

# FA20 Travel Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-10

**Out-of-State HS Students**

Table 1: FY20 Q3 Graduate Campaign Targeting All Audiences

<i>Medium</i>	<i>Vendor</i>	<i>Quarter</i>	<i>Impressions</i>	<i>CTR</i>	<i>UPV</i>	<i>BR</i>	<i>Av_TOP</i>	<i>Cost</i>	<i>Start_Date</i>	<i>End_Date</i>
<b>Display</b>										
DISP	DBM	FY20Q3	410,362	0.18%	1,114	78.95%	00:00:30.0	\$ 2865.4	03-2020	Ongoing
<b>Video</b>										
VID	FB	FY20Q3	238,709	0.81%	1,140	91.43%	00:00:50.0	\$ 1675.61	03-2020	Ongoing
VID	SC	FY20Q3	694,460	1.42%	2,200	94.53%	00:03:10.0	\$ 1735.74	03-2020	Ongoing

- Bullet One
- Bullet Two

Table 2: FY19 Q3 Travel Campaign for a High School Students

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
<b>Carousel</b>										
CAR	FB	FY19Q3	34,550	0.44%	80	96.15%	00:00:25.0	\$ 106.71	03-2019	11-2019
CAR	IG	FY19Q3	25,923	0.2%	43	95.24%	00:00:45.0	\$ 93.3	03-2019	11-2019
<b>Display</b>										
DISP	DBM	FY19Q3	222,128	0.17%	465	85.52%	00:00:35.0	\$ 2842.45	03-2019	11-2019
DISP	FB	FY19Q3	99,047	0.34%	199	89.95%	00:01:35.0	\$ 310.32	03-2019	03-2020
DISP	IG	FY19Q3	104,776	0.2%	96	96.7%	00:00:40.0	\$ 422.78	03-2019	03-2020
<b>Video</b>										
VID	FB	FY19Q3	90,057	0.66%	229	94.52%	00:01:05.0	\$ 582.97	03-2019	11-2019
VID	IG	FY19Q3	109,045	0.17%	80	97.37%	00:00:35.0	\$ 483.92	03-2019	11-2019

- Out-of-State HS students are being targeted in promotion of the undergraduate degree program.