

FA20 Travel Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-21

Brief Description

Marketing is currently in the middle of its Spring Travel Campaign and will be running ads through May, 2020. Traditionally, Marketing has deployed these ads out-of-state, geo-targeting high school students where USM Admissions' Counselors host various events. In a turn of circumstances, fairs and visits were all cancelled due to the COVID-19 pandemic. The ads, which promote the University's RSP program, and not any specific events, have been live nonetheless and driving an impressive number of unique pageviews to the campaign landing page.

Findings

Table 1: 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>
Display										
DISP	DBM	FY20Q3	410,362	0.18%	1,114	78.95%	00:00:30.0	\$ 2865.4	03-2020	Ongoing
Video										
VID	FB	FY20Q3	238,709	0.81%	1,140	91.43%	00:00:50.0	\$ 1675.61	03-2020	Ongoing
VID	SC	FY20Q3	694,460	1.42%	2,200	94.53%	00:03:10.0	\$ 1735.74	03-2020	Ongoing

Conclusions

- The Spring Travel Campaign consists of Programmatic display, and Facebook (FB) and Snapchat (SC) video ads, in contrast to that of last fall which also ran social display ads.
- Programmatic display and Snapchat video ads performed well. Their CTRs are above benchmarks and they drive a great deal of traffic to the campaign landing page. Performance midway through the campaign has surpassed that of last Fall's entire campaign.
- Although we do not have benchmarks for Facebook video ads, view-rates have remained consistent and view-through-rates have improved from the Fall Travel Campaign.
- Limiting the FB to video does not appear to have a negative impact on ad driven web traffic.
- This campaign runs through May.

Table 2: FY19 Q3 Travel Campaign for a High School Students

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
Carousel										
CAR	FB	FY19Q3	34,550	0.44%	80	96.15%	00:00:25.0	\$ 106.71	03-2019	11-2019
CAR	IG	FY19Q3	25,923	0.2%	43	95.24%	00:00:45.0	\$ 93.3	03-2019	11-2019
Display										
DISP	DBM	FY19Q3	222,128	0.17%	465	85.52%	00:00:35.0	\$ 2842.45	03-2019	11-2019
DISP	FB	FY19Q3	99,047	0.34%	199	89.95%	00:01:35.0	\$ 310.32	03-2019	03-2020
DISP	IG	FY19Q3	104,776	0.2%	96	96.7%	00:00:40.0	\$ 422.78	03-2019	03-2020
Video										
VID	FB	FY19Q3	90,057	0.66%	229	94.52%	00:01:05.0	\$ 582.97	03-2019	11-2019
VID	IG	FY19Q3	109,045	0.17%	80	97.37%	00:00:35.0	\$ 483.92	03-2019	11-2019

- Out-of-State HS students are being targeted in promotion of the undergraduate degree program.