

FA20 Undergraduate Campaign Quarterly Ad Analytics Project:
FY20 Q3

Office of Marketing and Brand Management

3/25/2020

Table 1: FY20 Q3 Undergraduate Campaign Targeting In-State High School Students and their Influencers

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
Display										
DISP	DBM	FY20Q3	561,818	0.11%	802	81.91%	00:00:45.0	\$ 4939.1	08-2019	Ongoing
DISP	DBM	FY20Q3	393,718	0.11%	726	73.53%	00:00:20.0	\$ 3372.68	02-2020	Ongoing
DISP	FB	FY20Q3	67,819	0.38%	87	95.29%	00:06:20.0	\$ 112.69	08-2019	03-2020
DISP	IG	FY20Q3	12,497	0.22%	18	62.5%	00:01:00.0	\$ 67.23	08-2019	01-2020
Instagram Stories										
ST	IG	FY20Q3	84,876	0.14%	57	91.07%	00:02:10.0	\$ 399.5	11-2019	01-2020
ST	IG	FY20Q3	157,027	0.1%	115	96.52%	00:02:20.0	\$ 749.01	02-2020	Ongoing
Video										
VID	FB	FY20Q3	44,901	0.57%	98	96.84%	00:00:20.0	\$ 143.68	11-2019	Ongoing
VID	FB	FY20Q3	160,666	0.37%	208	95.57%	00:02:15.0	\$ 455.53	02-2020	Ongoing
VID	IG	FY20Q3	38,651	0.14%	25	100%	NA	\$ 177.23	11-2019	01-2020
VID	IG	FY20Q3	106,102	0.12%	92	96.74%	00:04:25.0	\$ 466.5	02-2020	Ongoing
VID	SC	FY20Q3	191,370	0.9%	2,817	98.58%	00:21:05.0	\$ 287.81	10-2019	03-2020
VID	SC	FY20Q3	777,275	1.13%	4,332	97.41%	00:09:05.0	\$ 1297.63	02-2020	Ongoing
VID	YT	FY20Q3	120,454	0.11%	89	86.05%	00:01:15.0	\$ 2374.53	03-2020	Ongoing

Table 2: FY20 Q3 Graduate Campaign Targeting All Audiences

<i>Medium</i>	<i>Vendor</i>	<i>Quarter</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>
DISP	PIN	FY20Q3	148,571	0.36%	90	92.13%	00:01:45.0	\$ 774.79	02-2020	Ongoing

Inquiries

FY	Quarter	Total Inquiries this Quarter
FY19	FY19Q3	144
FY20	FY20Q3	49

Conclusions:

- **Programmatic Display:** Doing well. FY20 is the first year where digital ads are targeted to different audiences. Each quarter has shown growth in click-thru-rates (CTR). Unique Pageviews (UPV) have almost doubled since last quarter while the cost has been stable.
- **Facebook Display:** The quarterly CTR is below that of the same quarter last year and is slightly down from last quarter to from last quarter. UPV are down from last quarter but up from the same quarter last year. The CTR has consistently been below 0.45%, the USM established benchmark.
- **Instagram Display:** The CTR continues to be above the national benchmark. While this platform has never been a major source of web traffic, UPV have consistently been higher in FY20 as compared to FY19.
- **Instagram Stories:** We do not have benchmarks for this platform, however since last quarter, which was first time we started differentiating them from IG video, we have seen consistent view rates at 88% and VTR at 0.8%. As we have increased spending, we have seen a commensurate increase in web traffic.
- **Snapchat Video:** Snapchat continues to show strong CTR at the national benchmark. Also Q3's strong growth in UPV is in large part due this platform. While it has a bounce rate in the high 90's, it seems that USM would be getting a great deal of visibility.
- **Youtube Video:** The view rate is slightly down from last quarter, it continues to be well above the national benchmark of 20%.
- **Facebook Video:** While we do not have benchmarks, we see view rates have been stable for 7 quarters.
- **Instagram Video:** We do not have benchmarks for this platform, but can see that view rates have been stable over the last 7 quarters and are higher in FY20 than they were in FY19. Moving forward, it would be good if Rinck could update us on benchmarks and expectations for both IG and FB.