

FA20 Travel Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-09

Out-of-State HS Students

Table 1: FY20 Q3 Travel Campaign for a High School Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
DBM_DISP	410,362	0.18%	14	78.57%	00:00:00.0	\$ 2865.4	03-20	04-20
FB_VID	238,709	0.81%	3	100%	NA	\$ 1675.61	03-20	04-20
SC_VID	694,460	1.42%	1	0%	00:00:15.0	\$ 1735.74	03-20	04-20

- Out-of-State HS students are being targeted in promotion of the undergraduate degree program.