

UNIVERSITY
OF DETROIT
MERCY
SOCIAL
CAMPAIGN



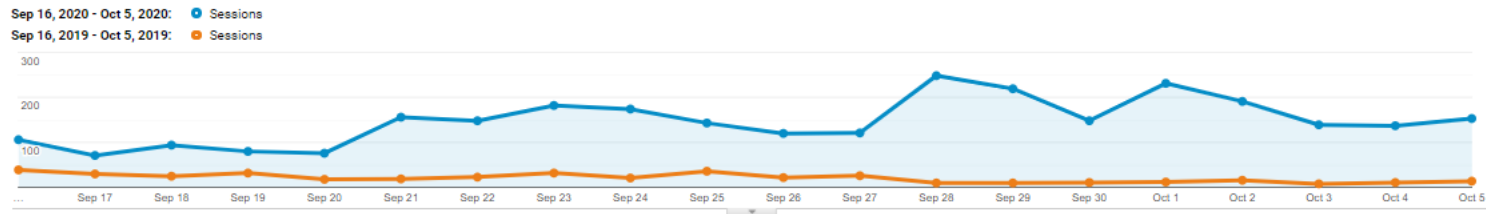
ADVANCE_360



MARKETING BREAKDOWN

MARKETING CAMPAIGN PERFORMANCE

YoY LANDING PAGE PERFORMANCE



Primary Dimension: Landing Page Source Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Admissions Page (Goal 1 Conversion Rate)	Admissions Page (Goal 1 Completions)	Admissions Page (Goal 1 Value)
1. www.udmercy.edu/admission/index.php	607.71% ▲ <small>2,937 vs 415</small>	108.40% ▲ <small>89.89% vs 43.13%</small>	1,374.86% ▲ <small>2,640 vs 179</small>	172.84% ▲ <small>72.32% vs 26.51%</small>	59.72% ▼ <small>1.59 vs 3.94</small>	88.46% ▼ <small>00:00:24 vs 00:03:30</small>	0.00% <small>0.00% vs 0.00%</small>	0.00% <small>0 vs 0</small>	0.00% <small>\$0.00 vs \$0.00</small>
Sep 16, 2020 - Oct 5, 2020	2,937 (100.00%)	89.89%	2,640 (100.00%)	72.32%	1.59	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 16, 2019 - Oct 5, 2019	415 (100.00%)	43.13%	179 (100.00%)	26.51%	3.94	00:03:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	607.71%	108.40%	1,374.86%	172.84%	-59.72%	-88.46%	0.00%	0.00%	0.00%

- Sessions are **up** by **2,522**
- New users are **up** by **2,461**
- New sessions are up by **108%**


MARKETING CAMPAIGN PERFORMANCE

INSTAGRAM

Campaign Name	Impressions	Frequency	Link Clicks	CTR (All)
UDM Graduate Flight One	455394	3.79	1821.00	0.48
UDM Undergrad Flight One	149508	2.05	1316.00	1.15

MARKETING CAMPAIGN PERFORMANCE


INSTAGRAM – TOP CREATIVE PERFORMANCE

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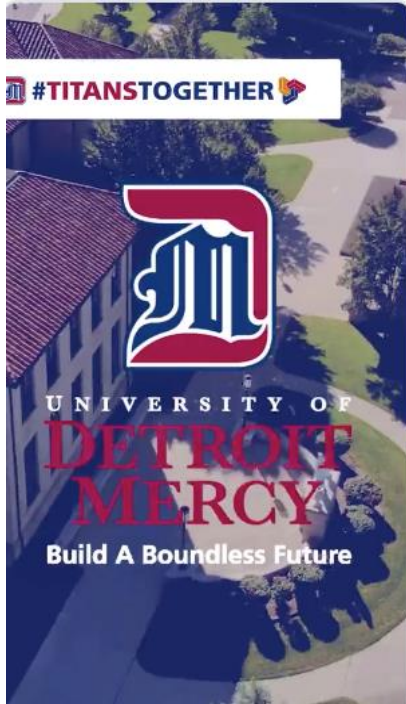
MARKETING CAMPAIGN PERFORMANCE

SNAPCHAT

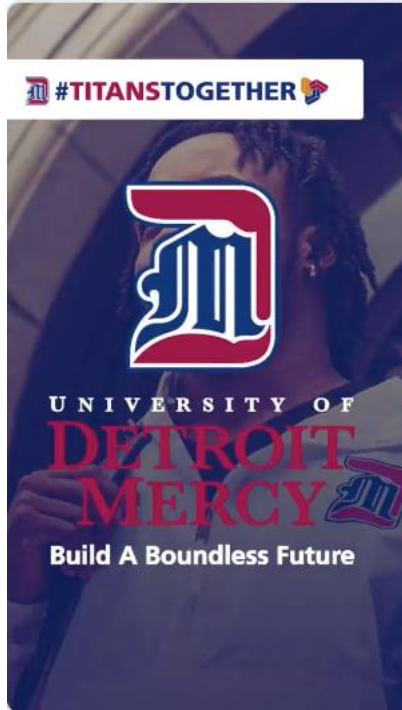
Campaign Name	Status	Paid Impressions	Paid eCPM	Swipe Ups	eCPSU
UDM Undergrad - Sept. 21-Oct. 5	ACTIVE	517,463	1.35	3,329	0.21

MARKETING CAMPAIGN PERFORMANCE
SNAPCHAT – TOP PERFORMING CREATIVE

Undergrad 2



Undergrad 5



Undergrad 1

