

# FA20 Undergraduate Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

3/25/2020

## **Brief Description:**

Our FY20 Q3 digital campaign promoting the University's Undergraduate program to in-state High School students and their influencers consists of a large variety of media platforms. New ad creative and landing pages were rolled out on February 18, 2020. Transition from /here to /excel has been seamless and we see good results. 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.

## **Findings**

Table 1: FY20 Q3 Campaign Review: Transfer Degree

Medium	Vendor	Impressions	ClickThruRate	UPV	BounceRate	Av_TOP	Cost	Start_Date	End_Date
<b>Display</b>									
DISP	DBM	955,536	0.11%	1,528	77.89%	00:01:05	\$ 8311.78	08-2019	Ongoing
DISP	FB	67,819	0.38%	87	95.29%	00:06:20	\$ 112.69	08-2019	03-2020
DISP	IG	12,497	0.22%	18	62.5%	00:01:00	\$ 67.23	08-2019	01-2020
DISP	PIN	148,571	0.36%	90	92.13%	00:01:45	\$ 774.79	02-2020	Ongoing
<b>Story</b>									
ST	IG	241,903	0.11%	172	94.74%	00:04:30	\$ 1148.51	11-2019	Ongoing
<b>Video</b>									
VID	FB	205,567	0.42%	306	95.97%	00:02:35	\$ 599.21	11-2019	Ongoing
VID	IG	144,753	0.13%	117	97.44%	00:04:25	\$ 643.73	11-2019	Ongoing
VID	PIN	57,471	0.26%	18	100%	00:00:00	\$ 210.24	02-2020	Ongoing
VID	SC	968,645	1.08%	7,149	97.87%	00:30:10	\$ 1585.44	10-2019	Ongoing
VID	YT	120,454	0.11%	89	86.05%	00:01:15	\$ 2374.53	03-2020	Ongoing

Table 2: 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>
DISP	PIN	FY20Q3	148,571	0.36%	90	92.13%	00:01:45.0	\$ 774.79	02-2020	Ongoing

## Inquiries

FY	Quarter	LandingPage	Total Inquiries this Quarter
FY19	FY19Q3	/everyone	144
FY20	FY20Q3	/excel	15
FY20	FY20Q3	/here	34

## Conclusions:

- **Programmatic Display:** Doing well. FY20 is the first year where digital ads are targeted to different audiences. Each quarter has shown growth in click-thru-rates (CTR). Unique Pageviews (UPV) have almost doubled since last quarter while the cost has been stable. Since the transition to the /excel campaign, web traffic has been strong and the bounce rate has dropped some.
- **Facebook Display:** The quarterly CTR is **below** that of the same quarter last year and is **slightly down this quarter to from Q2**. UPV are down from last quarter but up from the same quarter last year. The CTR has consistently been below 0.45%, the USM established benchmark.
- **Instagram Display:** The CTR continues to be above the national benchmark. While this platform has never been a major source of web traffic, UPV have consistently been higher in FY20 as compared to FY19.
- **Instagram Stories:** We do not have benchmarks for this platform, however since last quarter, which was first time we started differentiating them from IG video, we have seen consistent view rates at 88% and VTR at 0.8%. As we have increased spending, we have seen a commensurate increase in web traffic.
- **Snapchat Video:** Snapchat continues to show strong CTR at the national benchmark. Also Q3's strong growth in UPV is in large part due this platform. While it has a bounce rate in the high 90's, it seems that USM would be getting a great deal of visibility.
- **Youtube Video:** The view rate is slightly down from last quarter, it continues to be well above the national benchmark of 20%.
- **Facebook Video:** While we do not have benchmarks, we see view rates have been stable for 7 quarters.
- **Instagram Video:** We do not have benchmarks for this platform, but can see that view rates have been stable over the last 7 quarters and are higher in FY20 than they were in FY19. Moving forward, it would be good if Rinck could update us on benchmarks and expectations for both IG and FB.
- I have attached a more detailed performance table below which highlights the differences between the 2 different creatives.
- Lastly, please note the **100 percent bounce rate and zero minutes average time-on-page** for Pinterest ads to the HS student audience. This seems like an anomaly. I'll address this with the agency.

Table 3: FY20 Q3 Undergraduate Campaign Targeting In-State High School Students and their Influencers

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
<b>Display</b>										
DISP	DBM	FY20Q3	561,818	0.11%	802	81.91%	00:00:45.0	\$ 4939.1	08-2019	Ongoing
DISP	DBM	FY20Q3	393,718	0.11%	726	73.53%	00:00:20.0	\$ 3372.68	02-2020	Ongoing
DISP	FB	FY20Q3	67,819	0.38%	87	95.29%	00:06:20.0	\$ 112.69	08-2019	03-2020
DISP	IG	FY20Q3	12,497	0.22%	18	62.5%	00:01:00.0	\$ 67.23	08-2019	01-2020
<b>Instagram Stories</b>										
ST	IG	FY20Q3	84,876	0.14%	57	91.07%	00:02:10.0	\$ 399.5	11-2019	01-2020
ST	IG	FY20Q3	157,027	0.1%	115	96.52%	00:02:20.0	\$ 749.01	02-2020	Ongoing
<b>Video</b>										
VID	FB	FY20Q3	44,901	0.57%	98	96.84%	00:00:20.0	\$ 143.68	11-2019	Ongoing
VID	FB	FY20Q3	160,666	0.37%	208	95.57%	00:02:15.0	\$ 455.53	02-2020	Ongoing
VID	IG	FY20Q3	38,651	0.14%	25	100%	NA	\$ 177.23	11-2019	01-2020
VID	IG	FY20Q3	106,102	0.12%	92	96.74%	00:04:25.0	\$ 466.5	02-2020	Ongoing
VID	SC	FY20Q3	191,370	0.9%	2,817	98.58%	00:21:05.0	\$ 287.81	10-2019	03-2020
VID	SC	FY20Q3	777,275	1.13%	4,332	97.41%	00:09:05.0	\$ 1297.63	02-2020	Ongoing
VID	YT	FY20Q3	120,454	0.11%	89	86.05%	00:01:15.0	\$ 2374.53	03-2020	Ongoing