Sessions	Avg. Time on Page	Pages / Session	Bounce Rate	Impressions	Clicks	CTR	CPC	Spend
128.2K	00:05:28	1.12	90.60%	12.3M	199.9K	2.93%	$0.47	$103.8K

Timing Recap:

October 9th, 2017
Digital Campaign Launches -
- Pandora, Facebook & Twitter

October 13th, 2017
Paid Search Launches

December 10th, 2017
Pandora Ends

January 8th, 2018
Facebook is Optimized
Five videos replace the static image ads that were previously running on Facebook

January 9th, 2018
Undertone Launches

February 5th, 2018
Facebook is Optimized
A 6th video is added into the rotation

Campaign Insights

To date, the campaign has delivered over 12M impressions, resulting in nearly 200K clicks and 128K sessions to the landing page. The majority of sessions (approximately 89%) came from a mobile device. Every channel on the plan is performing well over benchmark in terms of CTR (Notably, Twitter is performing 340% over benchmark), indicating that the message is resonating well with the target audience. Pandora and Google CTR benchmarks are the channel-specific, industry standards. Facebook and Twitter benchmarks were taken from the 16/17 UWM campaigns.

Twitter is the best performing channel on the plan in terms of engagement (nearly 140K clicks to-date), while Pandora (which ended in December), delivered the largest number of digital impressions (approximately 3.1M). As we generally see a higher number of clicks on Facebook, we can infer that our target audience is very engaged and receptive to our message on the Twitter platform.

The average time on page is approximately 5 minutes and 30 seconds, indicating that users are engaging with the video content on the page.

Campaign Performance by Channel

Channel	Impressions	Clicks	CPC	Spend	CTR	Benchmark CTR	Index CTR
Twitter	1,478,467	139,531	$0.07	$10,042	9.44%	2.14%	441
Undertone	601,294	24,309	$0.59	$14,304	4.04%	1.75%	231
Facebook	1,458,449	15,546	$0.58	$9,053	1.07%	0.67%	159
Pandora	3,047,153	10,299	$4.77	$49,106	0.34%	0.10%	338
Google	233,929	10,248	$1.18	$12,112	4.38%	2.50%	175
Milwaukee Business Journal	22,730	null	null	null	null	null	null

Campaign Webpage Sessions by City

The Top Three Cities in November were Chicago, Milwaukee & Madison

50 — 23,160
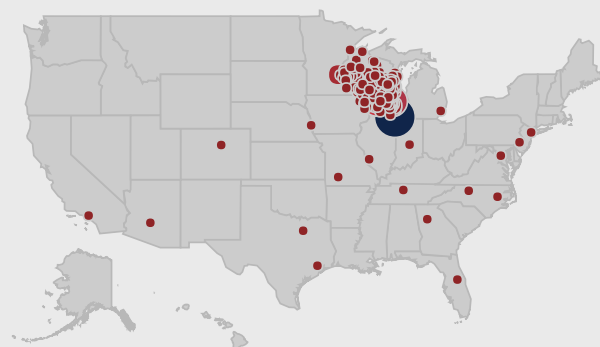
	City	Region	Sessions ▾
1.	Chicago	Illinois	23,160
2.	Milwaukee	Wisconsin	13,571
3.	Madison	Wisconsin	11,867
4.	Minneapolis	Minnesota	4,217
5.	Green Bay	Wisconsin	3,106
6.	Appleton	Wisconsin	2,274
7.	Kenosha	Wisconsin	2,130
8.	Racine	Wisconsin	1,997
9.	Janesville	Wisconsin	1,841
10.	Fond du Lac	Wisconsin	1,574

