



UNIVERSITY OF
DETROIT MERCY
Build A Boundless Future

Fall 2024 Digital Campaign Recap

Reporting Data 8/5/24 – 9/18/24

Performance Social August

Facebook // Instagram	
Impressions	458,448
Clicks	266
CTR %	0.06%
Engagements	53,751
Post Reactions	9



TARGETING: Adults 18+ interest in education and high school students

Detroit DMA

Performance Social August

Performance by Demo:

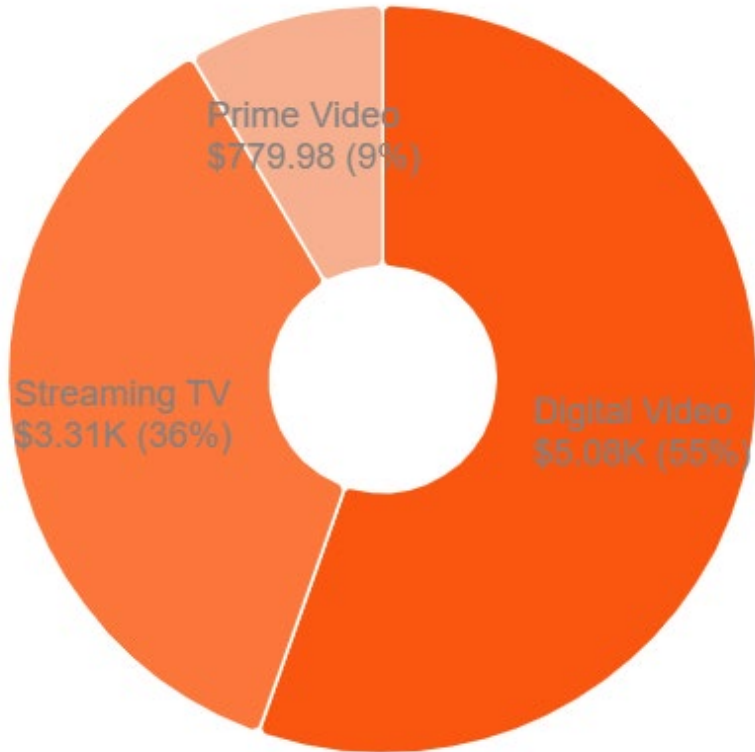
Gender	Age	Impressions	Clicks	CTR%
male	55-64	83,669	54	0.09%
female	55-64	32,265	18	0.11%
male	35-44	76,515	45	0.07%
male	65+	50,424	40	0.11%
male	45-54	77,291	34	0.07%

TARGETING: Adults 18+ interest in education and high school students

Detroit DMA

AMAZON DSP OVERVIEW August

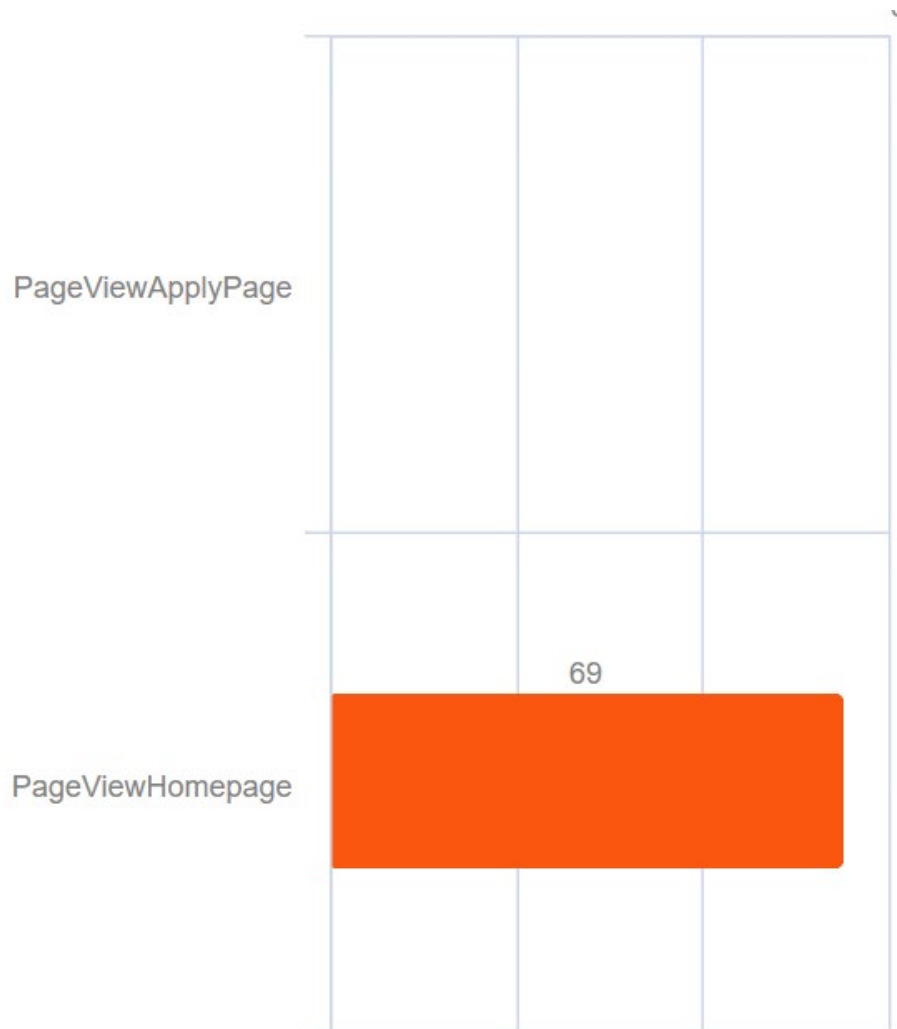
Spend by
Ad Product:



Totals	
Impressions	592,962
Clicks	357
CTR %	0.060%
VCR %	89.84%

[LIVE LOOK AT DASHBOARD](#)

Conversions (August)



- **Upper Funnel** is sitewide; tracking views
- **Lower Funnel** is placed on apply/register page tracking form fills.

