

FA20 Undergraduate Campaign Quarterly Ad Analytics Project:
FY20 Q3

Office of Marketing and Brand Management

3/25/2020

Table 1: FY20 Q3 Campaign to HS Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
DBM_DISP	561,818	0.11%	800	81.87%	00:00:45.0	\$ 4939.1	08-19
FB_DISP	67,819	0.38%	87	95.29%	00:06:20.0	\$ 112.69	08-19
FB_VID	44,901	0.57%	98	96.84%	00:00:20.0	\$ 143.68	11-19
IG_DISP	12,497	0.22%	18	62.5%	00:01:00.0	\$ 67.23	08-19
IG_ST	84,876	0.14%	57	91.07%	00:02:10.0	\$ 399.5	11-19
IG_VID	38,651	0.14%	25	100%	NA	\$ 177.23	11-19
SC_VID	191,370	0.9%	2,812	98.58%	00:21:05.0	\$ 287.81	10-19
DBM_DISP	742,832	0.14%	1,782	80.59%	00:00:30.0	\$ 4613.22	01-20
DBM_DISP	261,324	0.12%	532	74%	00:00:20.0	\$ 2298.82	02-20
FB_DISP	122,784	0.38%	254	96.39%	00:02:25.0	\$ 375.15	01-20
FB_VID	113,544	0.4%	167	95.71%	00:02:30.0	\$ 332.37	02-20
IG_DISP	223,095	0.25%	166	97.59%	00:00:50.0	\$ 1003.18	01-20
IG_ST	111,389	0.11%	89	95.51%	00:02:20.0	\$ 557.91	02-20
IG_VID	159,154	0.12%	139	97.84%	00:00:45.0	\$ 1008.95	01-20
IG_VID	72,252	0.13%	71	95.77%	00:04:25.0	\$ 336.57	02-20
SC_VID	529,024	1.02%	3,866	97.96%	00:12:30.0	\$ 982.64	02-20
SC_VID	1,126,431	0.88%	8,776	97.93%	00:10:00.0	\$ 2613.2	01-20
YT_VID	83,185	0.11%	69	83.58%	00:00:45.0	\$ 1719.18	03-20

Table 2: FY20 Q3 Campaign to Influencers

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
PIN_DISP	95,124	0.38%	72	90.14%	00:01:45.0	\$ 530.04	02-20