

# FA19 Undergraduate Campaign Quarterly Ad Analytics Project: FY19 Q2

Office of Marketing and Brand Management

3/25/2020

## Findings

Table 1: FY19 Q1 Campaign to HS Students

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
FB_DISP	315,792	0.34%	432	93.36%	00:02:45.0	\$ 720.96	08-18
FB_VID	65,498	0.56%	88	90.91%	00:00:10.0	\$ 299.76	08-18
IG_DISP	43,043	0.22%	13	100%	NA	\$ 195.41	08-18
IG_VID	154,802	0.2%	45	84.21%	00:00:35.0	\$ 619.58	08-18
PIN_DISP	241,825	0.25%	101	92.86%	00:04:05.0	\$ 1060.63	09-18
SC_VID	131,235	0.91%	196	97.92%	00:00:40.0	\$ 212.83	NA

Table 2: FY19 Q2 Campaign to Influencers

Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
PIN_DISP	208,289	0.3%	229	85.34%	00:01:15.0	\$ 1059.65	09-18