

Start Date - End Date

12/06/2020



03/02/2023



# UB LINKEDIN PAID DASHBOARD

Page navigation

Engagement analysis



Clicks

798✓

Goal: 219 (+264.38%)

CTR

0.01✓

Goal: 0.00 (+247.91%)

Impressions

263493✓

Goal: 80614 (+226.86%)

Reactions

0✓

Goal: 0

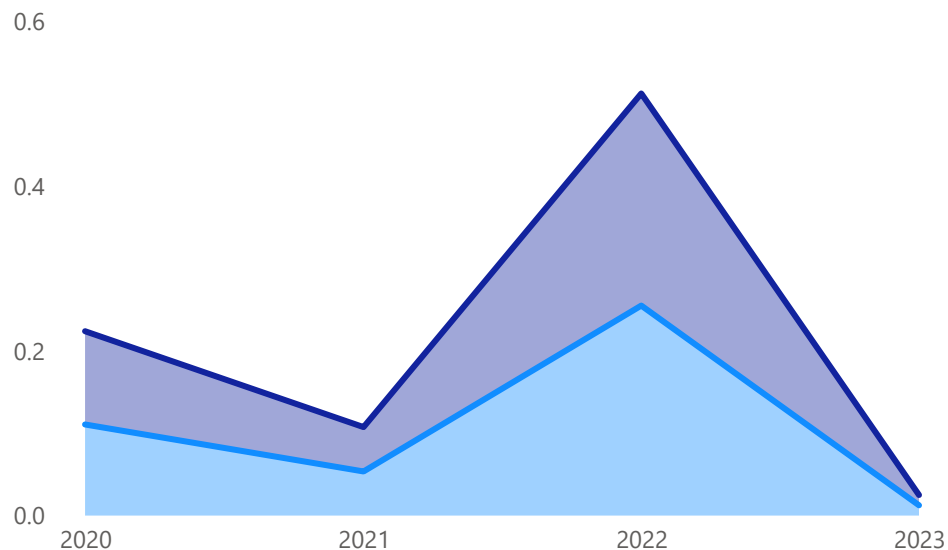
Leads

0✓

Goal: 0

## Overall CTR and Engagement Rate

CTR Engagement Rate



## Engagement based on Campaign and Ads

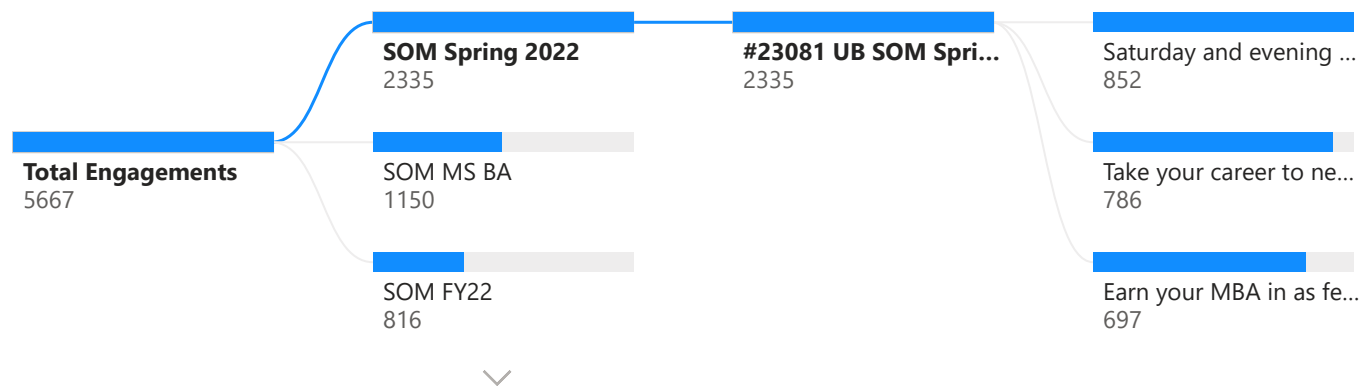
Campaign Group ...

SOM Spring 2022

Campaign Name

#23081 UB SOM Sprin...

