

FA19 Undergraduate Campaign Quarterly Ad Analytics Project: FY19 Q3

Office of Marketing and Brand Management

3/25/2020

Findings

Table 1: FY19 Q3 Campaign to HS Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
FB_DISP	54,832	0.37%	20	100%	NA	\$ 168.46	08-18
FB_VID	32,563	0.45%	19	94.44%	00:01:15.0	\$ 164.47	08-18
IG_DISP	27,029	0.27%	12	90.91%	00:01:15.0	\$ 85.74	08-18
IG_VID	95,569	0.17%	17	93.75%	00:00:40.0	\$ 307.33	08-18
PIN_DISP	25,208	0.25%	27	96.15%	00:00:35.0	\$ 99.4	09-18
FB_CAR	67,287	0.5%	63	91.8%	00:03:00.0	\$ 261.65	01-19
FB_DISP	264,744	0.47%	239	94.54%	00:01:05.0	\$ 1469.9	01-19
FB_VID	87,884	0.51%	82	93.83%	00:00:15.0	\$ 484.97	01-19
IG_CAR	41,415	0.25%	38	89.29%	00:00:30.0	\$ 174.22	01-19
IG_DISP	87,943	0.22%	88	94.32%	00:01:40.0	\$ 352.7	01-19
IG_VID	75,371	0.24%	43	100%	NA	\$ 360.35	01-19
PIN_DISP	144,241	0.28%	209	96.04%	00:01:15.0	\$ 636.61	01-19

Table 2: FY19 Q3 Campaign to Influencers

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
PIN_DISP	179,161	0.29%	289	84.98%	00:01:05.0	\$ 833.47	09-18