

Campaign report

August 1, 2024 - September 30, 2024

Campaign	Campaign type	Impr.	CTR	Clicks	Impr. (Top) %
Search: U Detroit - Brand	Search	18,246	54.41%	9,928	93.50%
Search: U Detroit - Graduate High Priority	Search	26,189	21.26%	5,568	58.92%
Search: U Detroit - Focus	Search	18,289	20.74%	3,794	47.17%
Search: U Detroit - Graduate Low Priority	Search	21,185	17.70%	3,750	41.02%
Search: U Detroit - Undergrad Low Priority	Search	9,430	14.32%	1,350	41.70%
Search: U Detroit - Undergrad High Priority	Search	28,981	10.88%	3,154	38.26%
Totals		122,320	23.22%	27,544	53.43%

Campaign	Campaign type	Impr.	CTR	Clicks	Video played to 25%	Video played to 50%	Video played to 75%	Video played to 100%*
TrueView: U Detroit	Video	50,905	0.22%	113	76.43%	63.80%	58.02%	53.77%

*avg viewers that watch to 100% is 30-40%: YOU ARE AT 53% EXCELLENT VIEWS!