[LIVE LOOK AT DASHBOARD](#)

Targeted Video Display

August	
Impressions	69,899
Clicks	93
CTR %	0.13%

Performance by Ad:

TARGETING:

- interest in continuing education or catholic education
- **GEOTARGETING:**
- Detroit DMA

Ad Name	Impressions	Clicks	CTR
Total	69,899	93	0.13%
Dental-Stinger.mp4	17,541	29	0.17%
UDM15.mp4	16,893	27	0.16%
UDM15 sec Olivia Martin Law Grad fall 2022.mp4	17,749	19	0.11%
meagn-stinger.mp4	17,716	18	0.10%



Performance Social 9/1 – 9/18

Facebook // Instagram	
Impressions	260,308
Clicks	143
CTR %	0.05%
Engagements	33,000
Post Reactions	5



TARGETING: Adults 18+ interest in education and high school students

Detroit DMA

Performance Social 9/1 – 9/18

TARGETING: Adults 18+ interest in education and high school students

Detroit DMA

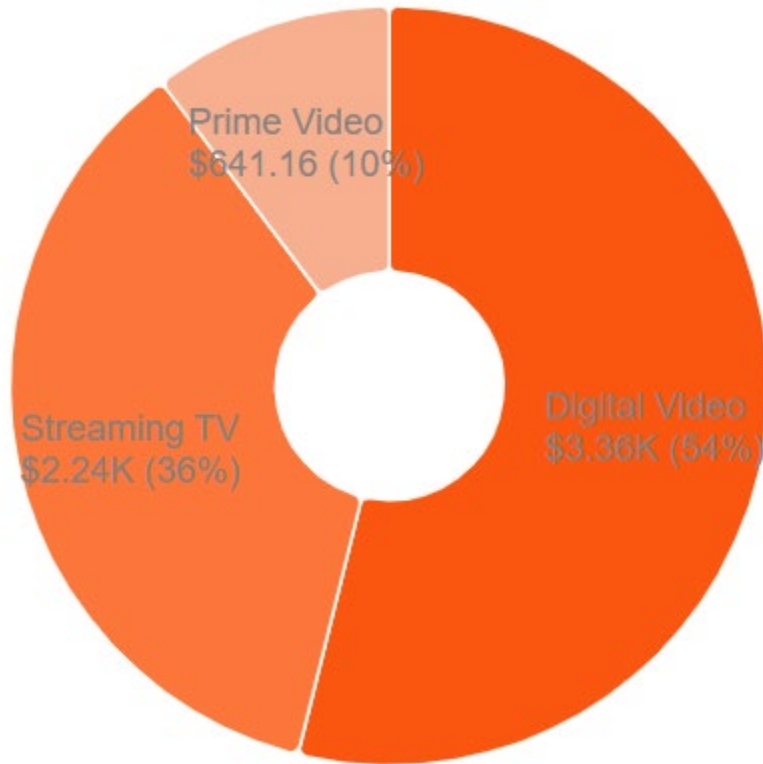
Performance by Demo:

Gender	Age	Impressions	Clicks	CTR%
male	45 - 54	43,555	30	0.09%
male	35 - 44	54,459	25	0.06%
male	65+	29,232	21	0.12%
male	55 - 64	47,270	18	0.07%
male	25-34	25,350	14	0.08%

** this is sorted by highest link clicks

AMAZON DSP OVERVIEW 9/1 – 9/18

Spend by
Ad Product:



Totals	
Impressions	403,609
Clicks	217
CTR %	0.054%
VCR %	89.11%

[LIVE LOOK AT DASHBOARD](#)

Conversions 9/1 – 9/18

PageViewApplyPage				
PageViewHomepage				

- **Upper Funnel** is sitewide; tracking views
- **Lower Funnel** is placed on apply/register page tracking form fills.

[LIVE LOOK AT DASHBOARD](#)

Targeted Video Display

9/1 – 9/18

Impressions	44,881
Clicks	58
CTR %	0.13%

Performance by Ad:

Ad Name	Impressions	Clicks	CTR
Total	44,882	58	0.13%
Dental-Stinger.mp4	11,181	20	0.18%
meagn-stinger.mp4	11,215	12	0.11%
UDM15 sec Olivia Martin Law Grad fall 2022.mp4	11,130	9	0.08%
UDM15.mp4	11,356	17	0.15%

TARGETING:

- interest in continuing education or catholic education

GEOTARGETING:

- Detroit DMA





THANK YOU!

- Check out the Dashboard
 - You have a login
 - Go to performance.audacy.com

