

FA20 Graduate Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

3/25/2020

All Audiences

Table 1: FY20 Q3 Graduate Campaign Targeting All Audiences

Vendor	Impressions	CTR	UPV	BR	Avg_TOP	Cost	Start_Date	End_Date
DBM_DISP	649,545	0.13%	1,496	83.95%	00:00:30.0	\$ 4330.37	08-19	04-20
IG_DISP	25,898	0.45%	105	96.15%	00:03:25.0	\$ 248.31	08-19	04-20
DBM_DISP	961,782	0.08%	1,296	73.51%	00:00:55.0	\$ 7459.08	02-20	04-20
FB_VID	670,726	0.78%	2,552	90.26%	00:01:15.0	\$ 4701.14	02-20	04-20
IG_VID	18,128	0.46%	85	97.65%	00:11:30.0	\$ 152.61	02-20	04-20
LI_TEXT	5,453	37.47%	23	36.36%	00:00:50.0	\$ 817.7	02-20	04-20

FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q3	72
FY20	FY20Q3	35

- This quarter ads are targeting multiple audiences.