

# UofD Mercy MBA Analytics Report

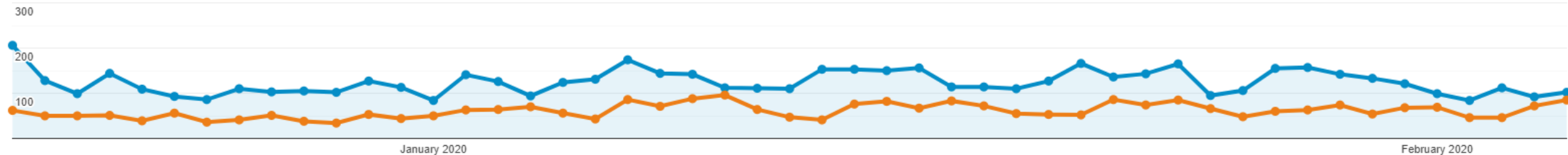
1/8/2020

# GOALS

- Increase qualified traffic to the site YoY and overall aware. Generate overall brand awareness around UofD Mercy's graduate business program across potential students
- Increase inquiries and drive qualified traffic to the site

Dec 19, 2019 - Feb 5, 2020: ● Sessions

Dec 19, 2018 - Feb 5, 2019: ● Sessions



Sessions

**104.80%**

6,103 vs 2,980



Users

**111.91%**

5,126 vs 2,419



Pageviews

**78.52%**

9,922 vs 5,558



Pages / Session

**-12.83%**

1.63 vs 1.87



Avg. Session Duration

**-22.50%**

00:01:10 vs 00:01:30



Bounce Rate

**10.83%**

74.42% vs 67.15%



% New Sessions

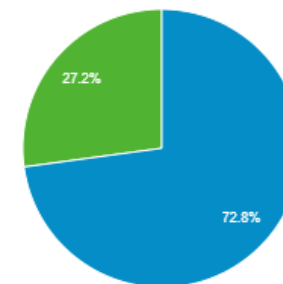
**16.94%**

72.83% vs 62.28%

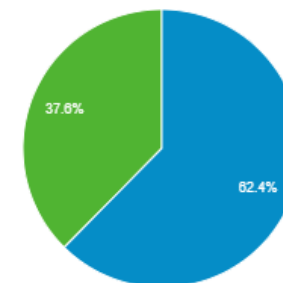


■ New Visitor ■ Returning Visitor

Dec 19, 2019 - Feb 5, 2020



Dec 19, 2018 - Feb 5, 2019



# OVERVIEW

- Increase users by **3,123**
- New users have increased by **2,707**

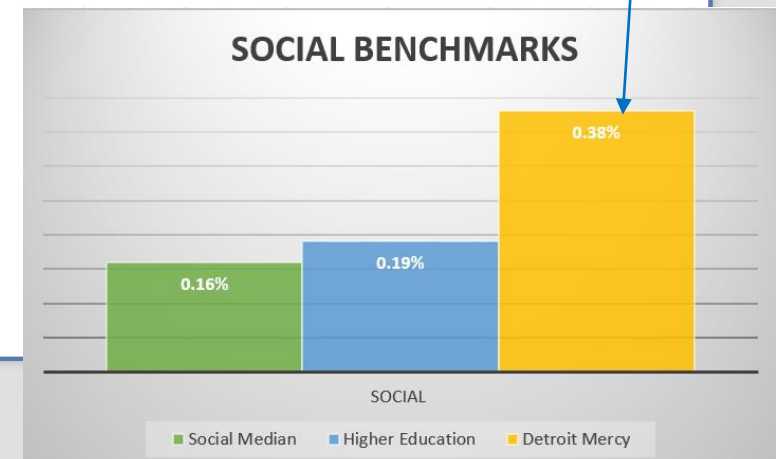
Source / Medium ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>6,104</b> % of Total: 100.00% (6,104)	<b>72.85%</b> Avg for View: 72.84% (0.02%)	<b>4,447</b> % of Total: 100.02% (4,446)	<b>74.41%</b> Avg for View: 74.41% (0.00%)	<b>1.63</b> Avg for View: 1.63 (0.00%)	<b>00:01:10</b> Avg for View: 00:01:10 (0.00%)
1. <a href="#">google / organic</a>	<b>1,754</b> (28.74%)	49.60%	870 (19.56%)	61.69%	2.04	00:02:10
2. <a href="#">a360 / social</a>	<b>1,197</b> (19.61%)	88.47%	1,059 (23.81%)	90.56%	1.12	00:00:18
3. <a href="#">a360 / display</a>	<b>1,043</b> (17.09%)	88.78%	926 (20.82%)	82.17%	1.24	00:00:11
4. <a href="#">google / ppc</a>	<b>880</b> (14.42%)	82.05%	722 (16.24%)	75.00%	1.67	00:01:04
5. <a href="#">(direct) / (none)</a>	<b>565</b> (9.26%)	80.18%	453 (10.19%)	74.16%	1.55	00:00:55
6. <a href="#">google / cpc</a>	<b>171</b> (2.80%)	57.31%	98 (2.20%)	54.97%	2.31	00:01:58
7. <a href="#">bing / ppc</a>	<b>98</b> (1.61%)	83.67%	82 (1.84%)	78.57%	1.56	00:00:59
8. <a href="#">bing / organic</a>	<b>62</b> (1.02%)	37.10%	23 (0.52%)	64.52%	2.31	00:01:52
9. <a href="#">baidu.com / referral</a>	<b>46</b> (0.75%)	100.00%	46 (1.03%)	100.00%	1.00	00:00:00
10. <a href="#">bing / cpc</a>	<b>39</b> (0.64%)	46.15%	18 (0.40%)	46.15%	2.51	00:02:18

