

FA20 Campus Tours Campaign Quarterly Ad Analytics Project:  
FY20 Q3

Office of Marketing and Brand Management

2020-04-10

**Campus Tours**

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

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
DISP	DBM	FY20Q3	741,876	0.14%	30	100%	NA	\$ 4613	01-2020	03-2020
DISP	FB	FY20Q3	122,784	0.38%	3	100%	NA	\$ 375.15	01-2020	03-2020
DISP	IG	FY20Q3	223,095	0.25%	3	100%	NA	\$ 1003.18	01-2020	03-2020
VID	IG	FY20Q3	159,154	0.12%	3	100%	NA	\$ 1008.95	01-2020	03-2020
VID	SC	FY20Q3	1,126,431	0.88%	33	100%	NA	\$ 2613.2	01-2020	03-2020

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