UNIVERSITY OF DETROIT MERCY BUILD YOUR FUTURE CAMPAIGN ANALYTICS REPORT

8.14.2020

GOALS

- Increase qualified site traffic and overall awareness
- Increase inquiries

- Sessions (visits) **7,136**
- A360 drove **1,470** sessions (20.59% of sessions)
- New users **5,446**

Landing Page	Source / Medium	Acquisition			Behavior		
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		7,136 % of Total: 5.72% (124,782)	76.32% Avg for View: 45.83% (66.51%)	5,446 % of Total: 9.52% (57,192)	68.26% Avg for View: 56.09% (21.69%)	1.78 Avg for View: 2.29 (-22.25%)	00:00:53 Avg for View: 00:02:19 (-62.11%)
1. /admission/index.php	MNG / Quantum	3,824 (53.59%)	85.12%	3,255 (59.77%)	92.65%	1.11	00:00:06
2. /admission/index.php	google / organic	1,080 (15.13%)	38.33%	414 (7.60%)	27.22%	3.55	00:03:02
3. /admission/index.php	a360 / video	662 (9.28%)	99.55%	659 (12.10%)	21.60%	1.79	00:00:05
4. /admission/index.php	(direct) / (none)	396 (5.55%)	61.11%	242 (4.44%)	36.11%	2.97	00:02:37
5. /admission/index.php	a360 / display	361 (5.06%)	88.37%	319 (5.86%)	90.03%	1.14	00:00:23
6. /admission/index.php	google / ppc	237 (3.32%)	84.81%	201 (3.69%)	67.93%	1.86	00:01:21
7. /admission/index.php	a360 / social	129 (1.81%)	86.82%	112 (2.06%)	93.02%	1.07	00:00:14
8. /admission/index.php	DFM / QUANTUMTV	99 (1.39%)	100.00%	99 (1.82%)	22.22%	1.78	00:00:02
9. /admission/index.php	google / cpc	81 (1.14%)	20.99%	17 (0.31%)	29.63%	3.22	00:03:08
10. /admission/index.php	bing / organic	56 (0.78%)	44.64%	25 (0.46%)	19.64%	3.79	00:02:44

SITE TRAFFIC

| Ad Creative		Delivery	Impressions	Clicks (All)	CTR (All)	Link Clicks	Unique Link Clicks	Reach	Frequency
	Titans Together! This fall, Detroit Mercy offers a flexible hybrid model that combines virtual and in-p... Used in 2 Ads	● Not Delivering Unique Ad Creative	62,979	1,299	2.06%	154	142	18,944	3.32
	Big School Opportunities, Small School Feel Detroit Mercy's close-knit community gives you access to the same opportunities a... Used in 2 Ads	● Not Delivering Unique Ad Creative	61,409	95	0.15%	49	48	11,848	5.18
	Focused On You Our small classes mean you'll receive personal attention in a safe environment, fro... Used in 2 Ads	● Not Delivering Unique Ad Creative	42,567	77	0.18%	41	40	10,502	4.05
	Big School Opportunities, Small School Feel Detroit Mercy's close-knit community gives you access to the same opportunities a... Used in 2 Ads	● Not Delivering Unique Ad Creative	78,367	133	0.17%	88	76	15,468	5.07
	Producing Real Results Did you know that 96% of our graduates are professionally employed just after gra... Used in 2 Ads	● Not Delivering Unique Ad Creative	28,087	153	0.54%	47	46	8,250	3.40
	Focused On You Our small classes mean you'll receive personal attention in a safe environment, fro... Used in 2 Ads	● Not Delivering Unique Ad Creative	56,316	88	0.16%	59	52	10,452	5.39

