

FA20 Transfer Campaign Quarterly Ad Analytics Project: FY20 Q4

Office of Marketing and Brand Management

7/15/2020

Brief Description:

Our FY20 Q4 digital ads promoting the University's Transfer program was in its final phase of the 3 part campaign. Overall the campaign drove more that double the traffic it had in Q3. Inquiries remained steady from the previous quarter.

Findings:

Table 1: Current Undergraduate Student Audience FY20 Q4 Campaign Review: Transfer Program Degree

Vendor	Medium	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
Display									
DBM	DISP	1,394,886	0.1%	4,784	69.94%	00:00:30.0	\$ 11380.01	02-2020	Ongoing
IG	DISP	82,596	0.29%	465	88.17%	00:03:35.0	\$ 587.38	08-2019	06-2020
Story									
IG	ST	34,292	0.15%	144	96.53%	00:07:35.0	\$ 145.97	11-2019	06-2020
IG	ST	14,061	0.16%	91	96.7%	00:03:25.0	\$ 63.21	02-2020	06-2020
Video									
FB	VID	395,235	0.38%	1,328	94.4%	00:02:20.0	\$ 1515.55	02-2020	Ongoing
IG	VID	73,471	0.22%	286	92.91%	00:05:55.0	\$ 367.64	11-2019	06-2020
IG	VID	53,379	0.2%	212	96.7%	00:01:35.0	\$ 255.46	02-2020	06-2020
SC	VID	196,089	1.01%	2,423	99.26%	00:03:50.0	\$ 340.59	10-2019	Ongoing
SC	VID	499,913	1%	3,863	98.33%	00:02:30.0	\$ 1324.92	02-2020	Ongoing
YT	VID	478,362	0.06%	341	87.07%	00:01:15.0	\$ 5822.02	03-2020	Ongoing

Inquiries

FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q4	65
FY20	FY20Q4	44

Conclusions:

- **Programmatic Display:** Performed very well. The budget for this platform doubled from the previous quarter and the web traffic tripled while dropping the BR slightly. The average time on page also doubled from 15 to 30 seconds.
- **Instagram Stories:** We saw a drop in CTR, VR, and VTR from the previous quarter, however, without benchmarks, it's difficult to speculate on performance. There were more webpage visits. The budget is relatively low for this platform, ~\$200.00.
- **Facebook Video:** This platform showed increases in all metrics from from Q3 to Q4, with the exception of a slight drop in CTR. However, without benchmarks, it's difficult to speculate on performance.
- **Instagram Video:** Like FB video, this platform showed increases in all metrics from from Q3 to Q4, with the exception of a slight drop in CTR. However, without benchmarks, it's difficult to speculate on performance.
- **Snapchat Video:** We saw an anticipated drop in web traffic from the previous quarter; Q3 UPV were remarkably high. The CTR is well above benchmark.
- **Youtube Video:** The budget nearly quadrupled this quarter from Q3 yet the CTR and VTR dropped while the VR went up. The media benchmarks provided by Rinck state the VTR should be 20% while ours is 0.01%. I suspect there is a gap in our communication and will reach out.
- **Inquiries** in Q4 have remained steady from Q3, though they are lower than FY20 Q4. This pattern has been consistent with all of the inquiry generating campaigns.

[Wrike Project Details](#)