Ad Headline



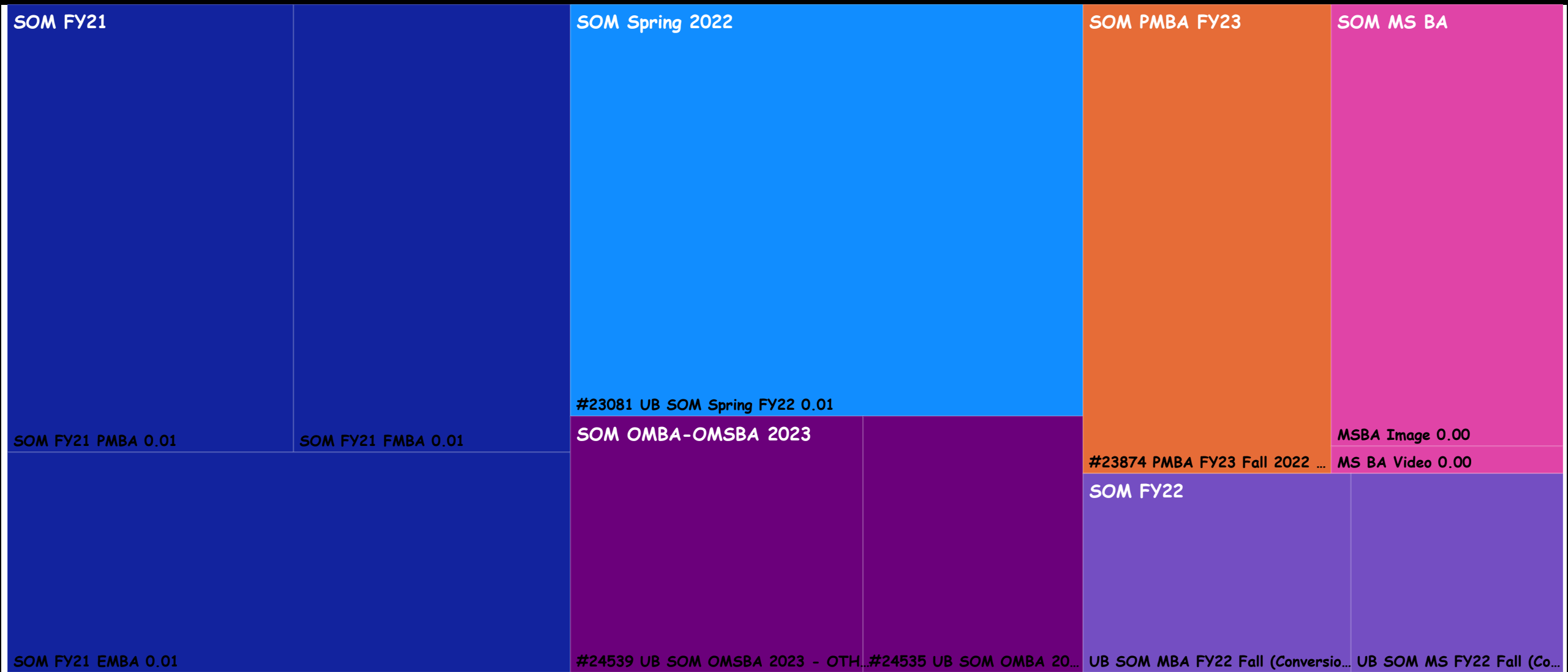
12/06/2020

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Campaign and ads



# Engagement Rate by Campaign Group Name and Campaign Name



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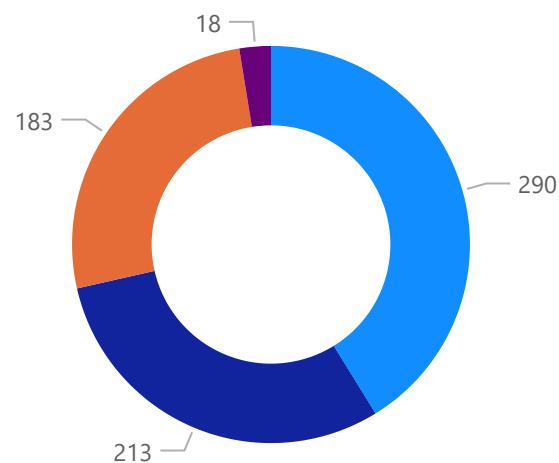
Main Menu



