

FA20 Transfer Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-16

Degree Completion

Table 1: FY20 Q3 Graduate Campaign Targeting All Audiences

Medium	Vendor	Impressions	ClickThruRate	UPV	BounceRate	Av_TOP	Cost	Start_Date	End_Date
Display									
DISP	DBM	1,132,226	0.1%	1,968	75.37%	00:00:55	\$ 7520.09	08-2019	Ongoing
DISP	FB	1,488,783	0.22%	2,007	88.89%	00:01:30	\$ 1851.74	08-2019	Ongoing
DISP	IG	248	0.81%	2	100%	00:00:00	\$ 1.09	08-2019	Ongoing
Text									
TEXT	GM	58,064	12.54%	260	69.72%	00:03:25	\$ 3293.8	08-2019	Ongoing
TEXT	LI	3,668	67.97%	95	52.63%	00:01:00	\$ 1002.04	02-2020	Ongoing
Video									
VID	FB	45,053	1.42%	427	88.67%	00:02:10	\$ 360.37	02-2020	Ongoing
VID	IG	220	0%	12	100%	00:00:00	\$ 0.89	02-2020	Ongoing

Degree Completion

Table 2: FY19 Q3 Graduate Campaign Targeting All Audiences

Medium	Vendor	Impressions	ClickThruRate	UPV	BounceRate	Av_TOP	Cost	Start_Date	End_Date
Display									
DISP	FB	756,194	0.6%	1,993	90.66%	00:06:35	\$ 3697.33	08-2018	12-2019
DISP	IG	110,267	0.55%	218	97.6%	00:01:05	\$ 1056.62	08-2018	07-2019
DISP	PIN	172,332	0.32%	267	94.02%	00:00:55	\$ 822.64	09-2018	12-2019
Text									
VID	FB	217,763	1.3%	1,007	87.01%	00:04:05	\$ 1888.31	09-2018	09-2019
VID	IG	77,754	0.9%	163	96.23%	00:00:20	\$ 990.17	09-2018	07-2019
VID	YT	8	0%	4	100%	00:00:00	\$ 0.12	08-2018	06-2019

FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q3	10
FY20	FY20Q3	9

- Working Adults are being targeted in promotion of the degree completion program.
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