

# Marketing Report

Office of Marketing and Brand Management

2020-03-20

## Findings

### LinkedIn

Metric	LinkedIn Winter 2020 for FA20		LinkedIn Spring 2019 for FA19		LinkedIn Fall 2018 for FA19	
	MPH	POL	MPH.1	POL.1	MPH.2	POL.2
Impressions	29,605	30,980	19,418	22,397	9,018	10,571
CTR	0.62%	0.57%	0.47%	0.57%	0.92%	0.76%
BounceRate	89.25%	84.06%	95.16%	87.21%	83.87%	63.89%
UPV	96	156	64	87	33	42
Cost	\$878.09	\$897.92	\$544.31	\$702.83	\$458.75	\$443.38
Av_TOP	0:02:43	0:01:39	0:06:45	0:05:00	0:00:21	0:00:22

### Programmatic

Metric	Programmatic Winter 2020 for FA20		Programmatic Spring 2019 for FA19		Programmatic Fall 2019 for FA19	
	MPH	POL	MPH.1	POL.1	MPH.2	POL.2
Impressions	111,372	112,082	62,942	59,742	181,046	60,073
CTR	0.17%	0.18%	0.09%	0.08%	0.23%	0.11%
BounceRate	58.65%	57.21%	72.22%	67.67%	62.23%	65.52%
UPV	706	660	239	214	656	146
Cost	\$877.15	\$890.77	\$686.61	\$623.49	\$???.	\$???.
Av_TOP	0:00:16	0:00:15	0:00:01	0:00:03	0:00:30	0:00:34

### Facebook

Metric	Facebook Winter 2020 for FA20		Facebook Spring 2019 for FA18		Facebook Fall 2019 for FA19	
	MPH	POL	MPH.1	POL.1	MPH.2	POL.2
Impressions	372,130	263,825	170,008	460,188	445,916	546,434
CTR	0.21%	0.25%	0.41%	0.25%	0.81%	0.75%
BounceRate	88.57	92.35%	93.75%	93.31%	76.06%	64.37%
UPV	529	389	342	695	2,687	3,223
Cost	\$556.08	\$443.89	\$715.01	\$1,784.97	\$1,111.53	\$1,359.96
Av_TOP	0:01:26	0:02:49	0:00:55	0:01:15	0:00:43	0:00:41

## Conclusion

- We are pleased with LinkedIn and Doubleclick ad performance, the click-through-rates are above benchmark. Furthermore, both vendors have driven more traffic to the campaign landing page(s) with lower bounce rates than the last spring's campaign.
- Facebook CTR dropped from last spring's campaign. Because last spring's CTR had dropped from that of the previous fall to a rate below the USM cutoff of 0.45%, we allocated less funds to this platform. Proportionally, unique pageviews to impressions didn't change, but the average time on page improved.
- Despite robust growth in ad driven web traffic, viewers did not complete the inquiry forms, though many clicked through to it.