Campaign Webpage Sessions by Device

- 114.6K Mobile
- 8K Tablet
- 6K Desktop

Clicks by Creative (Social Media):
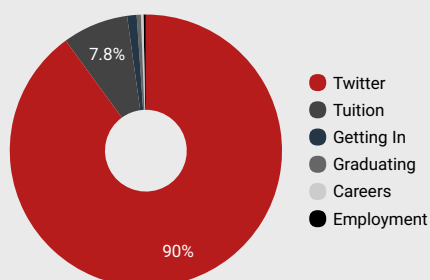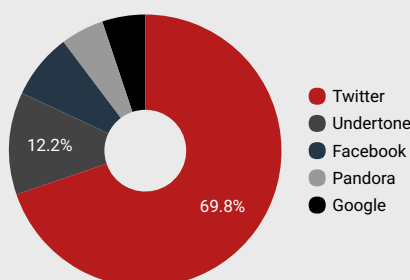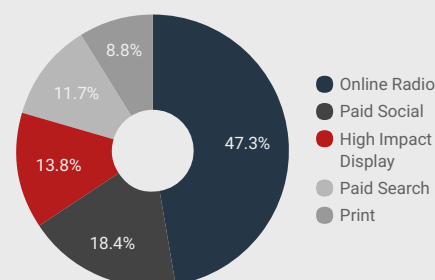
- 90% / 7.8%
- Twitter
- Tuition
- Getting In
- Graduating
- Careers
- Employment

Clicks by Channel:

- 69.8%
- 12.2%
- Twitter
- Undertone
- Facebook
- Pandora
- Google

Spend by Channel:

- 47.3%
- 18.4%
- 13.8%
- 11.7%
- 8.8%
- Online Radio
- Paid Social
- High Impact Display
- Paid Search
- Print

Prepared By: OneSixtyOverNinety

WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

Sessions	% New Sessions	Avg. Time on Page	Pages / Session	Bounce Rate
127,838	60.57%	00:05:27	1.12	90.65%

Performance by Channel:

Source	Sessions ▼	Users	Bounce Rate	% New Sessions	Avg. Time on Page
twitter	78,551	32,274	89.53%	41.08%	00:06:23
facebook	14,182	12,412	95.46%	87.34%	00:03:00
google	9,598	8,869	84.74%	92.29%	00:04:00
pandora	5,113	4,712	92.22%	92.16%	00:01:36

Sessions by Device:

- mobile
- tablet
- desktop

89.6%

Sessions by Channel:

8.9%
13.2%
73.1%

- twitter
- facebook
- google
- pandora

Sessions by Channel Type:

16%
72.5%

- social
- display
- search
- banner
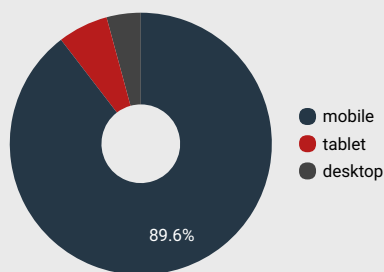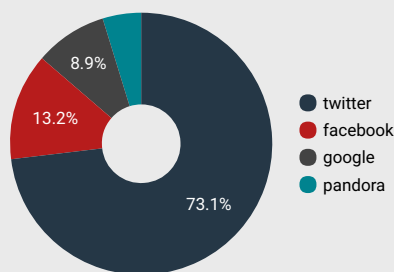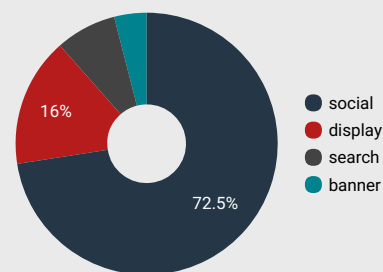
Web Sessions by City:

