

FY20 Search Names Purchased

2020-07-08

Office of Marketing and Brand Management

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

NRCCUA Leads

Note: PH = Sophomore

Class	Lead Names Purchased	Cost
SR	9,633	\$4,527.51
JR	26,862	\$12,625.14
PH	8,505	\$3,997.35

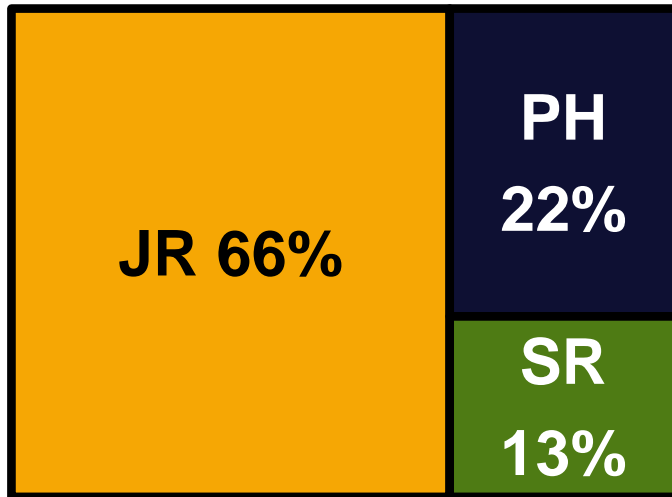
College Board Leads

Class	Lead.Names.Purchased	Cost
SR	8,236	\$3,870.92
JR	66,258	\$31,141.26
PH	21,975	\$10,328.25

Breakdown of All FY20 Purchased Leads by Class

Class	Leads	Cost_USD	Percent_of_Whole
SR	17,869	\$8,398.43	13%
JR	93,120	\$43,766.4	66%
PH	30,480	\$14,325.6	22%

FY20 Lead Names: Class Breakdown



Conclusions

- We spent a total of \$45,340.43 for CB names.
- The NRCCUA names, included in annual contract, would cost \$21,150.00
- In FY20 we spent a total of \$66,490.43 on lead names alone.

For Reference: College Board Individual Purchases

Class	Month	Leads	Cost	P.O. Number	Chart Fields
SR	NOV	3,354	\$1576.38	PO #: 6100526728	Admissions
JR	NOV	14,399	\$6,767.53	PO #: 6100526729	Admissions
SR	JAN_1	4,882	\$2,294.54	PO #: 6100538943	Admissions
JR	JAN_1	16,393	\$7,704.71	PO #: 6100538936	Admissions
JR	JAN_2	29,557	\$13,891.79	PO #: 6100542417	Enrollment
PH	JAN_2	17,252	\$8,108.44	PO #: 6100542289	Enrollment
JR	APR	5,909	\$2,777.23	PO #: 6100546475	Admissions
PH	APR	4,723	\$2,219.81	PO #: 6100546474	Admissions

[Wrike Project Details](#)

[Github Repository](#)