## Top Ad Headlines

Ad Headline	Sum of Clicks	Sum of Reactions	Sum of Shares	Sum of Comments
Take your career to new heights	786	0	0	0
Saturday and evening classes	852	0	0	0
Online MS in Business Analytics	192	0	0	0
Online MBA Program - No GMAT or GRE	207	0	0	0
Online MBA Program	219	0	0	0
Join the first MS in Business Analytics from a SUNY school.	554	1	0	0
<u>Earn your MBA in as few as 27 months</u>	697	0	0	0
<b>Total</b>	<b>4833</b>	<b>3</b>	<b>0</b>	<b>0</b>

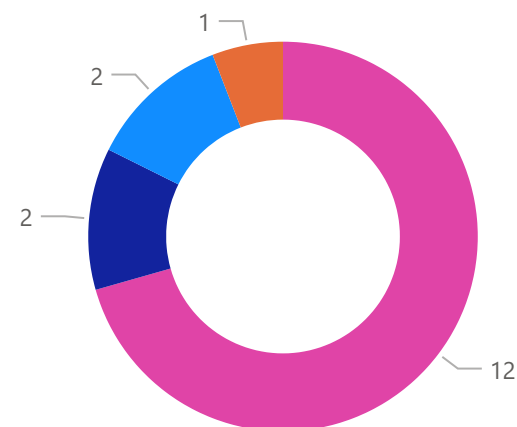
## Clicks to Landing Page by Campaign Objective



### Campaign Objective

- Website conversions
- Brand awareness
- Website visits
- Video views
- Lead generation

## Clicks to LinkedIn Page by Campaign Objective



### Campaign Objective

- Lead generation
- Brand awareness
- Website conversions
- Website visits
- Video views

12/06/2020



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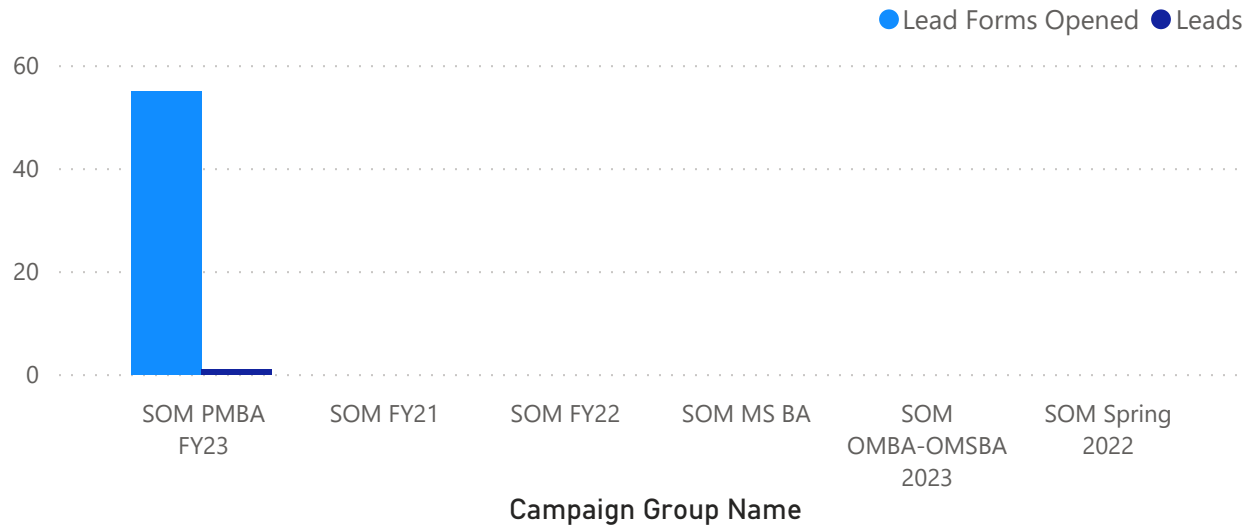


