Marketing Report
Office of Marketing and Brand Management

2020-08-04

```r
library(knitr)
```

```
## Warning: package 'knitr' was built under R version 3.6.3
```

```r
library(png)

img1_path <- "C:/Users/christine.iyer/Box/FY21_Advertising/Advertising_Analytics_Responsibilities/Rplot

attr(img1_path, "info")
```

```
## NULL
```

```r
# Small fig.width
include_graphics(img1_path)
```

Anal

Naming Conventions: 8 component classification syst
so ad performance can be judged against benchmarks
-

- Recruiting period
- Objective (determined by CLP)
- Vendor
- Medium
- Audience
- Product
- Interactivity
- Ad number

7 Day: To catch egregious errors and

Analyst Responsibilities

Naming Conventions: 8 component classification system so ad performance can be judged against benchmarks

Report Types and Frequency
- Ad Performance: Impressions, CTR, VR, VTR, RR, ER
- Web Traffic: UPV, BR, Average Time on Page, Inquiries
- Compare to like campaigns from previous years

- Recruiting period
- Objective (determined by CLP)
- Vendor
- Medium
- Audience
- Product
- Interactivity
- Ad number

Weekly: Impressions, Clicks, UPV
- To identify obvious errors (broken links, truncated n.c.)
- To catch new ad launches (new)
- Once an ad set for a special program has launched, I can set due dates for midterm and final reports

Quarterly Campaign Reports:
  To look examine at all metrics listed above
- HS,
- TR,
- OR,
- DC,
- TL,
- Tours

Media Planning in February: all metrics
- Examine all campaigns and ad sets
- To determine what is performing well
- To determine which ad sets are performing below benchmark

Annually at the FY end
- Similar to February report

Special Programs
- Muskie
- Cybersecurity
- Nursing

7 Day: To catch egregious errors and broken links

Midterm Performance Report: All Metrics

Final Performance Report: All Metrics