

FA20 Degree Completion 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 programs, specifically Degree Completion, to a working adult audience, was successful when measure by web traffic driven by ads; there was nearly a 60% increase in UPV in Q4 from Q3, despite a 30% drop in budget. Additionally, quarterly inquiries are at a 2 year high. The portfolio is made up mostly by display and text ads. A small percentage of the budget goes to video.

Findings

Table 1: FY20 Q4 Campaign Review: Degree Completion Program for Working Adults

Vendor	Medium	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
Display									
DBM	DISP	794,861	0.08%	1,996	73.56%	00:00:30.0	\$ 5839.39	02-2020	Ongoing
FB	DISP	631,528	0.38%	3,599	85.56%	00:01:30.0	\$ 1326.73	08-2019	Ongoing
IG	DISP	525	0%	9	100%	NA	\$ 2.48	08-2019	Ongoing
TEXT									
GM	TEXT	60,397	11.03%	479	58.19%	00:02:20.0	\$ 1537.12	02-2020	06-2020
LI	TEXT	5,548	51.06%	431	45.58%	00:01:10.0	\$ 1114.59	02-2020	Ongoing
Video									
FB	VID	20,566	2.21%	610	81.13%	00:03:40.0	\$ 223	02-2020	Ongoing
IG	VID	643	0.31%	8	100%	NA	\$ 2.14	02-2020	Ongoing

Inquiries

FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q4	2
FY20	FY20Q4	11

Conclusions:

- **Programmatic Display:** Q4 CTR dropped slightly from Q3, however it is still higher than the CTR we saw with Programmatic Umbrella ads. BR was also slightly better.
- **Facebook Display:** Q4 CTR (0.38%) was dramatically better than Q3's (0.22%). There was also more web traffic, a better bounce rate, and a consistent average time on page from Q3.
- **Gmail Text:** The CTOR, 1.77% **is below** the higher education benchmark, however is slightly higher than Q3. The average time on page and UPV are also higher with a small budget increase. The CTOR should be discussed with Rinck as the benchmark is 6%.
- **LinkedIn Text:** The CTR continues to be above the national benchmark. The UPV quadrupled while the budget was consistent from last quarter.
- **Facebook Video:** While the budget was small this quarter, CTR, VT, VTR, and UPV all increased.
- **Inquiries:** The number of inquiries generated by this campaign has been small over the past 8 quarters, however, as mentioned in the introduction, was currently at a two year high, 11.

[Wrike Project Details](#)