

# FA20 Graduate Campaign Quarterly Ad Analytics Project: FY20 Q1

Office of Marketing and Brand Management

3/25/2020

Table 1: FY20 Q1 Graduate Campaign

<i>Vendor</i>	<i>Impressions</i>	<i>CTR</i>	<i>UPV</i>	<i>BR</i>	<i>Av_TOP</i>	<i>Cost</i>	<i>Start_Date</i>
DBM_DISP	1,277,349	0.07%	1,459	77.99%	00:00:35.0	\$ 18821.71	08-19
FB_DISP	1,637,142	0.26%	2,027	89.52%	00:01:25.0	\$ 3838.2	08-19
IG_DISP	68,081	0.74%	393	97.93%	00:08:10.0	\$ 1057.72	08-19
LI_TEXT	1,675	46.45%	34	76.19%	00:00:55.0	\$ 251.25	08-19