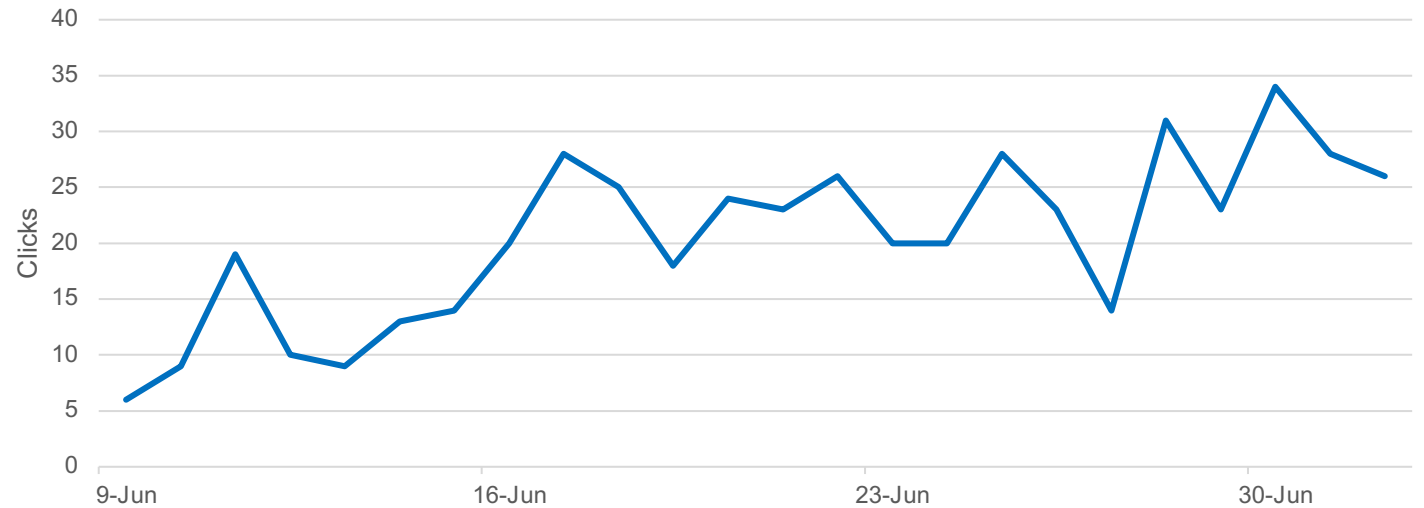




Facebook

Run Dates: 6/9 – 7/2

BUDGET:
\$800
Spend: \$782



CLICKS	REACH	IMPRESSIONS	CLICK-THROUGH-RATE	COST-PER-CLICK
491	12,048	87,040	.75%	\$1.59



Facebook Creative

Ads with variable text and one of two images ran in several placements on multiple platforms, from Instagram to Facebook, on mobile and desktop devices, and in Facebook's Audience Network hosted on a variety of sites


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Facebook Audience Sources

Targeted by JOB TITLE	CLICKS	REACH	IMPRESSIONS	CLICK-THROUGH-RATE	COST-PER-CLICK
	239	5,954	42,689	.82%	\$1.64

People 21+ in the United States with a college degree or above and with the job title Anchor/Reporter, Broadcast Journalist, Columnist, Content Editor, Correspondent, Feature Writer, Journalist, Journalist/Writer, News Editor, News Producer, News Writer, Web Content Writer, Writer or Writer/Reporter

Targeted by EMPLOYER	CLICKS	REACH	IMPRESSIONS	CLICK-THROUGH-RATE	COST-PER-CLICK
	252	6,042	44,351	.68%	\$1.55

People 21+ in the United States with a college degree or above and employed by ABC News, Bloomberg LP, C-SPAN, CBS News, CNN, The Economic Times, Fast Company, Forbes, Fortune, Fox News, The Guardian, HuffPost, Los Angeles Times, MSNBC, NBC News, The New York Times, New Yorker, Newsweek, NPR, POLITICO, Reuters, Salon, Thomson Reuters, USA TODAY, VICE, The Wall Street Journal or Washington Post



Web statistics: Source/medium

LinkedIn ads and Facebook ads (including Facebook Audience Network ads) directed traffic to the custom COVID Experts landing page on uc.wisc.edu

