Twitter
Run Dates: 9/24 – 11/6

BUDGET: $800

Spend: $756

CLICKS	TWEET ENGAGEMENTS	IMPRESSIONS	CLICK-THROUGH-RATE	COST-PER-CLICK
335	684	72,915	.26%	$3.92
	RTs, replies, likes, hashtag clicks, swipes		Engagement rate: .94%	

Twitter
Election-related creative constraints

❌ Rejected:

UW-Madison Media
@UWMadisonMedia

Election season is here, and UW–Madison has you covered. Find experts on key issues, resources for journalists and unique insights from an important battleground state. election2020.news.wisc.edu

Election 2020 — UW–Madison Experts and Resources
🔗 wisc.edu

4:59 PM · Sep 22, 2020 · Twitter for Advertisers (legacy)

❌ Rejected:

UW-Madison Media
@UWMadisonMedia

Great stories need great sources. Find experts for this fall's biggest issues along with media resources and unique insights from a key battleground state.

UW–Madison Experts and Resources for 2020
🔗 wisc.edu

2:33 PM · Sep 23, 2020 · Twitter for Advertisers (legacy)

✔ Approved:

UW-Madison Media
@UWMadisonMedia

Great stories need great sources. Find experts for this fall's biggest issues along with media resources and unique insights from Wisconsin.

UW–Madison Experts and Resources for Media
🔗 wisc.edu

12:32 PM · Sep 25, 2020 · Twitter for Advertisers (legacy)

Twitter
Election-related creative constraints

❌ Rejected: ✔ Approved:
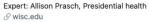

UW-Madison Media
@UWMadisonMedia

As President Trump has tested positive for COVID-19, @UWMadison's Allison Prasch is available to speak about the history of presidential health issues.

go.wisc.edu/prasch2020

Expert: Allison Prasch, Presidential health
🔗 wisc.edu

3:09 PM · Oct 5, 2020 · Twitter for Advertisers (legacy)

UW-Madison Media
@UWMadisonMedia

Allison Prasch, Assistant Professor of Communication Arts at @UWMadison, is available to speak about the history of presidential health issues.
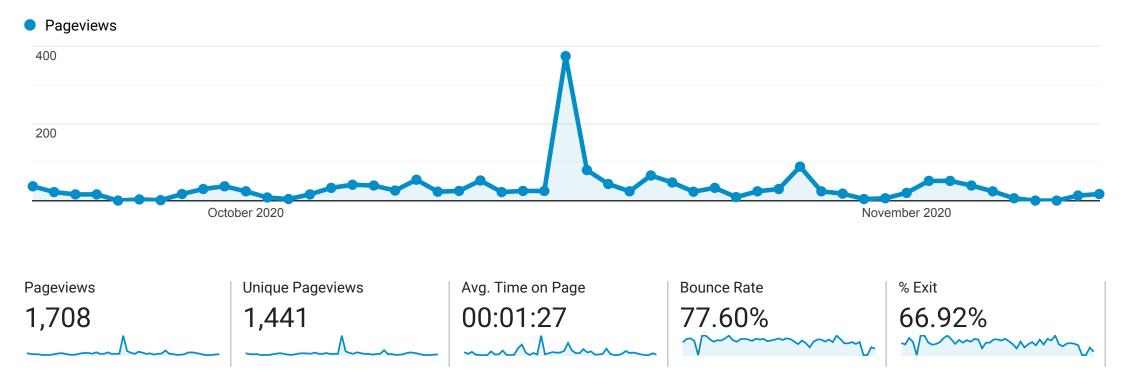
go.wisc.edu/prasch2020

Expert: Allison Prasch, Presidential health
🔗 wisc.edu

5:22 PM · Oct 5, 2020 · Twitter for Advertisers (legacy)

Web statistics: Source/medium

September 21 – November 10, 2020

	Source / Medium	Acquisition			Behavior		
		Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
		982 % of Total: 100.00% (982)	**975** % of Total: 100.00% (975)	**1,143** % of Total: 100.00% (1,143)	**77.60%** Avg for View: 77.60% (0.00%)	**1.49** Avg for View: 1.49 (0.00%)	**00:00:43** Avg for View: 00:00:43 (0.00%)
☐ 1.	(direct) / (none)	**705** (71.43%)	699 (71.69%)	830 (72.62%)	77.35%	1.52	00:00:50
☐ 2.	t.co / referral	**160** (16.21%)	156 (16.00%)	176 (15.40%)	72.16%	1.41	00:00:33
☐ 3.	linkedin.com / referral	**34** (3.44%)	34 (3.49%)	38 (3.32%)	86.84%	1.29	00:00:05
☐ 4.	s3.amazonaws.com / referral	**27** (2.74%)	27 (2.77%)	27 (2.36%)	81.48%	1.33	00:00:00
☐ 5.	baidu / organic	**21** (2.13%)	21 (2.15%)	21 (1.84%)	100.00%	1.00	00:00:00
☐ 6.	ad-review-tool.twitter.biz / referral	**13** (1.32%)	13 (1.33%)	14 (1.22%)	92.86%	1.07	00:00:01
☐ 7.	google / organic	**4** (0.41%)	4 (0.41%)	11 (0.96%)	81.82%	1.18	00:00:07
☐ 8.	definition.org / referral	**3** (0.30%)	3 (0.31%)	3 (0.26%)	100.00%	1.00	00:00:00
☐ 9.	aax-us-east.amazon-adsystem.com / referral	**2** (0.20%)	2 (0.21%)	2 (0.17%)	50.00%	3.00	00:05:23
☐ 10.	lnkd.in / referral	**2** (0.20%)	2 (0.21%)	2 (0.17%)	100.00%	1.00	00:00:00