

FA20 Transfer Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-28

Brief Description:

Our digital campaign promoting the University's Transfer program this quarter consists mainly of Programmatic display and Facebook, YouTube, and Snapchat video. The new ad creative landing pages were rolled out on February 18, 2020. Transition from /here to /excel has been seamless. It is difficult to speculate as to how Covid-19 may have impacted performance, nevertheless, it is important to note that the social distancing due to the global pandemic became mandatory for the entire third month of the quarter. Digital and social media platforms remain a primary means of staying connected.

Findings

Table 1: FY20 Q3 Campaign Review: Transfer Degree

Medium	Vendor	Impressions	ClickThruRate	UPV	BounceRate	Av_TOP	Cost	Start_Date	End_Date
Display									
DISP	DBM	678,031	0.11%	1,464	71.11%	00:00:35	\$ 5433.58	08-2019	Ongoing
DISP	IG	20,453	0.29%	61	95.08%	00:07:50	\$ 142.59	08-2019	Ongoing
Text									
ST	IG	14,922	0.19%	36	91.67%	00:34:40	\$ 59.71	11-2019	Ongoing
Video									
VID	FB	270,842	0.41%	514	96.21%	00:01:50	\$ 1055.11	02-2020	Ongoing
VID	IG	69,110	0.2%	143	91.97%	00:05:50	\$ 295.92	11-2019	Ongoing
VID	SC	399,778	1.14%	8,642	98.3%	00:25:35	\$ 1351.83	10-2019	Ongoing
VID	YT	89,835	0.1%	61	90.16%	00:01:00	\$ 1598.82	10-2019	Ongoing

FY	Quarter	LandingPage	Total Inquiries this Quarter
FY19	FY19Q3	/everyone	75
FY20	FY20Q3	/excel	28
FY20	FY20Q3	/here	19

Conclusions:

- A strong quarter overall.
- The ad creative and landing page transition went smoothly and the click-through-rates were essentially unchanged.
- **Programmatic Display:** Performance continues to be strong. The CTR is steady and meets our expectations. The ads are driving traffic with encouraging numbers for the second consecutive quarter.
- **Snapchat Video:** The CTR is above the national benchmark and as we have seen recently, it drives a great deal of traffic to the campaign landing page with a high bounce rate.
- **YouTube:** We continue to see view rates above the benchmark.
- **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 view-through-rates at 1.0%.
- **Inquiries:** We are **down** from 75 inquiries from last year same quarter to 47 this year. More inquiry forms were completed during the /excel campaign.
- On the next page, I have provided a table to show the breakdown between the Fall and Spring creative.

Table 2: FY20 Q3 Transfer Campaign

	Medium	Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
	Programmatic Display								
1	Display	DBM	262,059	0.11%	625	72.65%	00:00:20.0	\$ 1986.54	08-2019
2	Display	DBM	415,972	0.11%	839	69.99%	00:00:10.0	\$ 3447.04	02-2020
	Instagram Story								
4	Story	IG	9,349	0.2%	20	95%	00:26:55.0	\$ 37.39	11-2019
5	Story	IG	5,573	0.16%	16	87.5%	00:07:45.0	\$ 22.32	02-2020
	Instagram Video								
7	Video	IG	38,851	0.2%	79	92%	00:01:25.0	\$ 154.17	11-2019
8	Video	IG	30,259	0.21%	64	91.94%	00:04:25.0	\$ 141.75	02-2020
	Snapchat Video								
9	Video	SC	258,715	1.16%	4,912	98.25%	00:13:10.0	\$ 842.18	10-2019
10	Video	SC	141,063	1.1%	3,730	98.36%	00:12:30.0	\$ 509.65	02-2020
	YouTube Video								
11	Video	YT	47,461	0.08%	32	87.5%	00:00:40.0	\$ 844.1	10-2019
12	Video	YT	42,374	0.11%	29	93.1%	00:00:20.0	\$ 754.72	03-2020