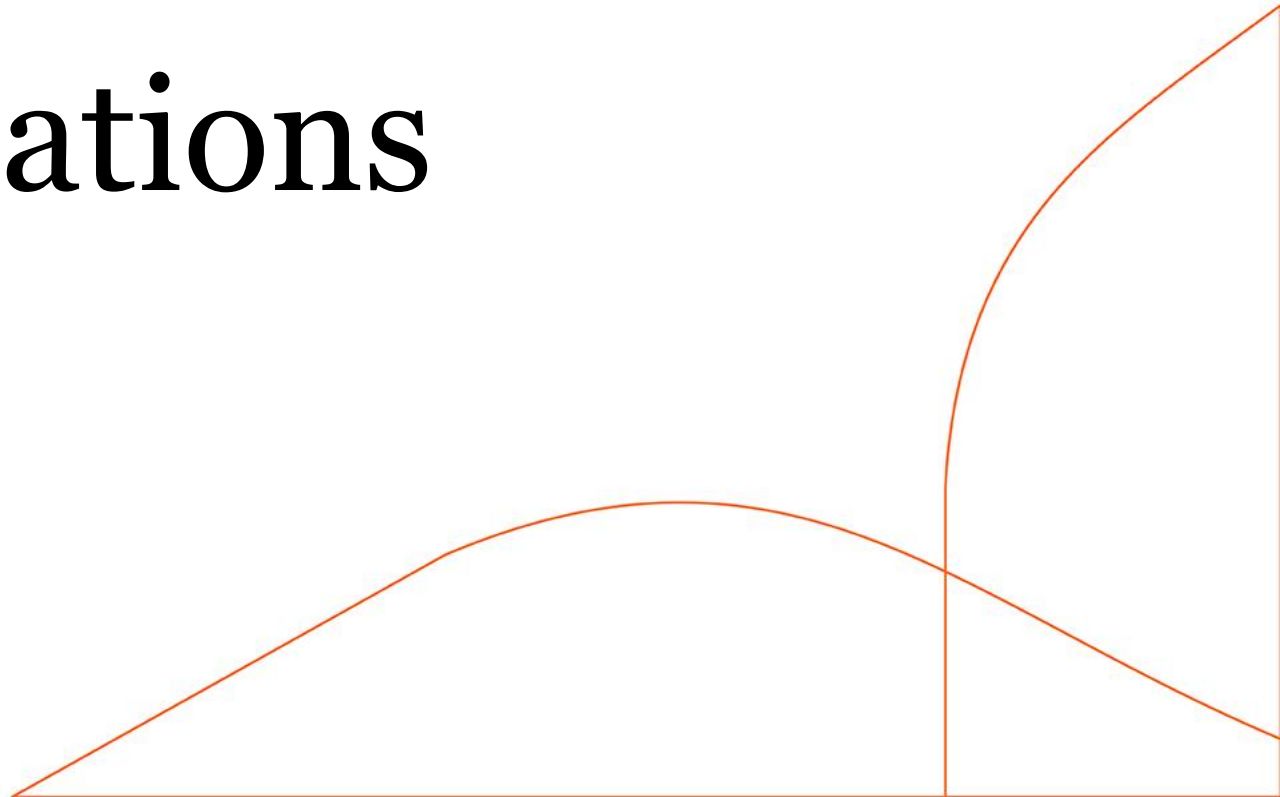


Choose Change

Campaign performance report

May 1 - 31, 2023

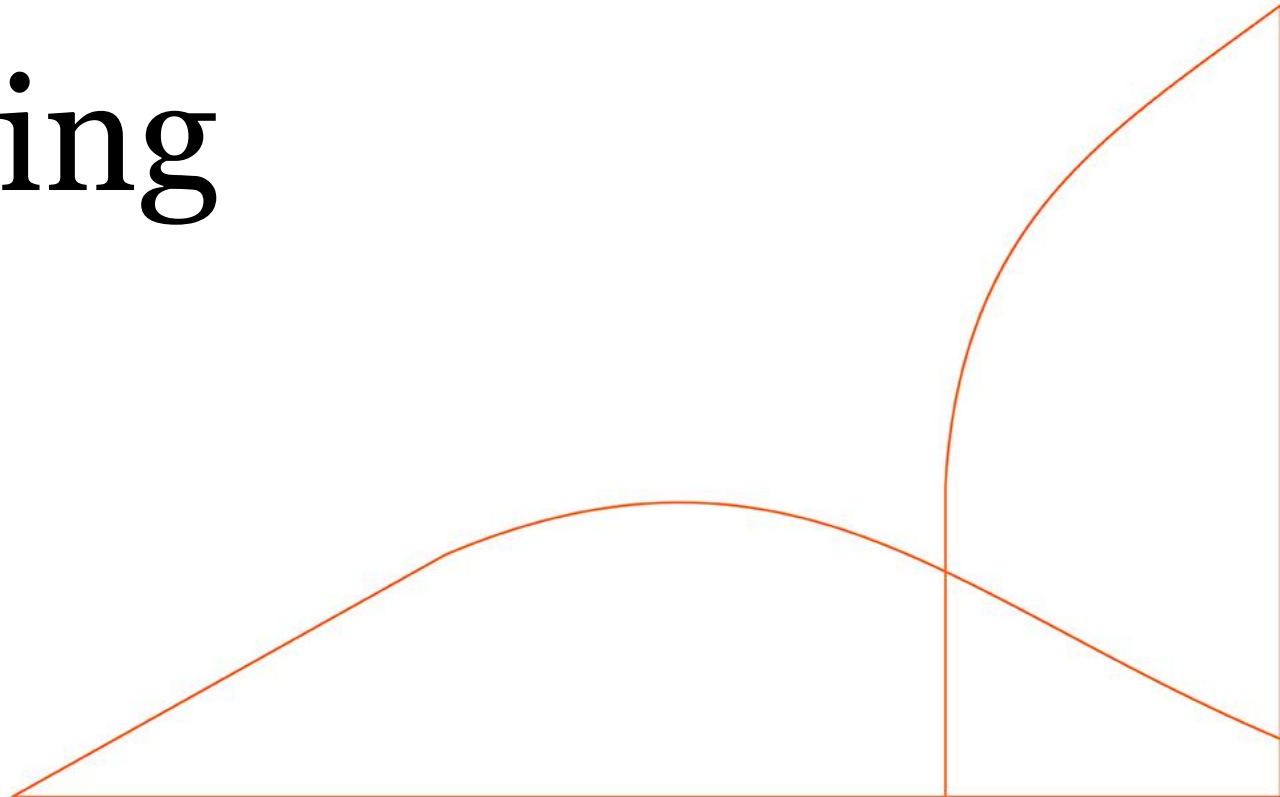
Program applications



Year over year comparison

Program	2022 applications	2023 applications	Change year over year (%)
Daytime MBA	286	306	7%
Evening MBA	83	99	19%
Accelerated MBA	89	110	24%
Executive MBA	104	111	7%
Master of Management	313	399	27%

Digital advertising



Paid Social Ad Results – LinkedIn

6K+

Total clicks

39.6K+

Total Impressions

75

Total direct leads

0.68%

Average Clickthrough Rate
(brand)

(+94% industry benchmark)

1.32%

Average Clickthrough Rate
(MBA)

(+277% industry benchmark)

1.39%

Average Clickthrough Rate
(EMBA)

(+297% industry benchmark)

2.02%

Average Clickthrough Rate
(MMgmt)

(+477% industry benchmark)

Paid Social Ad Results – Meta

8K+

Total clicks

2M+

Total Impressions

0.5%

Average Clickthrough Rate

(+6% industry benchmark)

\$0.83

Average cost per click (brand)

(+17% industry benchmark)

\$0.84

Average cost per click (MBA)

(+16% industry benchmark)

\$0.78

Average cost per click (EMBA)

(+22% industry benchmark)

\$0.88

Average cost per click (MMgmt)

(+12% industry benchmark)

Paid Digital – Google properties

3K+

Total clicks

309K+