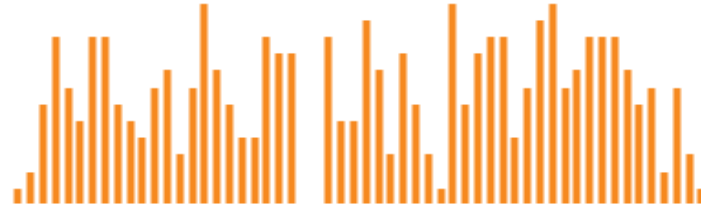# SOCIAL

Impressions: 329,725
Clicks: 1,845
CTR: 0.56%
Reach: 36,528
Frequency: 9.03

SOCIAL BENCHMARKS

0.56%

0.19%

0.16%

SOCIAL

■ Social Median   ■ Higher Education   ■ Mason
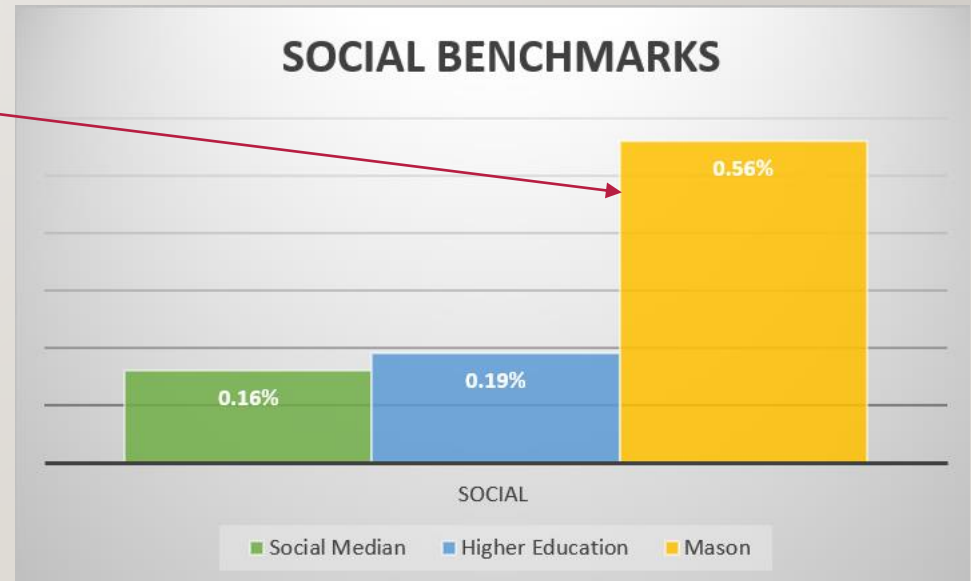
SEARCH

374 Clicks

11,177 Impressions

40.02% Impression Share

3.35% Click Through Rate (CTR)

Search CTR Benchmarks

3.17% 2.75% 3.35%

SEARCH

■ Search Standard ■ Higher Education ■ Detroit Mercy
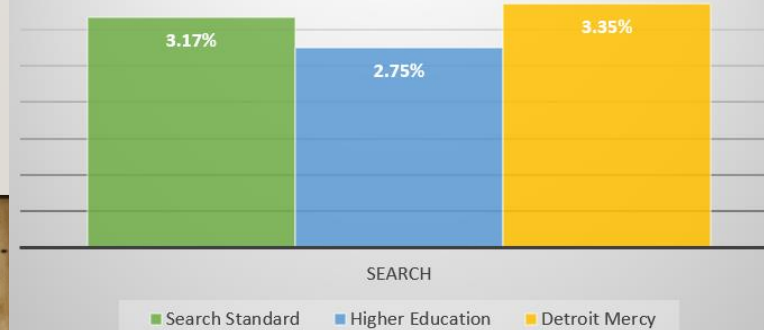
Placement Name	Impressions	Clicks	CTR	25% Completions	50% Completions	75% Completions	100% Completions
University of Detroit Mercy - Mobile OTT - Higher Education Interest/Intent, DMA || MIL - 1865171MGawl	17,677	49	0.28	15,173	14,052	13,228	12,663
University of Detroit Mercy - Desktop OTT - Higher Education Interest/Intent, DMA || MIL - 1865171MGawl	20,065	84	0.42	17,424	16,133	15,102	14,224
University of Detroit Mercy - CTV - Higher Education Interest/Intent, DMA || MIL - 1865171MGawl	43,286	1	0.00	42,894	42,596	42,358	42,187
University of Detroit Mercy - CTV OTT - Higher Education Interest/Intent, DMA || MIL - 1865171MGawl	25,315	2	0.01	25,257	25,161	25,059	25,078

OTT

DISPLAY GRANT IMPRESSIONS

Overall campaign activity	START DATE	END DATE	SERVED IMPRESSIONS	CLICKS	CLICK RATE
			846,458	**552**	**0.07%**
01696826_ONLINEIMPRESSIONSMULTISIZE_DETROIT DMA_HIGHER EDUCATION_ROS (806452) [GRANT] ID: 1591994564387 CAMPAIGN ID: 5396574929	2020-06-15	2020-08-09	846,458	552	0.07%

OPTIMIZATIONS/FINDINGS

- APPLY SEARCH OPTIMIZATIONS TO REFINE TERMS AND INCREASE IMPRESSION SHARE