50 ▬▬▬ 23,148
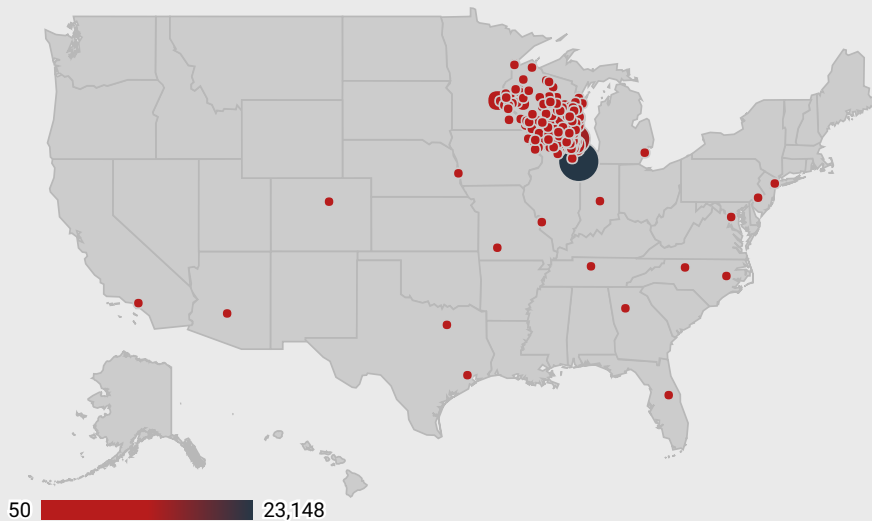
	City	Region	Sessions ▼	
1.	Chicago	Illinois	23,148	▬▬▬▬▬
2.	Milwaukee	Wisconsin	13,566	▬▬▬
3.	Madison	Wisconsin	11,682	▬▬▬
4.	Minneapolis	Minnesota	4,216	▬
5.	Green Bay	Wisconsin	3,105	▬
6.	Appleton	Wisconsin	2,274	▬
7.	Kenosha	Wisconsin	2,130	▬
8.	Racine	Wisconsin	1,997	▬
9.	Janesville	Wisconsin	1,841	▬
10.	Fond du Lac	Wisconsin	1,574	▬

Web Sessions by Day:
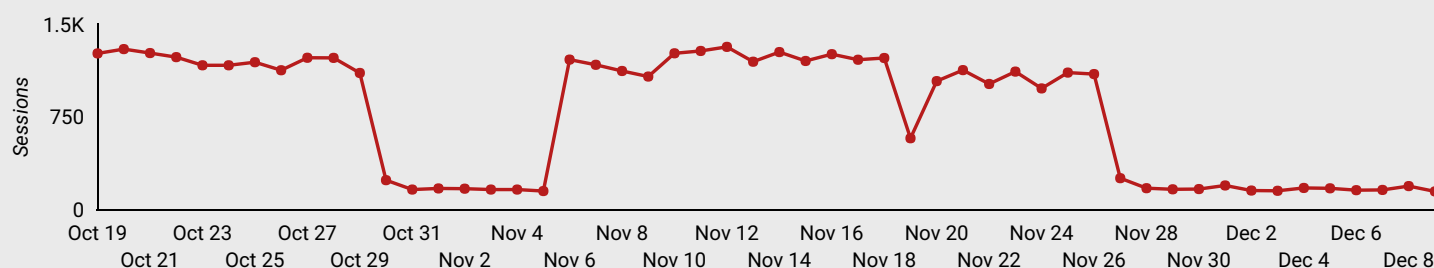
Sessions

1.5K — 750 — 0

Oct 19, Oct 21, Oct 23, Oct 25, Oct 27, Oct 29, Oct 31, Nov 2, Nov 4, Nov 6, Nov 8, Nov 10, Nov 12, Nov 14, Nov 16, Nov 18, Nov 20, Nov 22, Nov 24, Nov 26, Nov 28, Nov 30, Dec 2, Dec 4, Dec 6, Dec 8

Prepared By: OneSixtyOverNinety

Select date range

WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

Sessions	Avg. Time on Page	Pages / Session	Bounce Rate	Impressions	Clicks	CTR	CPC	Spend
92.7K	00:06:16	1.13	90.43%	2.9M	155.1K	5.28%	$0.12	$19.1K

Social Highlights

Engagement:

Channel	Page Likes/ Follows ▾	Comments/ Replies	Shares/ Retweets	Reactions/ Likes
Facebook	460	286	459	7,831
Twitter	1	null	1	2
Grand total	**461**	**286**	**460**	**7,833**

Performance:

Channel	Spend	Impressions ▾	Clicks	CTR	Wisc Benchmark	Benchmark Index	Industry Benchmark	Industry Index
Twitter	$10,042	1,478,467	139,531	9.44%	2.14%	441	2%	472
Facebook	$9,053	1,458,449	15,546	1.07%	0.67%	159	0.73%	146
Grand total	**$19,095**	**2,936,916**	**155,077**	**5.28%**	**2.14%**	**247**	**2%**	**264**

Clicks by Creative (Facebook):

