

FA20 Undergraduate Campaign Quarterly Ad Analytics Project:
FY20 Q2

Office of Marketing and Brand Management

3/25/2020

Table 1: FY20 Q2 Campaign to HS Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
DBM_DISP	987,118	0.1%	1,845	55.4%	00:00:15.0	\$ 12182.67	08-19
FB_DISP	360,044	0.39%	431	90.74%	00:01:25.0	\$ 854.7	08-19
FB_VID	129,694	0.63%	232	96.46%	00:01:25.0	\$ 581.46	11-19
IG_DISP	228,387	0.16%	167	91.22%	00:01:30.0	\$ 1468.51	08-19
IG_ST	108,120	0.13%	105	94%	00:00:40.0	\$ 660.22	11-19
IG_VID	248,311	0.17%	157	98.08%	00:00:25.0	\$ 1414.31	11-19
SC_VID	1,205,316	0.88%	1,595	95.96%	00:07:10.0	\$ 2969.7	10-19
TW_DISP	17,280	0%	19	94.12%	00:00:20.0	\$ 674.61	09-19
YT_VID	140,772	0.14%	89	86.21%	00:00:25.0	\$ 2392.76	10-19

Table 2: FY20 Q2 Campaign to Influencers

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
PIN_DISP	238,347	0.49%	637	95.42%	00:01:15.0	\$ 1687.22	NA