

# FA20 Graduate Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

3/25/2020

## **Brief Description:**

The FY20 advertising campaign for the University's Graduate program has been multiphasic; part III (using the new creative and landing page) started midway through the 3rd quarter. The Q3 portfolio consists of Programmatic display, Facebook video, and LinkedIn Inbox. Transition from /here to /excel has been seamless. 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.

## **Findings**

Table 1: FY20 Q3 Graduate Campaign Targeting All Audiences

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
<b>Display</b>										
DISP	DBM	FY20Q3	649,545	0.13%	1,496	83.95%	00:00:30.0	\$ 4330.37	08-2019	Ongoing
DISP	DBM	FY20Q3	961,782	0.08%	1,296	73.51%	00:00:55.0	\$ 7459.08	02-2020	Ongoing
DISP	IG	FY20Q3	25,898	0.45%	105	96.15%	00:03:25.0	\$ 248.31	08-2019	Ongoing
<b>Text</b>										
TEXT	LI	FY20Q3	5,453	37.47%	23	36.36%	00:00:50.0	\$ 817.7	02-2020	Ongoing
<b>Video</b>										
VID	FB	FY20Q3	670,726	0.78%	2,552	90.26%	00:01:15.0	\$ 4701.14	02-2020	Ongoing
VID	IG	FY20Q3	18,128	0.46%	85	97.65%	00:11:30.0	\$ 152.61	02-2020	Ongoing

FY	Quarter	LandingPage	Total Inquiries this Quarter
FY19	FY19Q3	/other	72
FY20	FY20Q3	/excel	10
FY20	FY20Q3	/here	25

## Conclusions:

- Ad driven traffic to the campaign landing page was very strong this quarter
- **Programmatic Display:** The overall CTR at 0.1%, meets our expectations and is higher than it was during the previous two phases. The Spring creative has a slightly lower CTR than that of the Fall, and we have seen fewer inquiries since the /excel campaign launch, but I will keep checking into this.
- **Facebook Video:** Facebook has not published benchmarks for this platform. View and completion rates are **slightly down** from this same quarter FY19, but the website has far more unique pageviews.
- **LinkedIn Inbox:** This platform continues to out-perform the benchmark open-rate.
- **Instagram Display and Video:** Although only a small portion of the budget is allocated to these platforms, results continue to be positive.
- **Inquiries:** Form completions for the Graduate program are **down** by 50% as displayed above.