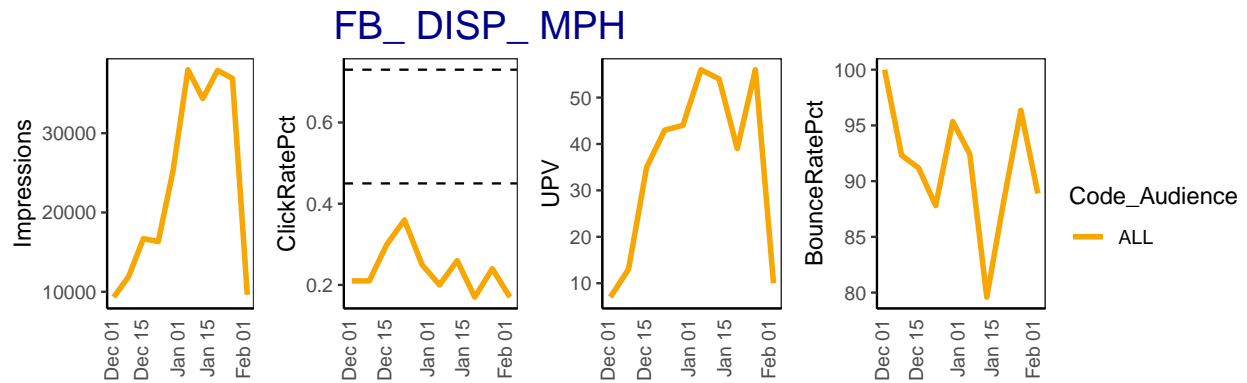
## Description:

The following report is a summary of the first 60 days of the Muskie School's digital display advertising campaign. It started running on November 27, 2019 and goes through the end of February.

The ads separately promote the MPH and the MPPM via 3 different platforms; Facebook (FB), Programmatic (DBM), and LinkedIn (LI). This report looks at performance data by program and vendor which is illustrated by plots and tables. Benchmarks for the Click-through-Rates (CTRs) are shown with a dotted black lines on the plots. The one record table below each series of plots summarizes the metrics by the latest week and the campaign to date.

## MPH

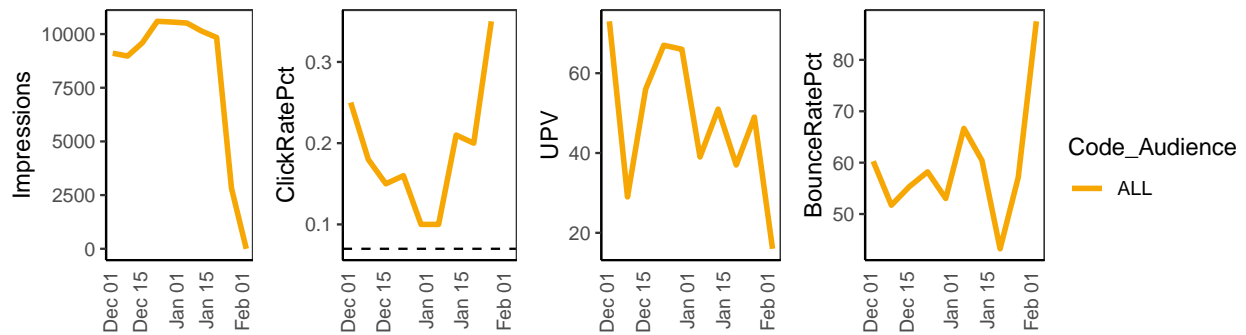
### Facebook Display



This Week				Since Inception			
Impressions	CTR	UPV	BR	YTD_Imp	Avg_CTR	YTD_UPV	Avg_BR
9630	0.17%	10	88.89%	236412	0.23%	357	90.53%

## Programmatic Display Display

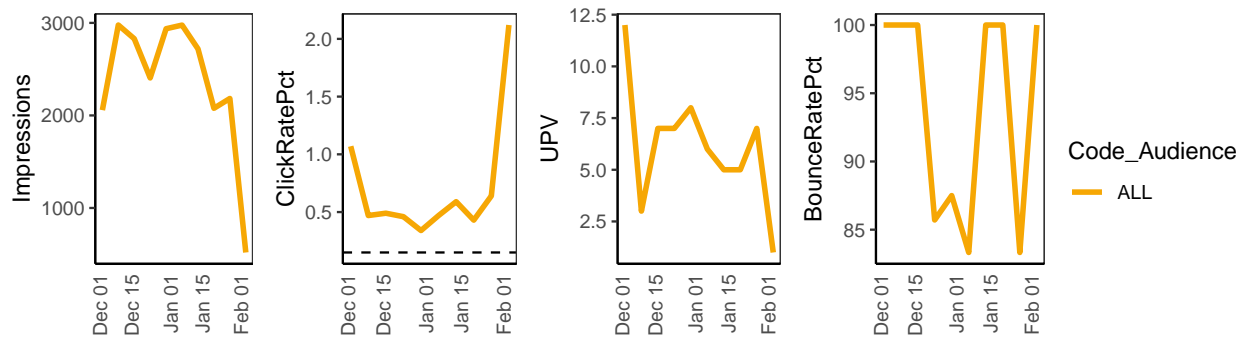
### DBM\_DISP\_MPH



This Week				Since Inception			
Impressions	CTR	UPV	BR	YTD_Imp	Avg_CTR	YTD_UPV	Avg_BR
2822	0.35%	49	57.14%	82144	0.17%	483	57.71%

