## FY20\_Graduate Campaign

## Office of Marketing and Brand Management

5/1/2020

## ## Joining, by = "AdSet"

| Vendor | Medium | Clicks | Impressions | UPV  | Bounces | Sessions | Opens | Sends | Views  | Completions |
|--------|--------|--------|-------------|------|---------|----------|-------|-------|--------|-------------|
| DBM    | DISP   | 1564   | 2041658     | 2120 | 1401    | 1914     | 0     | 0     | 0      | 0           |
| FB     | VID    | 9508   | 1210489     | 4646 | 3773    | 4264     | 6794  | 0     | 961720 | 136499      |
| IG     | VID    | 234    | 48189       | 219  | 212     | 219      | 226   | 0     | 44658  | 1191        |
| LI     | TEXT   | 2043   | 5453        | 23   | 4       | 11       | 0     | 5453  | 0      | 0           |