Main Menu

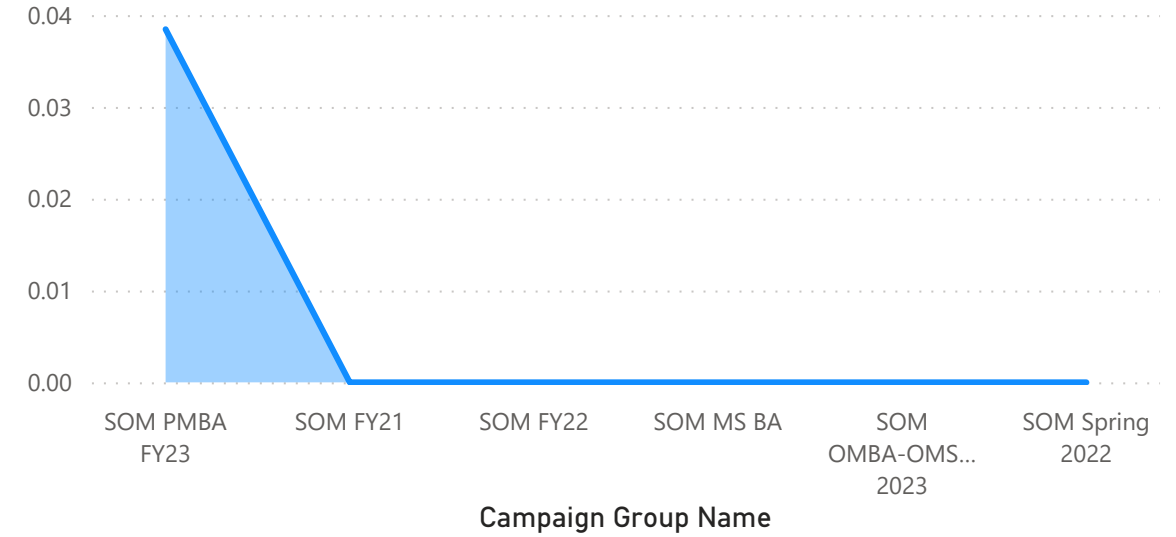


GO

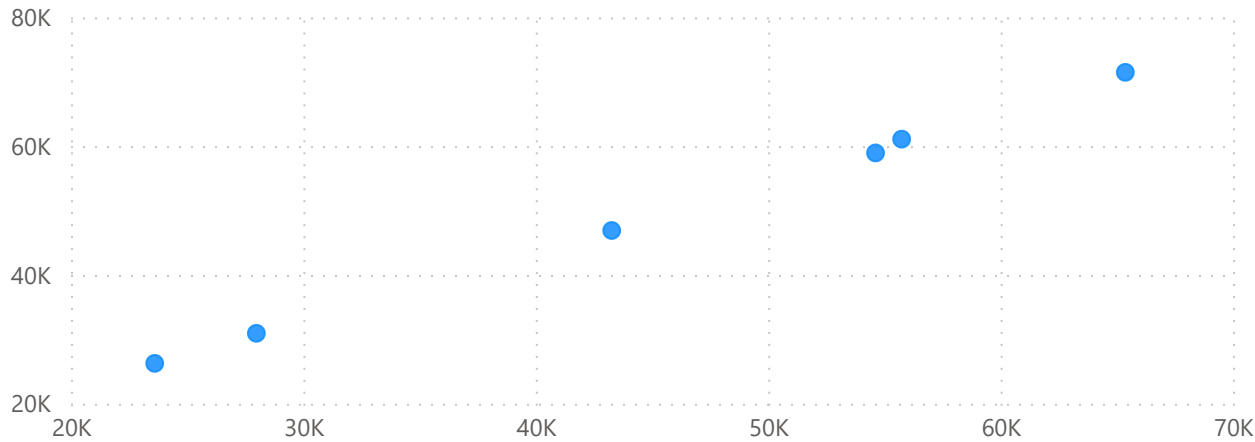
## Leads and Lead Forms Opened by Campaign Group Name



## Lead Form Completion Rate by Campaign Group Name



## Video Views and Plays



## Video Completions and Video Plays

