

FA20 Transfer 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 Transfer program

Audience

Current Undergraduates

Findings by Audience

Table 1: Current Undergraduate Student Audience FY20 Q4 Campaign Review: Transfer Program Degree

Vendor	Medium	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
Display									
DBM	DISP	1,394,886	0.1%	2,698	70.28%	00:00:30.0	\$ 11380.01	02-2020	Ongoing
IG	DISP	82,596	0.29%	250	88%	00:03:45.0	\$ 587.38	08-2019	06-2020
Story									
IG	ST	34,292	0.15%	75	96%	00:06:55.0	\$ 145.97	11-2019	06-2020
IG	ST	14,061	0.16%	53	96.23%	00:04:15.0	\$ 63.21	02-2020	06-2020
Video									
FB	VID	395,235	0.38%	743	94.72%	00:02:05.0	\$ 1515.55	02-2020	06-2020
IG	VID	73,471	0.22%	147	93.1%	00:05:55.0	\$ 367.64	11-2019	06-2020
IG	VID	53,379	0.2%	125	96.8%	00:01:35.0	\$ 255.46	02-2020	06-2020
SC	VID	196,089	1.01%	1,330	99.17%	00:03:35.0	\$ 340.59	10-2019	Ongoing
SC	VID	499,913	1%	2,417	98.21%	00:02:50.0	\$ 1324.92	02-2020	Ongoing
YT	VID	478,362	0.06%	188	86.78%	00:01:05.0	\$ 5822.02	03-2020	06-2020

Inquiries

Conclusions:

- **Programmatic Display:**
- **Pinterest Display:**
- **Instagram Stories:**
- **Facebook Video:**
- **Instagram Video:**
- **Pinterest Video:**
- **Snapchat Video:**
- **Youtube Video:**
- **Pinterest for Influencers:**