# A360 ATTRIBUTION

- A360 - 3,428 Sessions
- Organic – 1,754 Sessions
- Direct – 565 Sessions

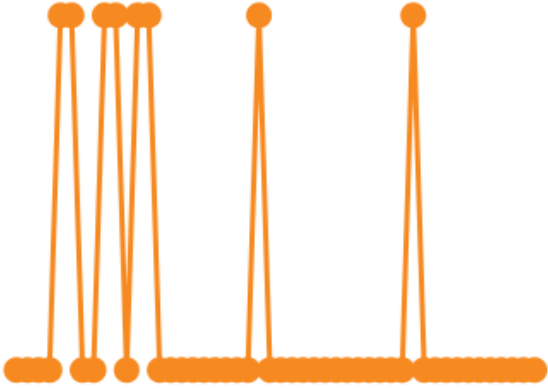
Ad Set Name	Reach	Impressions	Frequency	Clicks (All)	CTR (All)
<input checked="" type="checkbox"/> UDM Business Feeder Schools - FB/IG - 01645619	6,041	78,640	13.02	219	0.28%
<input checked="" type="checkbox"/> Rmgs/Post Eng - FB/IG - 01645619	3,233	57,217	17.70	454	0.79%
<input checked="" type="checkbox"/> High School Students - FB/IG - 01645619	27,951	284,395	10.17	572	0.20%
<input checked="" type="checkbox"/> Pixel Remessaging - FB/IG - 01644351	218	2,352	10.79	15	0.64%
<b>&gt; Results from 5 ad sets ⓘ</b>	<b>65,491</b> People	<b>783,648</b> Total	<b>11.97</b> Per Person	<b>2,956</b> Total	<b>0.38%</b> Per Impressions

# Facebook Breakout



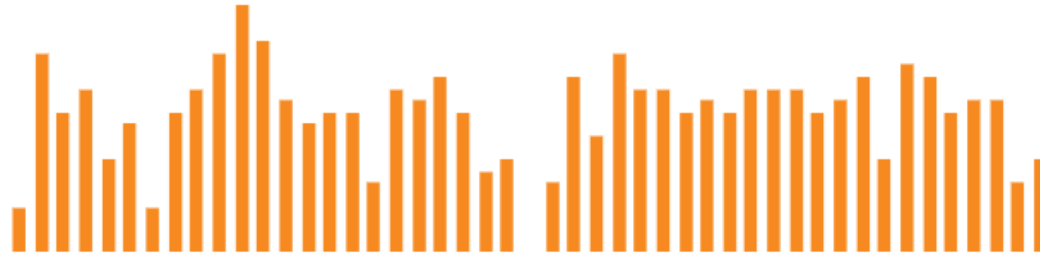
# 8

Phone Number Clicks



# 561

Clicks



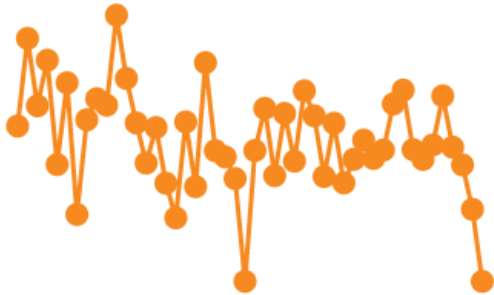
# 31,591

Impressions

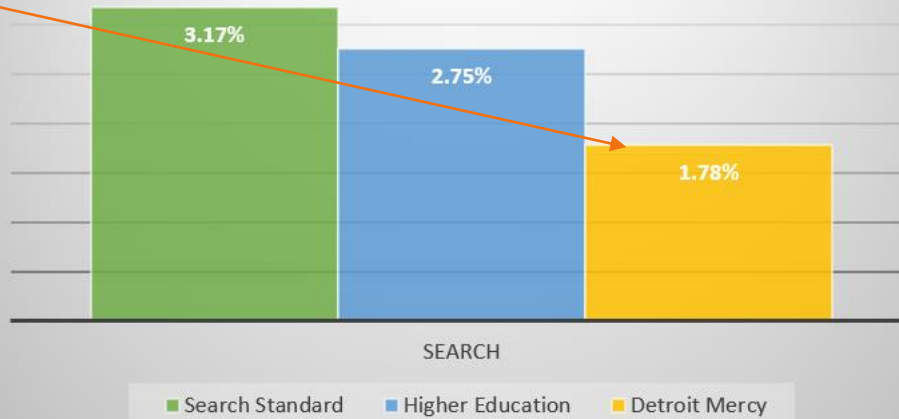


# 1.78%

Click Through Rate (CTR)



