

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.

It is difficult to speculate as to how Covid-19 may have impacted performance, nevertheless, it is important to note that the social distancing due to the global pandemic became mandatory for the entire third month of the quarter. Digital and social media platforms remain a primary means of staying connected.

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	/everyone	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. The Spring creative has a slightly lower CTR than that of the Fall, however it has brought in more traffic with a lower 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 by one from FY19 Q3** as displayed above. More inquiry forms were completed during the /excel campaign.
- It looks as though we had started to run Instagram display and video ads, then **decided against it**. I will discuss this with Rinck.
- 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