

# FA20 Campus Tours Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

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## **Brief Description**

A digital advertising campaign promoting campus tours started in January, 2020. Due to the unforeseen COVID-19 social distancing mandate, all tours had to be cancelled in March. To adapt, a creative refresh promoting virtual tours was initiated at the end of March.

## **Findings:**

Table 1: FY20 Q3 Campus Tours Campaign for High School Audiences

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
<b>Display</b>										
DISP	DBM	FY20Q3	742,832	0.14%	1,808	80.74%	00:00:30.0	\$ 4613.22	01-2020	Ongoing
DISP	FB	FY20Q3	122,784	0.38%	254	96.39%	00:02:25.0	\$ 375.15	01-2020	03-2020
DISP	IG	FY20Q3	223,095	0.25%	166	97.59%	00:00:50.0	\$ 1003.18	01-2020	03-2020
<b>Video</b>										
VID	IG	FY20Q3	159,154	0.12%	139	97.84%	00:00:45.0	\$ 1008.95	01-2020	03-2020
VID	SC	FY20Q3	1,126,431	0.88%	8,780	97.93%	00:10:00.0	\$ 2613.2	01-2020	Ongoing

### Tour Registrants Q3: FY20 vs FY19

Date	Confirmed Registrants	Attendants
2019	327	272
2020	488	335

- The advertising campaign for campus tours has performed very well this quarter, despite the COVID-19 mandate to quarantine, bringing March attendance to nearly zero.
- Changes from the FY19 campus tours campaign included the addition of Programmatic (DBM) display and Snapchat video platforms.
- DBM saw a high overall CTR, 0.14% and brought over 1,800 unique pageviews.
- Snapchat Video also did well, exceeding the national CTR benchmark. The platform drove ~8,700 unique pageviews, providing great University exposure.
- Facebook display CTR was **down** to 0.38% , a 21% drop from FY19 Q3. Fortunately FB spending was way down this year from last and the money was reallocated to other platforms.
- According to the Salesforce database, tour attendance FY20 Q3 is up 23% from the same period last year. Undoubtedly, the numbers would have been very strong were it not for the quarantine. Given the exponential growth in web traffic this year, it's logical to conclude that this advertising campaign contributed to the growth in tour numbers.
- Event Registration changed to Virtual Tour ads which began 4/1/2020.