

FA20 Travel Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-09

Out-of-State HS Students

Table 1: FY20 Q3 Travel Campaign for a High School Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
DBM_DISP	410,362	0.18%	14	78.57%	00:00:00.0	\$ 2865.4	03-2020	Ongoing
FB_VID	238,709	0.81%	3	100%	NA	\$ 1675.61	03-2020	Ongoing
SC_VID	694,460	1.42%	1	0%	00:00:15.0	\$ 1735.74	03-2020	Ongoing

Out-of-State HS Students

Table 2: FY19 Q3 Travel Campaign for a High School Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
DBM_DISP	222,128	0.17%	8	100%	NA	\$ 2842.45	03-2019	05-2019
FB_CAR	34,550	0.44%	2	100%	NA	\$ 106.71	03-2019	11-2019
FB_DISP	99,047	0.34%	5	100%	NA	\$ 310.32	03-2019	11-2019
FB_VID	90,057	0.66%	2	100%	NA	\$ 582.97	03-2019	11-2019
IG_CAR	25,923	0.2%	2	100%	NA	\$ 93.3	03-2019	11-2019
IG_DISP	104,776	0.2%	5	100%	NA	\$ 422.78	03-2019	11-2019
IG_VID	109,045	0.17%	3	100%	NA	\$ 483.92	03-2019	11-2019

- Out-of-State HS students are being targeted in promotion of the undergraduate degree program.