UNIVERSTY OF DETROIT MERCY SOCIAL CAMPAIGN
MARKETING BREAKDOWN
MARKETING CAMPAIGN PERFORMANCE
YoY LANDING PAGE PERFORMANCE

- Sessions are up by **2,522**
- New users are up by **2,461**
- New sessions are up by **108%**
## MARKETING CAMPAIGN PERFORMANCE

### INSTAGRAM

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Impressions</th>
<th>Frequency</th>
<th>Link Clicks</th>
<th>CTR (All)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UDM Graduate Flight One</td>
<td>455394</td>
<td>3.79</td>
<td>1821.00</td>
<td>0.48</td>
</tr>
<tr>
<td>UDM Undergrad Flight One</td>
<td>149508</td>
<td>2.05</td>
<td>1316.00</td>
<td>1.15</td>
</tr>
</tbody>
</table>
MARKETING CAMPAIGN PERFORMANCE
INSTAGRAM – TOP CREATIVE PERFORMANCE

Detroit Mercy provides transformative, student-centered education in the Jesuit and Mercy traditions, prioritizing inclusion, equity and care of the whole person.

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Small classes | Personal Attention
## MARKETING CAMPAIGN PERFORMANCE
### SNAPCHAT

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Status</th>
<th>Paid Impressions</th>
<th>Paid eCPM</th>
<th>Swipe Ups</th>
<th>eCPSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>UDM Undergrad - Sept. 21-Oct. 5</td>
<td>ACTIVE</td>
<td>517,463</td>
<td>1.35</td>
<td>3,329</td>
<td>0.21</td>
</tr>
</tbody>
</table>
MARKETING CAMPAIGN PERFORMANCE
SNAPCHAT – TOP PERFORMING CREATIVE

Undergrad 2

Undergrad 5

Undergrad 1