- Tuition
- Getting In
- Graduating
- Careers
- Employment

77.9% / 11.2%

Clicks by Channel:

- Twitter
- Facebook

90% / 10%

Sessions by Device:

- mobile
- tablet
- desktop

92.5%
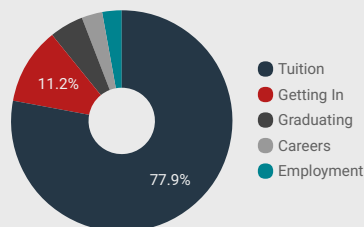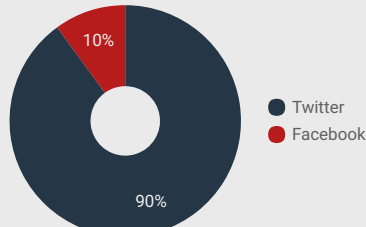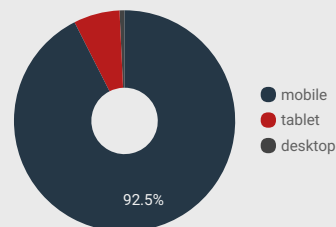
Social Performance: Creative Breakdown:

University of Wisconsin-Madison
Sponsored
We admit more than 2 out of 3 in-state applicants because we ❤ WI. #onwisconsin

DID YOU KNOW?

WE GROW TOGETHER
For Wisconsin residents, UW–Ma...
onwisconsin.wisc.edu   [Learn More]

"Getting In"
Clicks
1,746
CTR
0.79%
CPC
$0.64

University of Wisconsin-Madison
Sponsored
79% of in-state students grow their lives and careers in WI after graduation. #onwisconsin

DID YOU KNOW?

WE'RE IN THIS TOGETHER
For Wisconsin residents, UW–Ma...
onwisconsin.wisc.edu   [Learn More]

"Careers"
Clicks
471
CTR
0.66%
CPC
$0.74

University of Wisconsin-Madison
Sponsored
60% of UW–Madison students receive job offers even before they graduate. #onwisconsin

DID YOU KNOW?

OUR BRIGHTEST FUTURE
For Wisconsin residents, UW–Ma...
onwisconsin.wisc.edu   [Learn More]

"Employment"
Clicks
442
CTR
0.57%
CPC
$0.66

University of Wisconsin-Madison
Sponsored
We provide options so the average student graduates in just over four years. #onwisconsin

DID YOU KNOW?

WORKING FOR WISCONSIN
For Wisconsin residents, UW–Ma...
onwisconsin.wisc.edu   [Learn More]

"Graduating"
Clicks
772
CTR
0.80%
CPC
$0.69

University of Wisconsin-Madison
Sponsored
UW–Madison makes world-class education more affordable for in-state students.

DID YOU KNOW?

WORKING FOR WISCONSIN
For Wisconsin residents, UW–Ma...
onwisconsin.wisc.edu   [Learn More]

"Tuition"
Clicks
12,115
CTR
1.22%
CPC
$0.56

UW-Madison
@UWMadison   Following
Home is where our heart is. Check out some unexpected ways we're benefiting Badger State residents. #onwisconsin

UW-Madison is Working for Wisconsin
onwisconsin.wisc.edu
6:24 PM - 5 Oct 2017
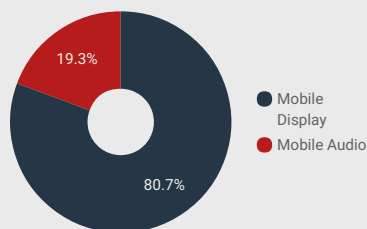1 Retweet 2 Likes

"Twitter"
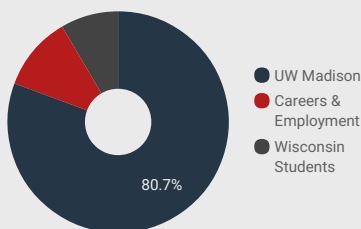Clicks
139,531
CTR
9.44%
CPC
$0.07

Prepared By: OneSixtyOverNinety

Pandora Performance:

Sessions	Avg. Time on Page	Pages / Session	Bounce Rate	Impressions	Clicks	CTR	CPC	Spend
5.1K	00:01:36	1.1	92.22%	3.0M	10.3K	0.34%	$4.77	$49.1K

