

FA20 Working Adult Campaign Quarterly Ad Analytics Project:  
FY20 Q3

Office of Marketing and Brand Management

2020-04-21

**Degree Completion**

Table 1: FY20 Q3 Campaign Review: Working Adults

Medium	Vendor	Impressions	ClickThruRate	UPV	BounceRate	Av_TOP	Cost	Start_Date	End_Date
<b>Display</b>									
DISP	DBM	1,132,226	0.1%	1,968	75.37%	00:00:55	\$ 7520.09	08-2019	Ongoing
DISP	FB	1,488,783	0.22%	2,007	88.89%	00:01:30	\$ 1851.74	08-2019	Ongoing
DISP	IG	248	0.81%	2	100%	00:00:00	\$ 1.09	08-2019	Ongoing
<b>Text</b>									
TEXT	GM	58,064	12.54%	260	69.72%	00:03:25	\$ 3293.8	08-2019	Ongoing
TEXT	LI	3,668	67.97%	95	52.63%	00:01:00	\$ 1002.04	02-2020	Ongoing
<b>Video</b>									
VID	FB	45,053	1.42%	427	88.67%	00:02:10	\$ 360.37	02-2020	Ongoing
VID	IG	220	0%	12	100%	00:00:00	\$ 0.89	02-2020	Ongoing

## Degree Completion

Table 2: FY19 Q3 Campaign Targeting Working Adults

Medium	Vendor	Impressions	ClickThruRate	UPV	BounceRate	Av_TOP	Cost	Start_Date	End_Date
<b>Display</b>									
DISP	FB	756,194	0.6%	1,993	90.66%	00:06:35	\$ 3697.33	08-2018	12-2019
DISP	IG	110,267	0.55%	218	97.6%	00:01:05	\$ 1056.62	08-2018	07-2019
DISP	PIN	172,332	0.32%	267	94.02%	00:00:55	\$ 822.64	09-2018	12-2019
<b>Text</b>									
VID	FB	217,763	1.3%	1,007	87.01%	00:04:05	\$ 1888.31	09-2018	09-2019
VID	IG	77,754	0.9%	163	96.23%	00:00:20	\$ 990.17	09-2018	07-2019
VID	YT	8	0%	4	100%	00:00:00	\$ 0.12	08-2018	06-2019

FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q3	10
FY20	FY20Q3	9

- At the beginning of February, Phase 3 of the campaign targeting working adults launched and overall we see strong performance, particularly in the amount of ad driven traffic to the landing page.
- **DoubleClick Display:** CTR, though averaging slightly lower than we have become accustomed to seeing this year, is still acceptable. Furthermore, this platform is driving lot of traffic to the landing page, with a 75% bounce rate.
- **Facebook Display:** Although the CTR has continued to trend downward, Facebook display ads have, like DBM, been driving a lot of traffic this quarter. The bounce rate is comparable to last quarters, at 89%.
- **Gmail InBox:** Open rates are above benchmark. Click to open rates, (CTOR), remain about 1.5%; while this is lower than the national industry average, they are no lower than we have seen in Marketing's Gmail campaigns.
- **LinkedIn Inbox:** Open rates continue to grow and are above benchmark.
- **Facebook Video:** There is a small budget for this platform and, while we do not have benchmarks, both View Rates and View-thru-Rates are higher than we say FY20Q1.
- **Inquiries:** Form completions are **down** as displayed above.