

FA19 Undergraduate Campaign Quarterly Ad Analytics Project: FY19 Q4

Office of Marketing and Brand Management

3/25/2020

Findings

Table 1: FY19 Q4 Campaign to HS Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
IG_VID	99,309	0.12%	18	100%	NA	\$ 432.85	08-18
FB_CAR	88,909	0.46%	172	92.5%	00:02:15.0	\$ 423.79	01-19
FB_DISP	397,369	0.45%	452	93.85%	00:01:20.0	\$ 2376.46	01-19
FB_VID	94,609	0.56%	115	92.86%	00:00:30.0	\$ 606.54	01-19
IG_CAR	163,575	0.17%	129	95%	00:02:45.0	\$ 830.49	01-19
IG_DISP	184,599	0.17%	174	96.41%	00:03:20.0	\$ 886.94	01-19
IG_VID	226,673	0.17%	137	97.81%	00:02:50.0	\$ 1376.4	01-19