

FA20 Undergraduate Campaign Quarterly Ad Analytics Project:  
FY20 Q3

Office of Marketing and Brand Management

3/25/2020

Table 1: FY20 Q3 Graduate Campaign Targeting All Audiences

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
<b>Display</b>										
DISP	DBM	FY20Q3	561,818	0.11%	802	81.91%	00:00:45.0	\$ 4939.1	08-2019	Ongoing
DISP	DBM	FY20Q3	393,718	0.11%	726	73.53%	00:00:20.0	\$ 3372.68	02-2020	Ongoing
DISP	FB	FY20Q3	67,819	0.38%	87	95.29%	00:06:20.0	\$ 112.69	08-2019	03-2020
DISP	IG	FY20Q3	12,497	0.22%	18	62.5%	00:01:00.0	\$ 67.23	08-2019	01-2020
<b>Instagram Stories</b>										
ST	IG	FY20Q3	84,876	0.14%	57	91.07%	00:02:10.0	\$ 399.5	11-2019	01-2020
ST	IG	FY20Q3	157,027	0.1%	115	96.52%	00:02:20.0	\$ 749.01	02-2020	Ongoing
<b>Video</b>										
VID	FB	FY20Q3	44,901	0.57%	98	96.84%	00:00:20.0	\$ 143.68	11-2019	Ongoing
VID	FB	FY20Q3	160,666	0.37%	208	95.57%	00:02:15.0	\$ 455.53	02-2020	Ongoing
VID	IG	FY20Q3	38,651	0.14%	25	100%	NA	\$ 177.23	11-2019	01-2020
VID	IG	FY20Q3	106,102	0.12%	92	96.74%	00:04:25.0	\$ 466.5	02-2020	Ongoing
VID	SC	FY20Q3	191,370	0.9%	2,817	98.58%	00:21:05.0	\$ 287.81	10-2019	03-2020
VID	SC	FY20Q3	777,275	1.13%	4,332	97.41%	00:09:05.0	\$ 1297.63	02-2020	Ongoing
VID	YT	FY20Q3	120,454	0.11%	89	86.05%	00:01:15.0	\$ 2374.53	03-2020	Ongoing

Table 2: FY20 Q3 Graduate Campaign Targeting All Audiences

Vendor	Impressions	CTR	UPV	Cost
3	<b>Display</b>			
	DBM	561,818	0.11%	802
				\$ 4939.1
	DBM	393,718	0.11%	726
				\$ 3372.68
	FB	67,819	0.38%	87
				\$ 112.69
	IG	12,497	0.22%	18
				\$ 67.23
	<b>Instagram Stories</b>			
	IG	84,876	0.14%	57
				\$ 399.5
	IG	157,027	0.1%	115
				\$ 749.01
	<b>Video</b>			
	FB	44,901	0.57%	98
				\$ 143.68
	FB	160,666	0.37%	208
				\$ 455.53
	IG	38,651	0.14%	25
				\$ 177.23
	IG	106,102	0.12%	92
				\$ 466.5
	SC	191,370	0.9%	2,817
				\$ 287.81
	SC	777,275	1.13%	4,332
				\$ 1297.63
	YT	120,454	0.11%	89
				\$ 2374.53

Table 3: FY20 Q3 Graduate Campaign Targeting All Audiences

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
DISP	PIN	FY20Q3	148,571	0.36%	90	92.13%	00:01:45.0	\$ 774.79	02-2020	Ongoing

# Inquiries

FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q3	144
FY20	FY20Q3	49