

# FA20 Undergraduate Campaign Quarterly Ad Analytics Project: FY20 Q4

Office of Marketing and Brand Management

7/15/2020

## **Brief Description:**

Our FY20 Q4 digital campaign promoting the University's Undergraduate program to in-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 February 18, 2020. Transition from /here to /excel has been seamless and we see good results. 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.

## **Audience**

H.S. Students

## **Findings by Audience**

Table 1: High School Student Audience FY20 Q3 Campaign Review: Undergraduate Degree

Vendor	Medium	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
Display									
DBM	DISP	561,818	0.11%	802	81.91%	00:00:45.0	\$ 4939.1	08-2019	06-2020
DBM	DISP	1,136,550	0.13%	2,534	78.65%	00:00:25.0	\$ 7985.9	01-2020	Ongoing
FB	DISP	67,819	0.38%	87	95.29%	00:06:20.0	\$ 112.69	01-2019	03-2020
FB	DISP	133,156	0.38%	254	96.39%	00:02:25.0	\$ 412.36	01-2020	04-2020
IG	DISP	12,497	0.22%	18	62.5%	00:01:00.0	\$ 67.23	01-2019	06-2020
IG	DISP	223,095	0.25%	166	97.59%	00:00:50.0	\$ 1003.18	01-2020	Ongoing
Story									
IG	ST	84,876	0.14%	57	91.07%	00:02:10.0	\$ 399.5	11-2019	01-2020
IG	ST	157,027	0.1%	115	96.52%	00:02:20.0	\$ 749.01	02-2020	Ongoing
Video									
FB	VID	44,901	0.57%	98	96.84%	00:00:20.0	\$ 143.68	01-2019	04-2020
FB	VID	160,666	0.37%	208	95.57%	00:02:15.0	\$ 455.53	02-2020	Ongoing
IG	VID	38,651	0.14%	25	100%	NA	\$ 177.23	01-2019	01-2020
IG	VID	265,256	0.12%	231	97.4%	00:02:35.0	\$ 1475.45	01-2020	Ongoing
SC	VID	191,370	0.9%	2,817	98.58%	00:21:05.0	\$ 287.81	10-2019	05-2020
SC	VID	1,903,706	0.98%	13,112	97.76%	00:09:40.0	\$ 3910.83	01-2020	Ongoing
YT	VID	120,454	0.11%	89	86.05%	00:01:15.0	\$ 2374.53	03-2020	06-2020

Table 2: High School Student Audience FY19 Q4 Campaign Review: Undergraduate Degree

Vendor	Medium	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
<b>Carousel</b>									
FB	CAR	88,909	0.46%	172	92.5%	00:02:15.0	\$ 423.79	01-2019	07-2019
IG	CAR	163,575	0.17%	129	95%	00:02:45.0	\$ 830.49	01-2019	06-2019
<b>Display</b>									
FB	DISP	397,369	0.45%	452	93.85%	00:01:20.0	\$ 2376.46	01-2019	03-2020
IG	DISP	184,599	0.17%	174	96.41%	00:03:20.0	\$ 886.94	01-2019	06-2020
<b>Video</b>									
FB	VID	94,609	0.56%	115	92.86%	00:00:30.0	\$ 606.54	01-2019	04-2020
IG	VID	99,309	0.12%	18	100%	NA	\$ 432.85	08-2018	06-2019
IG	VID	226,673	0.17%	137	97.81%	00:02:50.0	\$ 1376.4	01-2019	01-2020
YT	VID	147	0%	3	100%	NA	\$ 3.06	08-2018	07-2019

Table 3: High School Student Audience FY20 Q4 Campaign Review: Undergraduate Degree

Vendor	Medium	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
<b>Display</b>									
DBM	DISP	453,412	0.09%	2,734	76.26%	00:01:45.0	\$ 4027.67	01-2020	Ongoing
<b>Story</b>									
IG	ST	304,896	0.11%	378	95.24%	00:06:45.0	\$ 1421.94	02-2020	Ongoing
<b>Video</b>									
FB	VID	465,876	0.33%	789	92.66%	00:03:05.0	\$ 1372.47	02-2020	Ongoing
IG	VID	412,542	0.11%	567	97.35%	00:09:15.0	\$ 1928.53	01-2020	Ongoing
SC	VID	1,722,558	1.11%	7,064	98.68%	00:04:40.0	\$ 2474.91	01-2020	Ongoing
YT	VID	319,051	0.1%	356	84.66%	00:01:20.0	\$ 5054.27	03-2020	06-2020