Source / Medium	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	733 % of Total: 16.94% (4,328)	659 % of Total: 18.33% (3,596)	00:00:59 Avg for View: 00:02:09 (-54.18%)	648 % of Total: 20.55% (3,153)	90.59% Avg for View: 79.25% (14.30%)	87.86% Avg for View: 72.85% (20.60%)
1. m.facebook.com / referral	197 (26.88%)	190 (28.83%)	00:01:18	189 (29.17%)	95.77%	95.43%
2. (direct) / (none)	178 (24.28%)	154 (23.37%)	00:01:47	149 (22.99%)	87.92%	84.27%
3. l.facebook.com / referral	156 (21.28%)	140 (21.24%)	00:00:56	135 (20.83%)	89.63%	85.90%
4. linkedin.com / referral	34 (4.64%)	33 (5.01%)	00:02:20	33 (5.09%)	96.97%	97.06%
5. s3.amazonaws.com / referral	31 (4.23%)	21 (3.19%)	<00:00:01	21 (3.24%)	76.19%	67.74%
6. aax.amazon-adsystem.com / referral	29 (3.96%)	29 (4.40%)	00:00:00	29 (4.48%)	100.00%	100.00%
7. news.wisc.edu / referral	27 (3.68%)	25 (3.79%)	00:00:46	25 (3.86%)	84.00%	85.19%
8. merriam-webster.com / referral	13 (1.77%)	12 (1.82%)	00:00:00	12 (1.85%)	91.67%	92.31%
9. t.co / referral	9 (1.23%)	7 (1.06%)	00:00:00	7 (1.08%)	85.71%	77.78%
10. google / organic	8 (1.09%)	8 (1.21%)	00:00:02	8 (1.23%)	87.50%	87.50%

Top referrers to landing page, June 1 – July 7, 2021

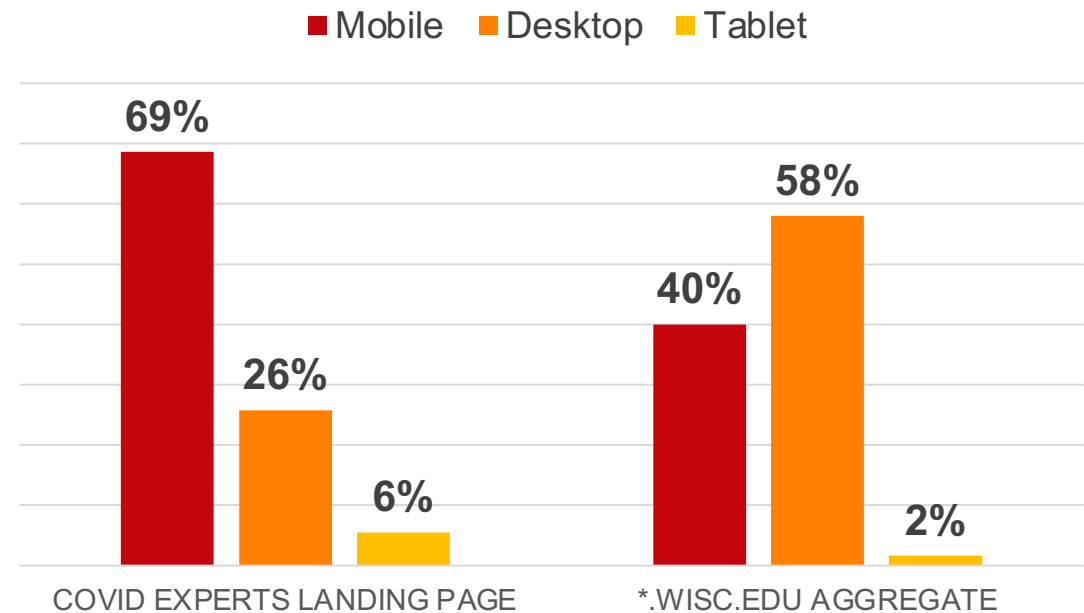


Web statistics: Mobile traffic

Most of the traffic to the landing page came from mobile traffic, a far higher percentage than average for UW–Madison sites.

Possible takeaways:

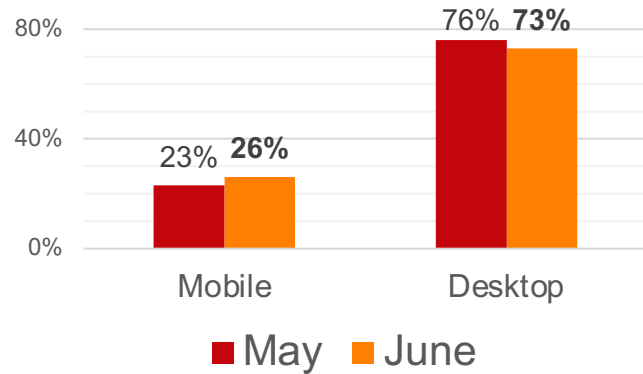
- Optimize pages aimed at journalists for mobile devices
- Optimize web landing pages for mobile devices



June 1 – July 7, 2021



Web statistics: Traffic to main experts site



Mobile traffic to experts.news.wisc.edu increased from 23% in May 2021 to 26% in June 2021 while the ads were running

Overall traffic to experts.news.wisc.edu decreased 9.19% from May 2020 to June 2020; it only decreased 3.52% from May 2021 to June 2021

