

FA20 Undergraduate Campaign Quarterly Ad Analytics Project: FY20 Q1

Office of Marketing and Brand Management

3/25/2020

Findings

Table 1: FY20 Q1 Campaign to HS Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
DBM_DISP	590,258	0.08%	1,012	71.78%	00:00:15.0	\$ 9089.24	08-19
FB_DISP	265,646	0.44%	283	88.89%	00:01:05.0	\$ 700.62	08-19
IG_DISP	229,217	0.24%	248	93.21%	00:01:05.0	\$ 1758.83	08-19
IG_VID	10	0%	0	NaN%	NA	\$ 0.04	01-19
TW_DISP	5,751	0%	28	83.33%	00:00:25.0	\$ 237.44	09-19

Table 2: FY20 Q1 Campaign to Influencers

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
PIN_DISP	99,808	0.53%	311	94.28%	00:00:45.0	\$ 652.55	NA