

FA20 Transfer Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-09

Degree Completion

Table 1: FY20 Q3 Working Adult Campaign for Degree Completion

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
DBM_DISP	430,767	0.11%	893	76.52%	00:00:35.0	\$ 2726.89	08-2019	Ongoing
FB_DISP	1,488,783	0.22%	2,007	88.89%	00:01:30.0	\$ 1851.74	08-2019	Ongoing
GM_TEXT	26,957	13.32%	131	80%	00:01:55.0	\$ 1617.89	08-2019	03-2020
IG_DISP	248	0.81%	2	100%	NA	\$ 1.09	08-2019	Ongoing
DBM_DISP	701,459	0.09%	1,075	74.42%	00:00:25.0	\$ 4793.2	02-2020	Ongoing
FB_VID	45,053	1.42%	427	88.67%	00:02:10.0	\$ 360.37	02-2020	Ongoing
GM_TEXT	31,107	11.87%	129	58.21%	00:01:25.0	\$ 1675.91	02-2020	Ongoing
IG_VID	220	0%	12	100%	NA	\$ 0.89	02-2020	Ongoing
LI_TEXT	3,668	67.97%	95	52.63%	00:01:00.0	\$ 1002.04	02-2020	Ongoing

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

- Working Adults are being targeted in promotion of the degree completion program.