

FA20 Transfer Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

2020-04-21

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 creative was refreshed midway through the quarter.

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	Total Inquiries this Quarter
FY19	FY19Q3	75
FY20	FY20Q3	47

Conclusions:

- A strong quarter overall.
- **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.