Marketing Report

Office of Marketing and Brand Management

2020-03-17

Findings

LinkedIn

Metric	LinkedIn Winter 2020		LinkedIn Spring 2019		LinkedIn Fall 20	
	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		Programmatic Spring 2019		Programmatic Fall 2019	
	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		Facebook Spring 2019		Facebook Fall 2019	
	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.

- Because of a "back to school" mindset in the Fall, we showed about 35% more Impressions. The 75% fewer unique pageviews in the Spring could be due to this viewer behavior.

- The strong CTR from LinkedIn Sponsored content in the Fall is very encouraging and, despite a drop in the Spring , the metric remains well above benchmark. The percentage of web visits out of impressions shown remained consistent into the spring.

- Facebook CTR dropped from Fall to Spring. While we antipate lower values, it demands close consideration as it is below USM cutoff of 0.45%.