

FA20 Undergraduate Campaign Quarterly Ad Analytics Project:  
FY20 Q3

Office of Marketing and Brand Management

3/25/2020

Table 1: FY20 Q3 Campaign to HS Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
DBM_DISP	561,818	0.11%	802	81.91%	00:00:45.0	\$ 4939.1	08-19	04-20
FB_DISP	67,819	0.38%	87	95.29%	00:06:20.0	\$ 112.69	08-19	03-20
FB_VID	44,901	0.57%	98	96.84%	00:00:20.0	\$ 143.68	11-19	04-20
IG_DISP	12,497	0.22%	18	62.5%	00:01:00.0	\$ 67.23	08-19	01-20
IG_ST	84,876	0.14%	57	91.07%	00:02:10.0	\$ 399.5	11-19	01-20
IG_VID	38,651	0.14%	25	100%	NA	\$ 177.23	11-19	01-20
SC_VID	191,370	0.9%	2,817	98.58%	00:21:05.0	\$ 287.81	10-19	03-20
DBM_DISP	393,718	0.11%	726	73.53%	00:00:20.0	\$ 3372.68	02-20	04-20
FB_VID	160,666	0.37%	208	95.57%	00:02:15.0	\$ 455.53	02-20	04-20
IG_ST	157,027	0.1%	115	96.52%	00:02:20.0	\$ 749.01	02-20	04-20
IG_VID	106,102	0.12%	92	96.74%	00:04:25.0	\$ 466.5	02-20	04-20
SC_VID	777,275	1.13%	4,332	97.41%	00:09:05.0	\$ 1297.63	02-20	04-20
YT_VID	120,454	0.11%	89	86.05%	00:01:15.0	\$ 2374.53	03-20	04-20

Table 2: FY20 Q3 Campaign to Influencers

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
PIN_DISP	148,571	0.36%	90	92.13%	00:01:45.0	\$ 774.79	02-20	04-20

# Inquiries

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