

FA20 Working Adult Campaign Quarterly Ad Analytics Project: FY20 Q3

Office of Marketing and Brand Management

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Brief Description:

The FY20 advertising campaign targeting working adults (WA) has been multiphasic; part III started midway through the 3rd quarter. The Q3 portfolio consists mainly of Programmatic and Facebook display and LinkedIn and Gmail Inbox; a small amount goes to Facebook video. The new ad creative landing pages were rolled out on February 18, 2020. Transition from /here to /excel has been seamless.

Findings

Table 1: FY20 Q3 Campaign Review: Working Adults

Medium	Vendor	Impressions	ClickThruRate	UPV	BounceRate	Av_TOP	Cost	Start_Date	End_Date
Display									
DISP	DBM	1,132,226	0.1%	1,968	75.37%	00:00:55	\$ 7520.09	08-2019	Ongoing
DISP	FB	1,488,783	0.22%	2,007	88.89%	00:01:30	\$ 1851.74	08-2019	Ongoing
DISP	IG	248	0.81%	2	100%	00:00:00	\$ 1.09	08-2019	Ongoing
Text									
TEXT	GM	58,064	12.54%	260	69.72%	00:03:25	\$ 3293.8	08-2019	Ongoing
TEXT	LI	3,668	67.97%	95	52.63%	00:01:00	\$ 1002.04	02-2020	Ongoing
Video									
VID	FB	45,053	1.42%	427	88.67%	00:02:10	\$ 360.37	02-2020	Ongoing
VID	IG	220	0%	12	100%	00:00:00	\$ 0.89	02-2020	Ongoing

FY	Quarter	LandingPage	Total Inquiries this Quarter
FY19	FY19Q3	/other	10
FY20	FY20Q3	/excel	6
FY20	FY20Q3	/here	3

- At the beginning of February, Phase 3 of the campaign targeting working adults launched and overall we see strong performance, particularly in the amount of ad driven traffic to the landing page.
- **DoubleClick Display:** CTR, though averaging slightly lower than we have become accustomed to seeing this year, is still acceptable. Furthermore, this platform is driving a lot of traffic to the landing page, with a 75% bounce rate.
- **Facebook Display:** Although the CTR has continued to **trend downward**, Facebook display ads have, like DBM, been driving a lot of traffic this quarter. The bounce rate is comparable to last quarters, at 89%.
- **Gmail InBox:** Open rates are above benchmark. Click to open rates, (CTOR), remain about 1.5%; while this is lower than the national industry average, they are no lower than we have seen in our other Gmail campaigns.
- **LinkedIn Inbox:** Open rates continue to grow and are above benchmark.
- **Facebook Video:** There is a small budget for this platform and, while we do not have benchmarks, both View Rates and View-thru-Rates are higher than we saw FY20Q1.
- **Inquiries:** Form completions are **down** as displayed above. More inquiry forms were completed during the /excel campaign.
- On the next page, I have provided a table to show the breakdown between the Fall and Spring creative.

Table 2: FY20 Q3 Campaign Targeting Working Adults

	Medium	Vendor	Impressions	CTR	UPV	BR	Av_TOP	Cost	Start_Date
	Programmatic Display								
1	Display	DBM	430,767	0.11%	893	76.52%	00:00:35.0	\$ 2726.89	08-2019
2	Display	DBM	701,459	0.09%	1,075	74.42%	00:00:25.0	\$ 4793.2	02-2020
	Gmail Inbox								
5	Story	GM	26,957	13.32%	131	80%	00:01:55.0	\$ 1617.89	08-2019
6	Story	GM	31,107	11.87%	129	58.21%	00:01:25.0	\$ 1675.91	02-2020