

FA20 Graduate Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

3/25/2020

Table 1: FY20 Q3 Graduate Campaign

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
DBM_DISP	649,545	0.13%	1,478	83.89%	00:00:30.0	\$ 4330.37	08-19
IG_DISP	13,227	0.48%	64	98.41%	00:00:10.0	\$ 141.01	08-19
DBM_DISP	711,902	0.09%	948	74.58%	00:00:40.0	\$ 5654.55	02-20
FB_VID	491,317	0.79%	1,924	90.29%	00:01:05.0	\$ 3597.48	02-20
IG_VID	11,408	0.44%	56	98.21%	00:10:20.0	\$ 105.21	02-20
LI_TEXT	5,453	34.77%	23	36.36%	00:00:50.0	\$ 817.7	02-20