

# FA20 Degree Completion 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 Degree Completion program targeting the working adult audience

Table 1: FY20 Q4 Campaign Review: Degree Completion Program for Working Adults

Vendor	Medium	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
<b>Display</b>									
DBM	DISP	794,861	0.08%	1,147	73.77%	00:00:35.0	\$ 5839.39	02-2020	Ongoing
FB	DISP	631,528	0.38%	2,081	85.95%	00:01:30.0	\$ 1326.73	08-2019	Ongoing
IG	DISP	525	0%	6	100%	NA	\$ 2.48	08-2019	Ongoing
<b>TEXT</b>									
GM	TEXT	60,397	11.03%	280	58.21%	00:02:10.0	\$ 1537.12	02-2020	06-2020
LI	TEXT	5,548	51.06%	248	45.88%	00:01:10.0	\$ 1114.59	02-2020	06-2020
<b>Video</b>									
FB	VID	20,566	2.21%	345	82.18%	00:03:10.0	\$ 223	02-2020	Ongoing
IG	VID	643	0.31%	5	100%	NA	\$ 2.14	02-2020	Ongoing

## Inquiries

FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q4	2
FY20	FY20Q4	11

## Conclusions:

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