

FA20 Graduate Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

3/25/2020

Brief Description:

The FY20 advertising campaign for the University's Graduate program has been multiphasic; part III (using the new creative and landing page) started midway through the 3rd quarter. The Q3 portfolio consists of Programmatic display, Facebook video, and LinkedIn Inbox. Transition from /here to /excel has been seamless. 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 Graduate Campaign Targeting All Audiences

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
Display										
DISP	DBM	FY20Q3	649,545	0.13%	1,496	83.95%	00:00:30.0	\$ 4330.37	08-2019	Ongoing
DISP	DBM	FY20Q3	961,782	0.08%	1,296	73.51%	00:00:55.0	\$ 7459.08	02-2020	Ongoing
DISP	IG	FY20Q3	25,898	0.45%	105	96.15%	00:03:25.0	\$ 248.31	08-2019	Ongoing
Text										
TEXT	LI	FY20Q3	5,453	37.47%	23	36.36%	00:00:50.0	\$ 817.7	02-2020	Ongoing
Video										
VID	FB	FY20Q3	670,726	0.78%	2,552	90.26%	00:01:15.0	\$ 4701.14	02-2020	Ongoing
VID	IG	FY20Q3	18,128	0.46%	85	97.65%	00:11:30.0	\$ 152.61	02-2020	Ongoing

FY	Quarter	LandingPage	Total Inquiries this Quarter
FY19	FY19Q3	/other	72
FY20	FY20Q3	/excel	10
FY20	FY20Q3	/here	25

Conclusions:

- Ad driven traffic to the campaign landing page was very strong this quarter
- **Programmatic Display:** The overall CTR at 0.1%, meets our expectations and is higher than it was during the previous two phases. The Spring creative has a slightly lower CTR than that of the Fall, and we have seen fewer inquiries since the /excel campaign launch, but I will keep checking into this.
- **Facebook Video:** Facebook has not published benchmarks for this platform. View and completion rates are **slightly down** from this same quarter FY19, but the website has far more unique pageviews.
- **LinkedIn Inbox:** This platform continues to out-perform the benchmark open-rate.
- **Instagram Display and Video:** Although only a small portion of the budget is allocated to these platforms, results continue to be positive.
- **Inquiries:** Form completions for the Graduate program are **down** by 50% as displayed above.