

FA20 Undergraduate Campaign Quarterly Ad Analytics Project:  
FY20 Q3

Office of Marketing and Brand Management

3/25/2020

Table 1: FY20 Q3 Undergraduate Campaign Targeting In-State High School Students and their Influencers

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
<b>Display</b>										
DISP	DBM	FY20Q3	561,818	0.11%	802	81.91%	00:00:45.0	\$4,939.10	Aug-19	Ongoing
DISP	DBM	FY20Q3	393,718	0.11%	726	73.53%	00:00:20.0	\$3,372.68	Feb-20	Ongoing
DISP	FB	FY20Q3	67,819	0.38%	87	95.29%	00:06:20.0	\$112.69	Aug-19	Mar-20
DISP	IG	FY20Q3	12,497	0.22%	18	62.50%	00:01:00.0	\$67.23	Aug-19	Jan-20
<b>Instagram Stories</b>										
ST	IG	FY20Q3	84,876	0.14%	57	91.07%	00:02:10.0	\$399.50	Nov-19	Jan-20
ST	IG	FY20Q3	157,027	0.10%	115	96.52%	00:02:20.0	\$749.01	Feb-20	Ongoing
<b>Video</b>										
VID	FB	FY20Q3	44,901	0.57%	98	96.84%	00:00:20.0	\$143.68	Nov-19	Ongoing
VID	FB	FY20Q3	160,666	0.37%	208	95.57%	00:02:15.0	\$455.53	Feb-20	Ongoing
VID	IG	FY20Q3	38,651	0.14%	25	100%	NA	\$177.23	Nov-19	Jan-20
VID	IG	FY20Q3	106,102	0.12%	92	96.74%	00:04:25.0	\$466.50	Feb-20	Ongoing
VID	SC	FY20Q3	191,370	0.90%	2,817	98.58%	00:21:05.0	\$287.81	Oct-19	Mar-20
VID	SC	FY20Q3	777,275	1.13%	4,332	97.41%	00:09:05.0	\$1,297.63	Feb-20	Ongoing
VID	YT	FY20Q3	120,454	0.11%	89	86.05%	00:01:15.0	\$2,374.53	Mar-20	Ongoing

Table 2: FY20 Q3 Graduate Campaign Targeting All Audiences

Medium	Vendor	Quarter	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date	End_Date
DISP	PIN	FY20Q3	148,571	0.36%	90	92.13%	00:01:45.0	\$774.79	Feb-20	Ongoing

## Inquiries

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

## Conclusions:

- **Programmatic Display:** Doing well. FY20 is the first year where digital ads are targeted to different audiences. Each quarter has shown growth in click-thru-rates (CTR). Unique Pageviews (UPV) have almost doubled since last quarter while the cost has been stable.

\*Roses are red, violets are blue.

- **Facebook Display:** The quarterly CTR is below that of the same quarter last year and is slightly down this quarter to from Q2. UPV are down from last quarter but up from the same quarter last year. The CTR has consistently been below 0.45%, the USM established benchmark.
- **Instagram Display:** The CTR continues to be above the national benchmark. While this platform has never been a major source of web traffic, UPV have consistently been higher in FY20 as compared to FY19.
- **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 VTR at 0.8%. As we have increased spending, we have seen a commensurate increase in web traffic.
- **Snapchat Video:** Snapchat continues to show strong CTR at the national benchmark. Also Q3's strong growth in UPV is in large part due this platform. While it has a bounce rate in the high 90's, it seems that USM would be getting a great deal of visibility.
- **Youtube Video:** The view rate is slightly down from last quarter, it continues to be well above the national benchmark of 20%.
- **Facebook Video:** While we do not have benchmarks, we see view rates have been stable for 7 quarters.
- **Instagram Video:** We do not have benchmarks for this platform, but can see that view rates have been stable over the last 7 quarters and are higher in FY20 than they were in FY19. Moving forward, it would be good if Rinck could update us on benchmarks and expectations for both IG and FB.