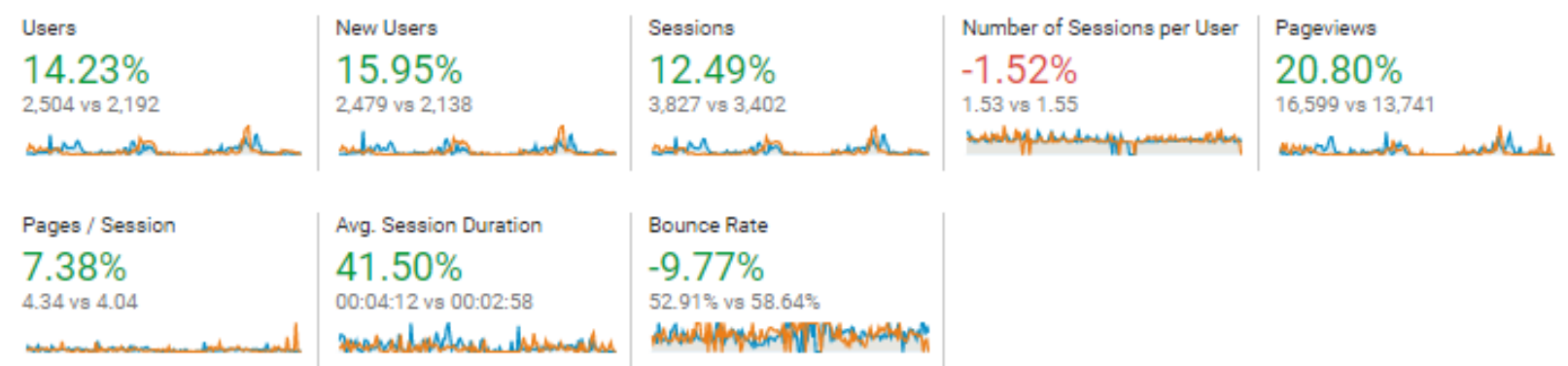
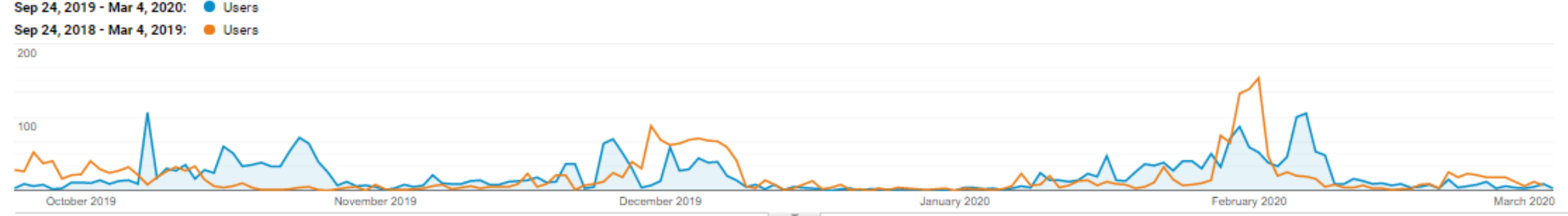


UofD Mercy Theater Analytics Report

3.5.2020

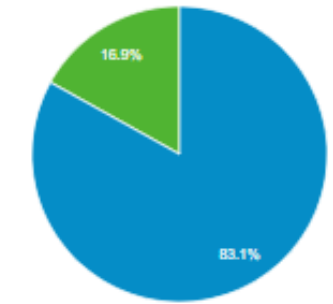
GOALS

- Increase qualified traffic to the site YoY and overall awareness of UofD's Theater events
- **Silent Sky**
 - Run Dates: 9/23/2019 – 10/27/2019 (Budget: \$1750)
- **Ebenezer**
 - Run Dates: 11/14/2019 – 12/8/2019 (Budget: \$750)
- **A Midsummer Night's Dream**
 - Run Dates: 1/10/2020 – 2/9/2020 (Budget: \$1750)
- **You're A Good Man, Charlie Brown**
 - Run Dates: 3/6/2020 – 4/5/2020 (Budget: \$1750)

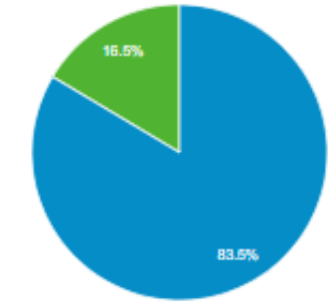


■ New Visitor ■ Returning Visitor

Sep 24, 2019 - Mar 4, 2020








Sep 24, 2018 - Mar 4, 2019



OVERVIEW

- Increase users by **14.23%**
- New users have increased by **15.95%**

Ad Name	Reach	Impressions	Frequency	CTR (All)	Clicks (All)
 Charlie Brown 2	—	—	—	—	—
 Charlie Brown	—	—	—	—	—
 Ebenezer - Static 2	12,328	27,832	2.26	0.46%	127
 Ebenezer - Static 1	13,416	22,973	1.71	2.63%	605
 Static	26,320	58,902	2.24	2.85%	1,676
> Results from 9 ads ⓘ	57,328 People	175,304 Total	3.06 Per Person	1.76% Per Impressions	3,080 Total

Facebook Breakout

Next Steps

- **Next campaign to begin 1.10-2.9**