

FA20 Transfer Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-10

Table 1: FY20 Q3 Transfer Campaign

Medium	Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
Display	DBM	262,059	0.11%	625	72.65%	00:00:20.0	\$ 1986.54	08-2019	Ongoing
Display	DBM	415,972	0.11%	839	69.99%	00:00:10.0	\$ 3447.04	02-2020	Ongoing
Display	IG	20,453	0.29%	61	95.08%	00:07:50.0	\$ 142.59	08-2019	Ongoing
Story	IG	9,349	0.2%	20	95%	00:26:55.0	\$ 37.39	11-2019	Ongoing
Story	IG	5,573	0.16%	16	87.5%	00:07:45.0	\$ 22.32	02-2020	Ongoing
Video	FB	270,842	0.41%	514	96.21%	00:01:50.0	\$ 1055.11	02-2020	Ongoing
Video	IG	38,851	0.2%	79	92%	00:01:25.0	\$ 154.17	11-2019	Ongoing
Video	IG	30,259	0.21%	64	91.94%	00:04:25.0	\$ 141.75	02-2020	Ongoing
Video	SC	258,715	1.16%	4,912	98.25%	00:13:10.0	\$ 842.18	10-2019	Ongoing
Video	SC	141,063	1.1%	3,730	98.36%	00:12:30.0	\$ 509.65	02-2020	Ongoing
Video	YT	47,461	0.08%	32	87.5%	00:00:40.0	\$ 844.1	10-2019	03-2020
Video	YT	42,374	0.11%	29	93.1%	00:00:20.0	\$ 754.72	03-2020	Ongoing

FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q3	75
FY20	FY20Q3	47