## Search CTR Benchmarks



# 43.40%

Impression Share



# Extended reach banner activity

141,657

SERVED IMPRESSIONS  
PREVIOUS PERIOD : NA

148

CLICKS  
PREVIOUS PERIOD : NA

0.10%

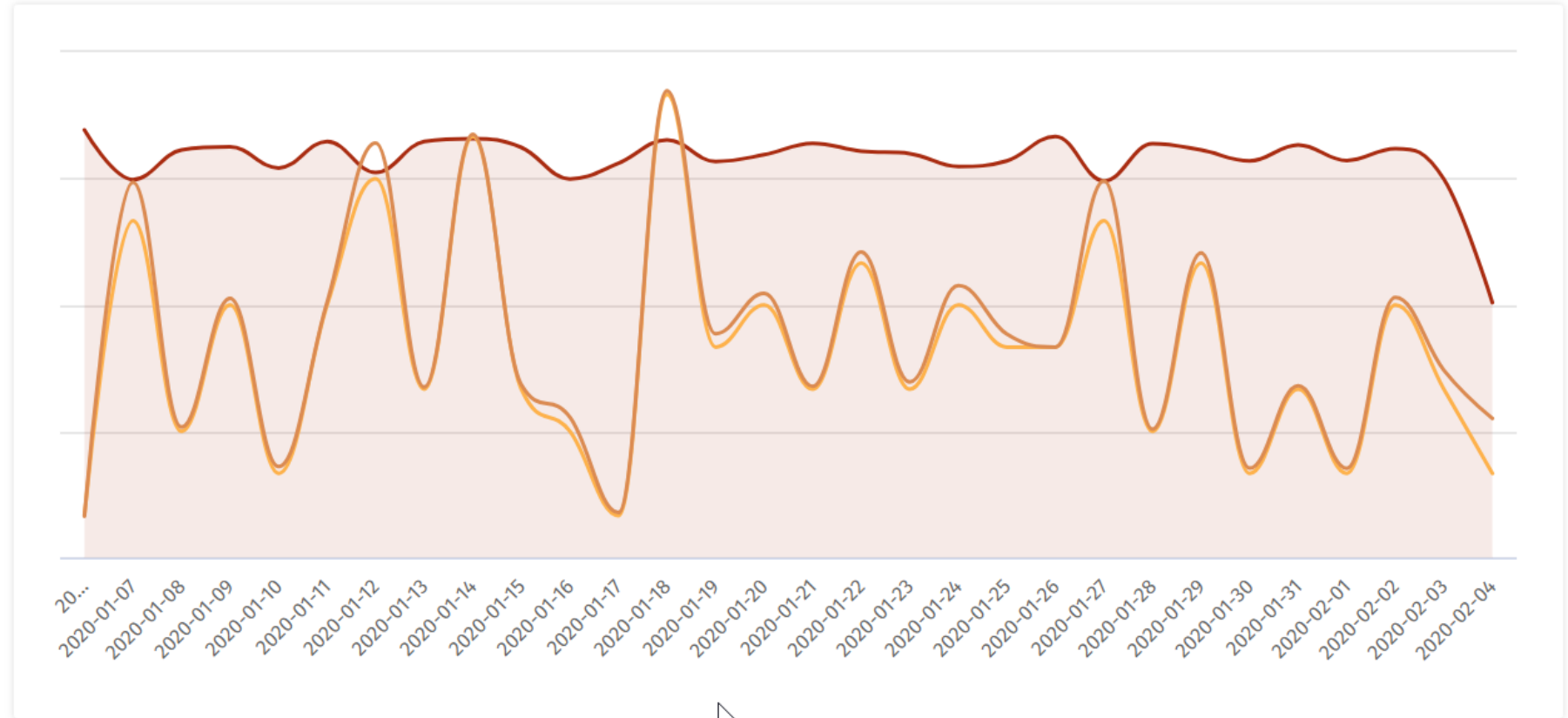
CLICK RATE  
PREVIOUS PERIOD : NA  
BENCHMARK : 0.07%

45.22% ↑

1.01%

UNIVERSAL INTERACTION RATE  
PREVIOUS PERIOD : NA  
BENCHMARK : 0.69%

47.35% ↑



# Display Performance

## Next Steps

- Tighten up geography across Search to increase impression share and apply negative key terms to increase Search CTR