

# FA20 Campus Tours Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-09

**Campus Tours**

Table 1: FY20 Q3 Campus Tours Campaign for High School Audiences

<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>	<i>End_Date</i>
DBM_DISP	742,832	0.14%	1,808	80.74%	00:00:30.0	\$ 4613.22	01-2020	Ongoing
FB_DISP	122,784	0.38%	254	96.39%	00:02:25.0	\$ 375.15	01-2020	03-2020
IG_DISP	223,095	0.25%	166	97.59%	00:00:50.0	\$ 1003.18	01-2020	03-2020
IG_VID	159,154	0.12%	139	97.84%	00:00:45.0	\$ 1008.95	01-2020	03-2020
SC_VID	1,126,431	0.88%	8,780	97.93%	00:10:00.0	\$ 2613.2	01-2020	03-2020

- Event Registration changed to Virtual Tour ads which began 4/1/2020.