

FA20 Umbrella Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-08

Umbrella

Table 1: FY20 Q3 Working Adult Campaign for Degree Completion

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
DBM_DISP	430,767	0.11%	889	76.41%	00:00:35.0	\$ 2726.89	08-19	03-20
FB_DISP	1,449,183	0.22%	1,941	88.71%	00:01:25.0	\$ 1790.22	08-19	03-20
GM_TEXT	26,957	13.32%	131	80%	00:01:55.0	\$ 1617.89	08-19	03-20
IG_DISP	238	0.84%	2	100%	NA	\$ 1.06	08-19	03-20
DBM_DISP	681,767	0.09%	1,043	73.9%	00:00:25.0	\$ 4648.22	02-20	03-20
FB_VID	44,239	1.43%	426	88.64%	00:02:10.0	\$ 353.33	02-20	03-20
GM_TEXT	29,887	11.87%	128	57.58%	00:01:25.0	\$ 1638.03	02-20	03-20
IG_VID	210	0%	12	100%	NA	\$ 0.86	02-20	03-20
LI_TEXT	3,483	69.31%	94	51.35%	00:01:00.0	\$ 964.86	02-20	03-20

- Working Adults are being targeted in promotion of the degree completion program.