Table 4: Influencer Audience FY20 Q3 Campaign Review: Undergraduate Degree

<i>Vendor</i>	<i>Medium</i>	<i>Impressions</i>	<i>CTR</i>	<i>UPV</i>	<i>BR</i>	<i>Av_TOP</i>	<i>Cost</i>	<i>Start_Date</i>	<i>End_Date</i>
<b>Display</b>									
PIN	DISP	148,571	0.36%	90	92.13%	00:01:45.0	\$ 774.79	02-2020	06-2020
<b>Video</b>									
PIN	VID	57,471	0.26%	18	100%	NA	\$ 210.24	02-2020	05-2020

Table 5: Influencer Audience FY20 Q4 Campaign Review: Undergraduate Degree

<i>Vendor</i>	<i>Medium</i>	<i>Impressions</i>	<i>CTR</i>	<i>UPV</i>	<i>BR</i>	<i>Av_TOP</i>	<i>Cost</i>	<i>Start_Date</i>	<i>End_Date</i>
<b>Display</b>									
PIN	DISP	187,499	0.38%	260	93.12%	00:01:55.0	\$ 1015.83	02-2020	06-2020
<b>Video</b>									
PIN	VID	105,322	0.27%	83	97.59%	00:00:00.0	\$ 411.77	02-2020	05-2020

## Inquiries

FY	Quarter	LandingPage	Total Inquiries this Quarter
FY19	FY19Q4	/everyone	141
FY20	FY20Q4	/excel	52

## Conclusions:

- **Programmatic Display:** This quarter brought a smaller DBM campaign. The **CTR dropped** to 0.07% in Q4 from 0.11% in Q3. We haven't seen CTR this low from DBM in FY20. Although we budgeted about 65% less this quarter, CTR should not have been affected. UPV were down 40% from the previous quarter, not as drastically as the budget.
  - **Pinterest Display:** Pinterest ran through most of this quarter and performed impressively. The CTR was well above benchmark.
  - **Instagram Stories:** Overall, the CTR, UPV, and other KPI have performed at the same level as the previous quarter. Get VTR and VTR.
  - **Facebook Video:** We doubled the budget for this platform from the previous quarter. While we did not see the same increase in web traffic, there was a small one. The CTR dropped from 0.42% to 0.33%. VR and VTR need to be checked.
  - **Instagram Video:** Like Facebook, we doubled the budget for this platform in 04. The CTR dropped slightly while UPV nearly doubled as well.
  - **Pinterest Video:** Q4 performance is on par with Q3's.
  - **Snapchat Video:** As anticipated web traffic dropped from last quarter, however we saw an unusual amount in Q3. Nonetheless the CTR went up from Q3. It remains well above benchmark.
  - **Youtube Video:** Performed on par with Q3. Check VR and VTR though Budget doubled. national benchmark of 20%
  - **Pinterest for Influencers:** Performance in Q4 has been similar to that in Q3.
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- **Instagram Stories:** We do not have benchmarks for this platform, however since last quarter, which was first time we started differentiating them from IG video, we have seen consistent view rates at 88% and VTR at 0.8%. As we have increased spending, we have seen a commensurate increase in web traffic.
  - **Snapchat Video:** Snapchat continues to show strong CTR at the national benchmark. Also Q3's strong growth in UPV is in large part due this platform. While it has a bounce rate in the high 90's, it seems that USM would be getting a great deal of visibility.
  - **Youtube Video:** The view rate is slightly down from last quarter, it continues to be well above the national benchmark of 20%.
  - **Facebook Video:** While we do not have benchmarks, we see view rates have been stable for 7 quarters.
  - **Instagram Video:** We do not have benchmarks for this platform, but can see that view rates have been stable over the last 7 quarters and are higher in FY20 than they were in FY19.

Moving forward, it would be good if Rinck could update us on benchmarks and expectations for both IG and FB.

- I have attached a more detailed performance table below which highlights the differences between the 2 different creatives.
- Lastly, please note the **100 percent bounce rate and zero minutes average time-on-page** for Pinterest ads to the HS student audience. This seems like an anomaly. I'll address this with the agency.