Total Impressions

1.86%

Average Clickthrough Rate
(Google Display)

(Industry benchmark: 0.53%)

\$0.06

Cost per video completion

(Industry benchmark: \$0.05-
0.10)

Brand video 1 min version - YouTube

- Views: 7,174
- Average view duration: 0:49 seconds (video length is 1:01)
- Traffic
 - Paid: 82.7%
 - External: 10.1%
 - From our website: 58.8%
 - LinkedIn: 18.5%
 - Strategyonline.ca: 4.3%
 - Adnews.com: 3.5%
 - Instagram: 2.9%
 - Direct: 4.8%
 - Other: 2.3%

We're happy with the views we're receiving for the brand video long version which can be found on our website.

Traffic is coming through paid advertising but also organically from our website, social media and the national marketing publications, Strategy and Ad News.

Insights

- On LinkedIn, all campaigns are performing above benchmark, with all single image ads performing at 1.28% clickthrough rate or higher (benchmark = 0.35%) – [a personal best for Haskayne.](#)
- On Meta, all but one ad are outperforming benchmark at \$0.09 - 0.26 lower cost per click.
- Carousel ads are underperforming on LinkedIn (pivot to single image ads instead), but are a top performing ad on Meta (maintain).
- Google ads are outperforming benchmark.
- YouTube are within benchmark performance range.

Thank you!

