

FA20 Travel Campaign Quarterly Ad Analytics Project: FY20 Q4

Office of Marketing and Brand Management

7/20/2020

Brief Description:

Our FY20 Q4 digital campaign promoting the University's Undergraduate program to out-of-state High School students and their influencers consists of a large variety of media platforms. New ad creative and landing pages were rolled out on _____. It is difficult to speculate as to how Covid-19 may have impacted campaign performance, nevertheless, it is important to note that the social distancing due to the global pandemic became mandatory for the entire third month of the quarter.

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\caption{Out-of_State High School Student Audience FY20 Q4 Campaign Review: Undergraduate Degree}

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
Display							
DBM	908,765	0.15%	2,143	70.66%	00:00:25.0	\$ 7019.58	03-2020
Video							
FB	373,459	1%	2,658	87.87%	00:01:15.0	\$ 2859.14	03-2020
SC	1,153,968	1.49%	3,451	96.5%	00:04:50.0	\$ 1470.45	03-2020

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FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q4	100
FY20	FY20Q4	36

Conclusions:

- **Programmatic Display:**
- **Facebook Video:**
- **Snapchat Video:**