



# **FA21\_\_CYBERSECURITY AD CAMPAIGN**

**PERFORMANCE REPORT**

**Office of Marketing and Brand Management**

University of Southern Maine

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# 1 Basic Description:

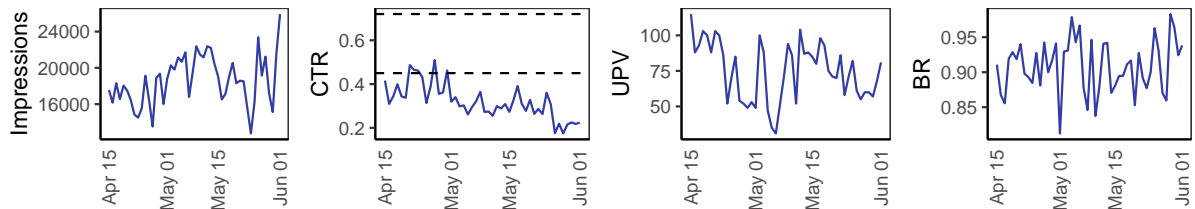
INTRO

## 2 Findings

```
# [1] "POL" "UNI" "TR" "UG" "DC" "GR" "ST" "MPH" "CGCY" "IC"
# [11] "SIC"
```

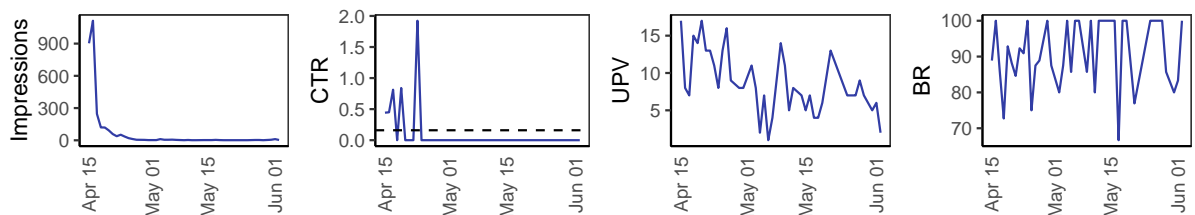
### 2.0.1 FY20 Facebook Display

Product	Impressions	CTR	UPV	BR	Cost
CGCY	893,376	0.32%	3,585	90.85%	\$1,714.21.00



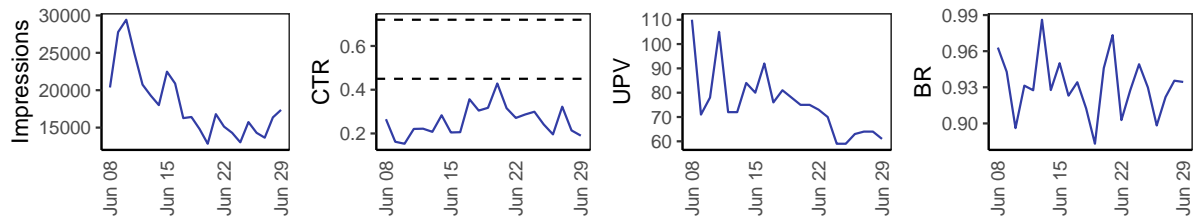
### 2.0.2 FY20 Instagram Display

Product	Impressions	CTR	UPV	BR	Cost
CGCY	2,899	0.11%	337	90.94%	\$12.07



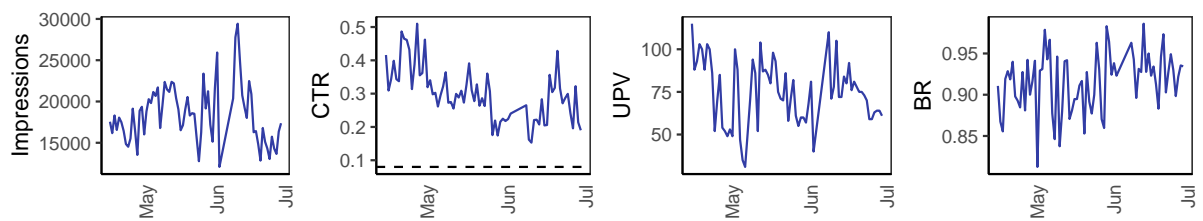
### 2.0.3 FY20 Optimized Display

Product	Impressions	CTR	UPV	BR	Cost
CGCY	400,885	0.26%	1,662	93.16%	\$879.84



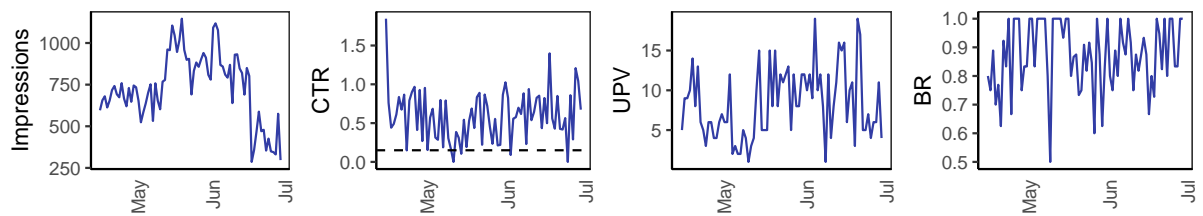
#### 2.0.4 FY20 Programmatic Display

Product	Impressions	CTR	UPV	BR	Cost
CGCY	1,306,335	0.3%	5,287	91.59%	\$2,608.91.00



#### 2.0.5 FY20 LinkedIn Display

Product	Impressions	CTR	UPV	BR	Cost
CGCY	55,735	0.59%	633	87.36%	\$2,045.37.00



## 3 Conclusions

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[Wrike Project Description](#)

[Github Repository](#)