## FA20 Graduate Campaign Quarterly Ad Analytics Project: FY20 Q1

Office of Marketing and Brand Management

3/25/2020

Table 1: FY20 Q1 Graduate Campaign

Vendor Indoressions	CTA	CAL	Sp.	TOD TOD	Cost	Start Date
DBM_DISP1,277,349	0.07%	1,459	77.99%	00:00:35.0	\$	08-19
FB_DISP 1,637,142 IG_DISP 68,081 LI_TEXT 1,675	0.26% $0.74%$ $46.45%$	2,027 393 34	89.52% 97.93% 76.19%	00:01:25.0 00:08:10.0 00:00:55.0	18821.71 \$ 3838.2 \$ 1057.72 \$ 251.25	08-19 08-19 08-19