## LinkedIn Sponsored Content

### LI\_DISP\_MPH

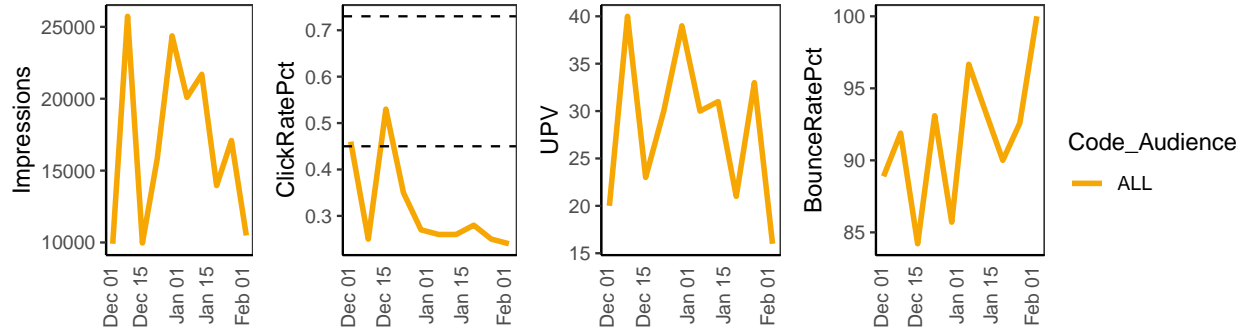


This Week				Since Inception			
Impressions	CTR	UPV	BR	YTD_Imp	Avg_CTR	YTD_UPV	Avg_BR
2183	0.64%	7	83.33%	23679	0.57%	61	93.33%

## POL

### Facebook Display

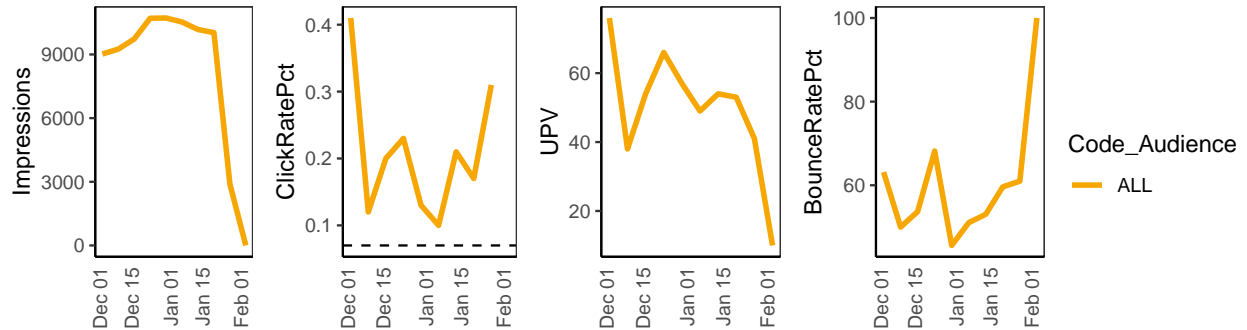
#### FB\_DISP\_POL



This Week				Since Inception			
Impressions	CTR	UPV	BR	YTD_Imp	Avg_CTR	YTD_UPV	Avg_BR
10492	0.24%	16	100%	169163	0.3%	283	91.57%

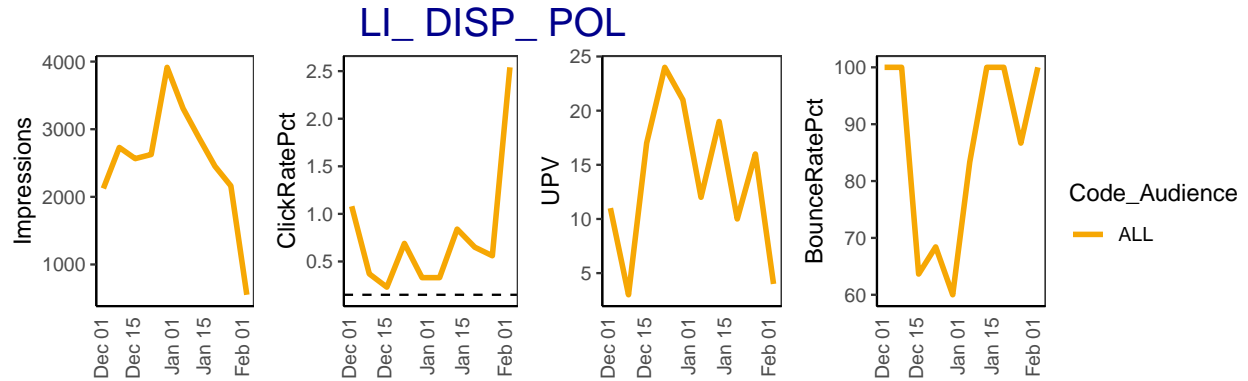
### Programmatic Display Display

#### DBM\_DISP\_POL



This Week				Since Inception			
Impressions	CTR	UPV	BR	YTD_Imp	Avg_CTR	YTD_UPV	Avg_BR
2897	0.31%	41	60.98%	83057	0.2%	498	57.76%

## LinkedIn Sponsored Content



This Week				Since Inception			
Impressions	CTR	UPV	BR	YTD_Imp	Avg_CTR	YTD_UPV	Avg_BR
2162	0.56%	16	86.67%	25307	0.58%	137	83.19%

## Conclusions:

- From an ad performance perspective, DBM and LI are doing well with CTRs above the USM and National benchmarks respectively.
- DBM and FB drive the most traffic and DBM has a very good bounce rate.