

FA20 Graduate Campaign Quarterly Ad Analytics Project: FY20 Q4

Office of Marketing and Brand Management

7/15/2020

Brief Description:

Our FY20 Q4 digital campaign promoting the University's Transfer program

Table 1: FY20 Q4 Campaign Review: Graduate Degree Program Degree

Vendor	Medium	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
Display									
DBM	DISP	1,155,084	0.07%	1,375	72.1%	00:00:40.0	\$ 9079.92	02-2020	Ongoing
IG	DISP	37,254	0.47%	213	93.69%	00:02:05.0	\$ 358.47	08-2019	Ongoing
Story									
FB	VID	680,954	0.82%	3,324	86.01%	00:01:50.0	\$ 5417.75	02-2020	Ongoing
IG	VID	37,900	0.44%	174	95.98%	00:10:50.0	\$ 313.5	02-2020	Ongoing

Inquiries

Conclusions:

- **Programmatic Display:**
- **Pinterest Display:**
- **Instagram Stories:**
- **Facebook Video:**
- **Instagram Video:**
- **Pinterest Video:**
- **Snapchat Video:**
- **Youtube Video:**
- **Pinterest for Influencers:**