Marketing Report

Office of Marketing and Brand Management

2020-03-25

Description

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Findings

Quarter	AdSet	Ad	Vendor	Impressions	CTR	UPV	BR
FY19Q1	FA19_UG_HS_FB_DISP_IG	HS_FB_DISP	FB_DISP	687,379	0.41%	1,222	53.38%
FY19Q1	FA19_UG_HS_FB_VID_IG	HS_FB_VID	FB_VID	82,996	0.56%	97	58.33%
FY19Q1	FA19_UG_HS_IG_DISP_IG	HS_IG_DISP	IG_DISP	52,094	0.3%	34	79.41%
FY19Q1	FA19_UG_HS_IG_VID_IG	HS_IG_VID	IG_VID	100,178	0.27%	45	75%
FY19Q1	FA19_UG_HS_PIN_DISP_BR	HS_PIN_DISP	PIN_DISP	6,195	0.53%	13	84.62%
FY19Q1	FA19_UG_HS_SC_VID_IG	HS_SC_VID	SC_VID	8,706	0.91%	87	94.12%
FY19Q1	FA19_UG_IN_PIN_DISP_BR	IN_PIN_DISP	PIN_DISP	4,074	0.49%	13	84.62%
FY19Q1	FA19_UG_TL_DBM_DISP_IG	TL_DBM_DISP	DBM_DISP	664,689	0.07%	393	88.74%
FY19Q1	FA19_UG_TL_FB_DISP_IG	TL_FB_DISP	FB_DISP	591,066	0.54%	1,805	92.45%
FY19Q1	FA19_UG_TL_FB_VID_IG	TL_FB_VID	FB_VID	34,660	1.08%	232	91.74%
FY19Q1	FA19_UG_TL_IG_DISP_IG	TL_IG_DISP	IG_DISP	146,378	0.25%	69	78.33%
FY19Q1	FA19_UG_TL_IG_VID_IG	TL_IG_VID	IG_VID	153,263	0.24%	54	94.23%
FY19Q1	FA19_UG_TL_SC_VID_IG	TL_SC_VID	SC_VID	81,469	1.6%	513	97.83%
FY19Q2	FA19_UG_HS_FB_DISP_IG	HS_FB_DISP	FB_DISP	315,792	0.34%	432	93.36%
FY19Q2	FA19_UG_HS_FB_VID_IG	HS_FB_VID	FB_VID	65,498	0.56%	88	90.91%
FY19Q2	FA19_UG_HS_IG_DISP_IG	HS_IG_DISP	IG_DISP	43,043	0.22%	13	100%
FY19Q2	FA19_UG_HS_IG_VID_IG	HS_IG_VID	IG_VID	154,802	0.2%	45	84.21%
FY19Q2	FA19_UG_HS_PIN_DISP_BR	HS_PIN_DISP	PIN_DISP	241,825	0.25%	101	92.86%
FY19Q2	FA19_UG_HS_SC_VID_IG	HS_SC_VID	SC_VID	131,235	0.91%	196	97.92%
FY19Q2	FA19_UG_IN_PIN_DISP_BR	IN_PIN_DISP	PIN_DISP	208,289	0.3%	229	85.34%
FY19Q2	FA19_UG_TL_DBM_DISP_IG	TL_DBM_DISP	DBM_DISP	1,117,597	0.17%	882	94.59%
FY19Q2	FA19_UG_TL_FB_DISP_IG	TL_FB_DISP	FB_DISP	408,329	0.68%	1,385	93.25%
FY19Q2	FA19_UG_TL_FB_VID_IG	TL_FB_VID	FB_VID	35,106	0.75%	163	88.31%
FY19Q2	FA19_UG_TL_IG_DISP_IG	TL_IG_DISP	IG_DISP	178,927	0.16%	81	97.47%
FY19Q2	FA19_UG_TL_IG_VID_IG	TL_IG_VID	IG_VID	207,488	0.16%	101	96.88%
FY19Q2	FA19_UG_TL_SC_VID_IG	TL_SC_VID	SC_VID	644,348	1.23%	1,266	97.52%
FY19Q3	FA19_UG_HS_FB_DISP_IG	HS_FB_DISP	FB_DISP	54,832	0.37%	20	100%
FY19Q3	FA19_UG_HS_FB_VID_IG	HS_FB_VID	FB_VID	32,563	0.45%	19	94.44%
FY19Q3	FA19_UG_HS_IG_DISP_IG	HS_IG_DISP	IG_DISP	27,029	0.27%	12	90.91%
FY19Q3	FA19_UG_HS_IG_VID_IG	HS_IG_VID	IG_VID	95,569	0.17%	17	93.75%
FY19Q3	FA19_UG_HS_PIN_DISP_BR	HS_PIN_DISP	PIN_DISP	25,208	0.25%	27	96.15%
FY19Q3	FA19_UG_IN_PIN_DISP_BR	IN_PIN_DISP	PIN_DISP	179,161	0.29%	289	84.98%
FY19Q3	FA20_UG_HS_FB_CAR_ER	HS_FB_CAR	FB_CAR	67,287	0.5%	63	91.8%
FY19Q3	FA20_UG_HS_FB_DISP_ER	HS_FB_DISP	FB_DISP	264,744	0.47%	239	94.54%
FY19Q3	FA20_UG_HS_FB_VID_ER	HS_FB_VID	FB_VID	87,884	0.51%	82	93.83%
FY19Q3	FA20_UG_HS_IG_CAR_ER	HS_IG_CAR	IG_CAR	41,415	0.25%	38	89.29%
FY19Q3	FA20_UG_HS_IG_DISP_ER	HS_IG_DISP	IG_DISP	87,943	0.22%	88	94.32%
FY19Q3	FA20_UG_HS_IG_VID_ER	HS_IG_VID	IG_VID	75,371	0.24%	43	100%
FY19Q3	FA20_UG_HS_PIN_DISP_ER	HS_PIN_DISP	PIN_DISP	144,241	0.28%	209	96.04%
FY19Q3	FA20_UG_TL_DBM_DISP_BR	TL_DBM_DISP	DBM_DISP	222,128	0.17%	465	85.52%
FY19Q3	FA20_UG_TL_FB_CAR_BR	TL_FB_CAR	FB_CAR	34,550	0.44%	80	96.15%
FY19Q3	FA20_UG_TL_FB_DISP_BR	TL_FB_DISP	FB_DISP	99,047	0.34%	199	89.95%
FY19Q3	FA20_UG_TL_FB_VID_BR	TL_FB_VID	FB_VID	90,057	0.66%	229	94.52%
FY19Q3	FA20_UG_TL_IG_CAR_BR	TL_IG_CAR	IG_CAR	25,923	0.2%	43	95.24%
FY19Q3	FA20_UG_TL_IG_DISP_BR	TL_IG_DISP	IG_DISP	104,776	0.2%	96	96.7%
FY19Q3	FA20_UG_TL_IG_VID_BR	TL_IG_VID	IG_VID	109,045	0.17%	80	97.37%
FY19Q4	FA19_UG_HS_IG_VID_IG	HS_IG_VID	IG_VID	99,309	0.12%	18	100%
FY19Q4	FA20_UG_HS_FB_CAR_ER	HS_FB_CAR	FB_CAR	88,909	0.46%	172	92.5%
FY19Q4	FA20_UG_HS_FB_DISP_ER	HS_FB_DISP	FB_DISP	397,369	0.45%	452	93.85%
FY19Q4	FA20_UG_HS_FB_VID_ER	HS_FB_VID	FB_VID	94,609	0.56%	115	92.86%
FY19Q4	FA20_UG_HS_IG_CAR_ER	HS_IG_CAR	IG_CAR	163,575	0.17%	129	95%
FY19Q4	FA20_UG_HS_IG_DISP_ER	HS^2_IG_DISP	IG_DISP	184,599	0.17%	174	96.41%
FY19Q4	FA20_UG_HS_IG_VID_ER	HS_IG_VID	IG_VID	226,673	0.17%	137	97.81%
FY19Q4	FA20_UG_TL_DBM_DISP_BR	TL_DBM_DISP	DBM_DISP	697,602	0.16%	1,361	83.13%
FY19Q4	FA20_UG_TL_FB_CAR_BR	TL_FB_CAR	FB_CAR	36,579	0.27%	63	93.33%

