

FA20 Graduate Campaign Quarterly Ad Analytics Project: FY20 Q4

Office of Marketing and Brand Management

7/15/2020

Brief Description:

Overall the FY20 Q4 digital campaign promoting the University's Graduate program saw a 72% increase in web traffic on a budget that was 14% smaller. However inquiries dropped to their lowest in nearly 2 years and are 80% lower than they were in FY19Q3, when they were at their apex. (FY19Q4 = 75, FY20Q4 = 15.) Despite this, digital ads performed as hoped.

Findings

Table 1: FY20 Q4 Campaign Review: Graduate Degree Program Degree

Vendor	Medium	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
Display									
DBM	DISP	1,155,084	0.07%	2,399	72.32%	00:00:35.0	\$ 9079.92	02-2020	Ongoing
IG	DISP	37,254	0.47%	364	93.8%	00:02:35.0	\$ 358.47	08-2019	Ongoing
Story									
FB	VID	680,954	0.82%	6,130	85.75%	00:01:50.0	\$ 5417.75	02-2020	Ongoing
IG	VID	37,900	0.44%	306	95.42%	00:10:50.0	\$ 313.5	02-2020	Ongoing

Inquiries

FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q4	76
FY20	FY20Q4	14

Conclusions:

- **Programmatic Display:** The **CTR dropped** from 0.1% in Q3 to 0.07% in Q4. Nevertheless, this value is higher than those we saw with Programmatic Umbrella ads. The web traffic dropped by the same amount that the budget did while the BR was better.
- **Instagram Display:** Q4 CTR increased slightly from Q3. It remains well above benchmark. UPV were also up.
- **Facebook Video:** All performance metrics remained steady and the BR was better. The budget was slightly larger.
- **Instagram Video:** Like FB video, all performance metrics remained steady and the BR was better.
- **Inquiries:** As mentioned in the introduction above, inquiries are at a nearly **2 year low** . This is inconsistent with the growth in Graduate applications this year.

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