

FY20 Campus Tours Quarterly Ad Analytics Project: FY20 Q4

Office of Marketing and Brand Management

7/20/2020

Brief Description:

Our FY20 Q4 digital campaign promoting the University's Campus Tours. Late in the 3rd quarter, the campaign landing page was changed to link to the virtual tour. 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.

\begin{landscape}\begin{table}

\caption{Out-of_State High School Student Audience FY20 Q4 Campaign Review: Undergraduate Degree}

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
Display							
DBM	908,765	0.15%	2,143	70.66%	00:00:25.0	\$ 7019.58	03-2020
Video							
FB	373,459	1%	2,658	87.87%	00:01:15.0	\$ 2859.14	03-2020
SC	1,153,968	1.49%	3,451	96.5%	00:04:50.0	\$ 1470.45	03-2020

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FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q4	100
FY20	FY20Q4	36

Conclusions:

- **Programmatic Display:**
- **Facebook Video:**
- **Snapchat Video:**