

FA Undergraduate Campaign Quarterly Ad Analytics Project: FY19 Q1

Office of Marketing and Brand Management

3/25/2020

Findings

Table 1: FY19 Q1 Campaign to HS Students

<i>Vendor</i>	<i>Impressions</i>	<i>CTR</i>	<i>UPV</i>	<i>BR</i>	<i>Av_TOP</i>	<i>Cost</i>	<i>Start_Date</i>
FB_DISP	687,379	0.41%	1,222	53.38%	00:00:15.0	\$ 1510.27	08-18
FB_VID	82,996	0.56%	97	58.33%	00:00:10.0	\$ 469.01	08-18
IG_DISP	52,094	0.3%	34	79.41%	00:00:00.0	\$ 355.86	08-18
IG_VID	100,178	0.27%	45	75%	00:00:25.0	\$ 707.38	08-18
PIN_DISP	6,195	0.53%	13	84.62%	00:11:30.0	\$ 6.33	09-18
SC_VID	8,706	0.91%	87	94.12%	00:00:50.0	\$ 13.82	NA

Table 2: FY19 Q1 Campaign to Influencers

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
PIN_DISP	4,074	0.49%	13	84.62%	00:00:10.0	\$ 3.93	09-18