Table 1: FY19 Q1 Campaign to HS Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
FB_DISP	687,379	0.41%	1,222	53.38%	00:00:15	1510.27	08-18
FB_VID	82,996	0.56%	97	58.33%	00:00:10	469.01	08-18
IG_DISP	52,094	0.3%	34	79.41%	00:00:00	355.86	08-18
IG_VID	100,178	0.27%	45	75%	00:00:25	707.38	08-18
PIN_DISP	6,195	0.53%	13	84.62%	00:11:30	6.33	09-18
SC_VID	8,706	0.91%	87	94.12%	00:00:50	13.82	NA

Table 2: FY19 Q1 Campaign to Out-of-State HS Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
DBM_DISP	664,689	0.07%	393	88.74%	00:01:30	3459.31	09-18
FB_DISP	591,066	0.54%	1,805	92.45%	00:02:40	941.59	08-18
FB_VID	34,660	1.08%	232	91.74%	00:04:45	208.41	09-18
IG_DISP	146,378	0.25%	69	78.33%	00:00:30	667.59	08-18
IG_VID	153,263	0.24%	54	94.23%	00:00:30	682.41	09-18
SC_VID	81,469	1.6%	513	97.83%	00:01:45	132.71	NA

FY19 Q1 Undergraduate Program

FY19 Q2

FY19 Q3

FY19 Q4

FY20 Q1

FY20 Q2

FY20 Q3

Plots

Tables

You can use the `kable()` function from the **knitr** package to format tables that integrate well with the rest of the Tufte handout style. The table captions are placed in the margin like figures in the HTML output.

Table 3: FY19 Q1 Campaign to Influencers

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
PIN_DISP	6,195	0.53%	13	84.62%	00:11:30	6.33	09-18

Table 4: A subset of mtcars.

	mpg	cyl	disp	hp	drat	wt
Mazda RX4	21.0	6	160	110	3.90	2.620
Mazda RX4 Wag	21.0	6	160	110	3.90	2.875
Datsun 710	22.8	4	108	93	3.85	2.320
Hornet 4 Drive	21.4	6	258	110	3.08	3.215
Hornet Sportabout	18.7	8	360	175	3.15	3.440
Valiant	18.1	6	225	105	2.76	3.460

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Conclusion

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