GOALS

• Increase qualified site traffic YoY and overall awareness of UofD’s Engineering & Science program and it’s USP’s
• Increase inquiries
STRATEGY - UNDERGRADUATE

- $60,000 (Nov. 2019 – Nov. 2020)
  - Search (SEM) - $2,000 a month
  - Social Facebook/Instagram - $1,000 a month
  - YouTube - $1,000 a month
  - Display - $800 a month
  - Retargeting - $200 a month
ENGINEERING & SCIENCE HOME PAGE TRAFFIC

- Sessions (visits) 1,893
- A360 drove 678 pageviews
- Unique pageviews 1,554
## ENGINEERING & SCIENCE SOCIAL

### Table

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Results</th>
<th>Reach</th>
<th>Impressions</th>
<th>Frequency</th>
<th>Clicks (All)</th>
<th>Post Engagement</th>
<th>Post Reactions</th>
<th>CTR (All)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering and Science Undergrad - Secure v2</td>
<td>Landing Page</td>
<td>4,746</td>
<td>8,717</td>
<td>1.84</td>
<td>40</td>
<td>32</td>
<td>6</td>
<td>0.46%</td>
</tr>
<tr>
<td>Engineering and Science Undergrad - Personal Attitude</td>
<td>Landing Page</td>
<td>3,305</td>
<td>5,868</td>
<td>1.78</td>
<td>27</td>
<td>21</td>
<td>7</td>
<td>0.48%</td>
</tr>
<tr>
<td>Engineering and Science Undergrad - Invent the Future</td>
<td>Landing Page</td>
<td>7,956</td>
<td>15,115</td>
<td>1.90</td>
<td>74</td>
<td>62</td>
<td>8</td>
<td>0.49%</td>
</tr>
</tbody>
</table>

### Results from 5 ads

<table>
<thead>
<tr>
<th>Results from 5 ads</th>
<th>Reach</th>
<th>Impressions</th>
<th>Frequency</th>
<th>Clicks (All)</th>
<th>Post Engagement</th>
<th>Post Reactions</th>
<th>CTR (All)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landing Page</td>
<td>17,524</td>
<td>48,528</td>
<td>2.77</td>
<td>227</td>
<td>177</td>
<td>34</td>
<td>0.47%</td>
</tr>
</tbody>
</table>

### Social Benchmarks

- Social Median: 0.16%
- Higher Education: 0.19%
- Detroit Mercy: 0.47%
ENGINEERING & SCIENCE SEARCH

Overall campaign activity

102,330
SERVED IMPRESSIONS
PREVIOUS PERIOD: NA

306
CLICKS
PREVIOUS PERIOD: NA

0.30%
CLICK RATE
PREVIOUS PERIOD: NA

Display Benchmarks

- Display Standard: 0.05%
- Higher Education: 0.67%
- UofDMercy: 0.30%
OPTIMIZATIONS/FINDINGS

• Apply search optimizations to refine terms and increase impression share
• To provide video reporting at next meeting