

FA20 Undergraduate Campaign Quarterly Ad Analytics Project:
FY20 Q3

Office of Marketing and Brand Management

3/25/2020

Table 1: FY20 Q3 Campaign to HS Students

	Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
2	DBM_DISP	561,818	0.11%	801	81.89%	00:00:45.0	\$ 4939.1	08-19	03-20
	FB_DISP	67,819	0.38%	87	95.29%	00:06:20.0	\$ 112.69	08-19	03-20
	FB_VID	44,901	0.57%	98	96.84%	00:00:20.0	\$ 143.68	11-19	01-20
	IG_DISP	12,497	0.22%	18	62.5%	00:01:00.0	\$ 67.23	08-19	01-20
	IG_ST	84,876	0.14%	57	91.07%	00:02:10.0	\$ 399.5	11-19	01-20
	IG_VID	38,651	0.14%	25	100%	NA	\$ 177.23	11-19	01-20
	SC_VID	191,370	0.9%	2,817	98.58%	00:21:05.0	\$ 287.81	10-19	03-20
	DBM_DISP	742,832	0.14%	1,803	80.74%	00:00:30.0	\$ 4613.22	01-20	03-20
	DBM_DISP	378,835	0.11%	704	73.45%	00:00:20.0	\$ 3238.45	02-20	03-20
	FB_DISP	122,784	0.38%	254	96.39%	00:02:25.0	\$ 375.15	01-20	03-20
	FB_VID	154,969	0.38%	207	95.54%	00:02:15.0	\$ 439.57	02-20	03-20
	IG_DISP	223,095	0.25%	166	97.59%	00:00:50.0	\$ 1003.18	01-20	03-20
	IG_ST	150,968	0.1%	113	96.46%	00:02:20.0	\$ 723.87	02-20	03-20
	IG_VID	159,154	0.12%	139	97.84%	00:00:45.0	\$ 1008.95	01-20	03-20
	IG_VID	101,924	0.12%	88	96.59%	00:04:25.0	\$ 450.42	02-20	03-20
	SC_VID	777,275	1.13%	4,269	97.44%	00:09:15.0	\$ 1297.63	02-20	03-20
	SC_VID	1,126,431	0.88%	8,780	97.93%	00:10:00.0	\$ 2613.2	01-20	03-20
	YT_VID	115,027	0.11%	86	85.54%	00:01:15.0	\$ 2294.22	03-20	03-20

Table 2: FY20 Q3 Campaign to Influencers

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
PIN_DISP	122,266	0.37%	87	91.86%	00:01:45.0	\$ 667.06	02-20	03-20