Clicks by Ad Type:

- Mobile Display — 80.7%
- Mobile Audio — 19.3%

Clicks by Audio Spot:

- UW Madison — 80.7%
- Careers & Employment
- Wisconsin Students

Sessions by Device:

- mobile — 99.7%
- tablet
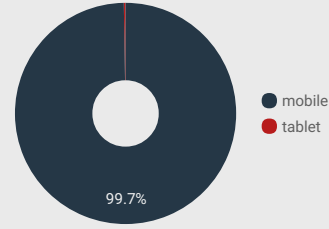
Google Performance:

Sessions	Avg. Time on Page	Pages / Session	Bounce Rate	Impressions	Clicks	CTR	CPC	Spend
9.6K	00:04:01	1.12	84.73%	233.9K	10.2K	4.38%	$1.18	$12.1K

Clicks by Ad Group:

Clicks

Ad Group	Clicks
UW	7,852
Tuition	1,410
Acceptance Rate	625
Cost	219
UW System	70
UW Slogans	62
UW Budget	4

Sessions by Device:

- mobile — 69.9%
- desktop — 22.7%
- tablet
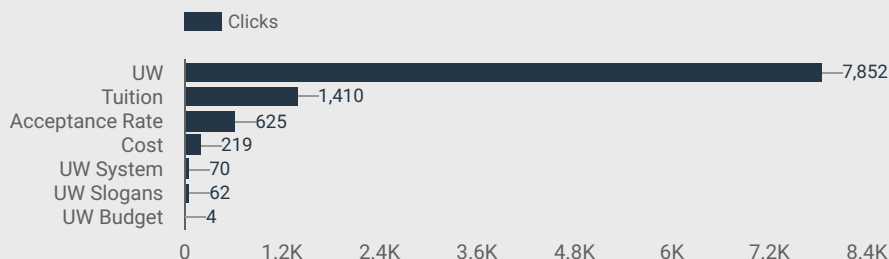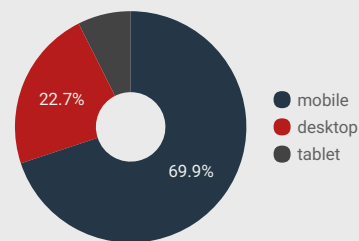
Ad group	Search keyword	Clicks ▾	Impressions	CTR	Avg. CPC
UW	+university of +wisconsin	3,821	93,069	4.11%	$1.23
UW	+university of +wisconsin +madison	3,242	78,122	4.15%	$1.13
Tuition	+uw +tuition	1,009	15,364	6.57%	$1.01
UW	+uwm	475	14,594	3.25%	$1.44
Acceptance Rate	+uw +acceptance +rate	440	6,242	7.05%	$1.14
Tuition	+university of +wisconsin +tuition	350	6,597	5.31%	$1.17

Undertone Performance:

Sessions	Avg. Time on Page	Pages / Session	Bounce Rate	Impressions	Clicks	CTR	CPC	Spend
20.4K	00:01:00	1.07	94.04%	601.3K	24.3K	4.04%	$0.59	$14.3K

Clicks by Target:

Clicks

Target	Clicks
Baby Boomer	6,544
Millennial	6,410
GenX	6,385
GenZ	4,970

Sessions by Device:

- mobile — 82.8%
- desktop — 12.6%
- tablet

Prepared By: OneSixtyOverNinety
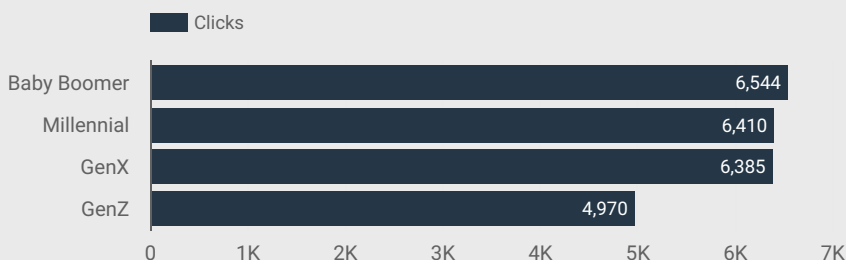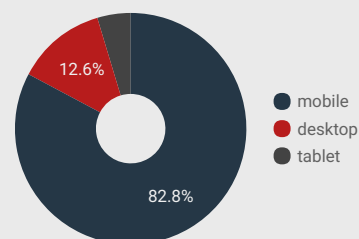
Difference between *Time on Page* and *Session Duration*:

