

# *FY20 Search Names Purchased Office of Marketing and Brand Management*

*July 10, 2020, (updated July 21, 2020)*

## ***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**

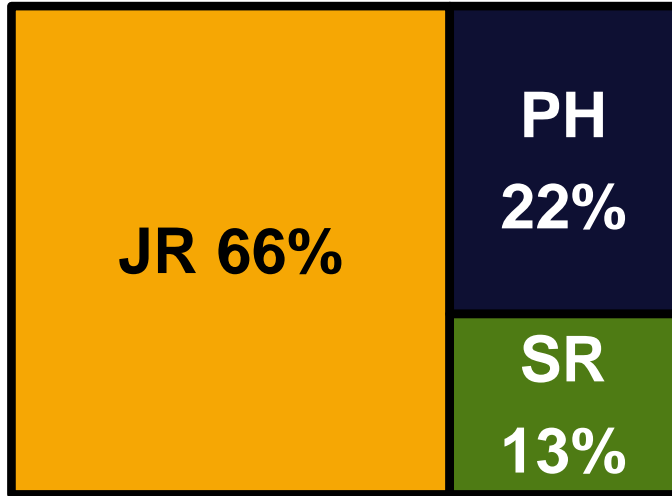
Class	Lead.Names.Purchased	Cost
SR	8,236	\$3,870.92
JR	66,258	\$31,141.26
PH	21,975	\$10,328.25

#### **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%

Class	Leads	Cost_USD	Percent_of_Whole
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: Individual Lead Purchases Individual Purchases

Vendor	Class	Month	Leads	Cost	P.O. Number	Chart Fields
CB	SR	NOV	3,354	\$1576.38	PO #: 6100526728	Admissions
CB	JR	NOV	14,399	\$6,767.53	PO #: 6100526729	Admissions
CB	SR	JAN_1	4,882	\$2,294.54	PO #: 6100538943	Admissions
CB	JR	JAN_1	16,393	\$7,704.71	PO #: 6100538936	Admissions
CB	JR	JAN_2	29,557	\$13,891.79	PO #: 6100542417	Enrollment
CB	PH	JAN_2	17,252	\$8,108.44	PO #: 6100542289	Enrollment
CB	JR	APR	5,909	\$2,777.23	PO #: 6100546475	Admissions
CB	PH	APR	4,723	\$2,219.81	PO #: 6100546474	Admissions
NRCCUA	SR	NOV	5,786	\$2,719.42	PO #: ~	~
NRCCUA	JR	NOV	6,186	\$2,907.42	PO #: ~	~
NRCCUA	SR	JAN_1	3,846	\$1,807.62	PO #: ~	~

Vendor	Class	Month	Leads	Cost	P.O. Number	Chart Fields
NRCCUA	JR	JAN_1	18,528	\$8,706.16	PO #: ~	~
NRCCUA	JR	APR	3,621	\$1,701.87	PO #: ~	~
NRCCUA	PH	APR	7,033	\$3,305.51	PO #: ~	~

[Wrike Project Details](#)

[Github Repository](#)