

## *FY20 Search Names Purchased*

2020-07-07

### *Description*

THE PURPOSE OF THIS DOCUMENT is to summarise the FY20 Lead Names Purchased.

- There were 3 search campaigns.
- There were 4 actual search name purchase transactions.
- We purchased SR, JR, and PH names from the College Board for which we have P.O. numbers.
- As part of the annual NRCCUA contract, which costs \$27,700.00, we prepay for 45,000 names at \$0.47, bringing the annual cost for search names to \$21,150.00.

### *Findings*

Class	Lead Names Purchased	Cost
SR	9,633	\$4527.51
JR	26,862	\$12625.14
PH	8,505	\$3997.35

Class	Month	Leads	Cost	P.O. Number
SR	NOV	3,354	\$1576.38	PO #: 6100526728
JR	NOV	14,399	\$6,767.53	PO #: 6100526729
SR	JAN_1	4,882	\$2,294.54	PO #: 6100538943
JR	JAN_1	16,393	\$7,704.71	PO #: 6100538936
JR	JAN_2	29,557	\$13,891.79	PO #:
PH	JAN_2	17,252	\$8,108.44	PO #:
JR	APR	5,951	\$2,796.97	PO #:
PH	APR	4,743	\$2,229.21	PO #:

### **Margin Figures**

Images and graphics play an integral role in Tufte's work. To place figures in the margin you can use the

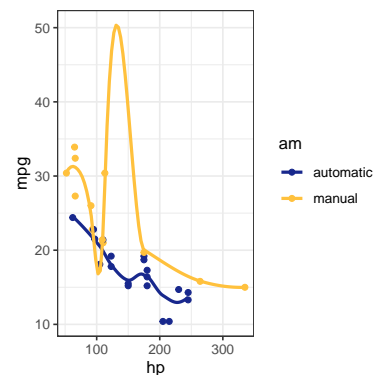


Figure 1: MPG vs horsepower, colored by transmission.

## Save an Image to Email & Compose and Send an Email

The plot to the side will be included in an email.

Table 3: A subset of mtcars.

	mpg	cyl	disp	hp	drat	wt
Mazda RX4	21.0	6	160	110	3.90	2.620
Mazda RX4 Wag	21.0	6	160	110	3.90	2.875
Datsun 710	22.8	4	108	93	3.85	2.320
Hornet 4 Drive	21.4	6	258	110	3.08	3.215
Hornet Sportabout	18.7	8	360	175	3.15	3.440
Valiant	18.1	6	225	105	2.76	3.460

## Conclusions

- Facebook has not published benchmarks for this platform. View and completion rates are **slightly down** from this same quarter FY19, but the website has far more unique pageviews.
- In general, [FB Newsfeed](#) CTR overall experienced a 24% drop from July, 2017 - July, 2018.
- Two

[Wrike Project Details](#)  
[Github Repository](#)

Notice that there is no number preceding the note.  $x \in [a, b]$

$$\frac{d}{dx} \left( \int_a^x f(u) du \right) = f(x).$$