There are two things that we need to consider to explain the differences between Time on Page and Session Duration:

1. How *time* is measured in GA
2. How are Time on Page and Session Duration calculated (hint, it's different)

How time is measured in GA
It's logical to assume that when a new visitor comes to the website, a little timer begins tracking each second the visitor is actively engaging with content. This is a logical assumption, but it is not how GA measures time.

To measure time, GA timestamps different user interactions and finds the difference between those timestamps. For example: if a visitor loads the landing page at 12:00PM and then clicks to another page at 12:01PM, then GA measures the time between those events as 1 minute (12:01 - 12:00 = 1 minute). This might raise an obvious question, what happens when there is no additional action taken? The answer is pretty simple, time cannot be calculated and GA defaults to 0. Here's an example of what that might look like: if a visitor loads the landing page at 12:00PM, looks at content on that page for 1 minute and then closes their browser, then GA measures that time as 0 seconds.

GA's method of time measurement was necessary when their tracking framework was created, but as browsers evolve, there is hope that this could change in the near future. Before that happens, it's important to keep time tracking limitations in mind and find alternative methods of time tracking, which 160 would be happy to advise on.

How are Time on Page and Session Duration calculated
Let's start with Session Duration, since it is easier to understand than Time on Page.

Session Duration is calculated by taking the difference between a visitors first and last timestamp. For example: a visitor loads their first page of content at 12:00PM, they load a bunch of other content, and then they load their final page at 12:05PM. GA would calculate the Session Duration of this visitor as 5 minutes (12:05 - 12:00 = 5 minutes). It's important to keep in mind that the last timestamp for the visitor is limited in the same way outlined above. So if in this same scenario, the visitor loads their last page at 12:05PM but looks at content on that page for another 2 minutes and they don't close their browser until 12:07PM, that time is lost and GA only calculates 12:05 as the final timestamp. This limitation can skew results drastically when a page has a high bounce rate. Even a page with a bounce rate of 50% will mean that for 50% of visits, GA is assuming that those sessions lasted 0 seconds, which is usually not accurate. That's why we often see campaign landing pages that have high bounce rates also have really low Session Duration averages.

That brings us to Time on Page. While GA will consider all of those 0 second visits into the Session Duration calculation, when Time on Page is calculated, those 0 second visits are ignored. Let's look at an example: if I have 100 visitors come to my landing page and 50 of them click to another page in exactly 1 minute and the other 50 are bounces, here is how GA would calculate both metrics:

Avg. Time on Page = (50 minutes / 50 views) = 1 minute on average
Avg. Session Duration = ((0 minutes + 50 minutes) / 100 visitors) = 0.5 minutes on average

High Number of Sessions from Chicago:

Google Analytics uses IP Address to determine a user's geolocation. In their documentation, they point out that the geolocation of the user is an approximation. Measuring mobile IP Address geolocation can be even more approximate because a user is transitioning between cell towers and Wifi connection points. Ad platforms can use other technologies to pinpoint a user more accurately, which is why we can target users in a specific area, but see traffic in GA from an approximate location.

In the case of UW, we were targeting users in the Madison, WI area, which could include mobile IP Addresses that register as Chicago, IL depending upon how Google Analytics is approximating their location.

Relevance Score Explained:

The "relevance score" is a metric that is determined by a Facebook algorithm which combines several factors (performance – i.e. clicks, positive/negative user engagement with the ad, target audience, creative, etc.) to assess how well any ad is being received by the audience to which it is being served. As Facebook's goal is to serve people ads that are the most relevant to them, increasing relevancy score is directly connected with an ad's performance. A higher relevancy score will reduce your ad spend and increase your reach and clicks. For example, an ad with a relevancy score of 7-8 will receive 4x more clicks from a similar ad with the same budget.