



Report: Weekly Digital Summary
 Campaign: BSU 2022-2023 Campaign
 Issue Date: 3/7/2023
 Campaign Dates: 9/8/2022 - 6/1/2023
 Report Dates: 2/20/2023 - 3/5/2023

Paid Digital Delivery & Performance

Media Vendor/Tactic	Impressions	Clicks	CTR	National CTR Benchmarks	Net Media Spend	Apply Now Button	RFI	Schedule a Visit	Video Views (100%)	VCR (Video Completion Rate)	National VCR Benchmarks
1/26/22-4/1/2023											
OTT - Casual IQ	230,675	3	0.00%	N/A	\$ 9,805.46	-	-	-	223,330	96.82%	95%+
OTT - Premium	81,796	142	0.23%	N/A	\$ 2,260.61	-	-	-	61,274	99.16%	95%+
OTT - Hulu	54,149	-	0.00%	N/A	\$ 2,006.81	-	-	-	52,206	96.41%	95%+
Display - Kargo	-	-	0.00%	0.23%-1.08%	\$ -	-	-	-	-	N/A	N/A
Display/Video - Teads	-	-	0.00%	0.10%-0.23%	\$ -	-	-	-	-	0.00%	68%-71%
Video - Twitch	81,008	52	0.06%	N/A	\$ 1,931.32	-	-	-	78,004	96.29%	94%-97%
Video - Vevo	88,909	-	0.00%	N/A	\$ 1,866.54	-	-	-	86,643	97.45%	95%
Spotify	199,075	232	0.12%	N/A	\$ 3,955.68	-	2	-	-	N/A	N/A
Social - FB/IG	423,919	1,737	0.41%	0.73%	\$ 1,945.26	-	-	-	49,023	20.63%	13.58%
Paid Search	32,380	3,337	10.31%	3.78%	\$ 3,016.24	362	16	254	-	N/A	N/A
WEEKLY TOTAL	1,171,911	5,603	0.47%		\$ 26,787.93	364	16	254	550,480	73.00%	
1/23-1/8/22											
OTT - Casual IQ	193,323	3	0.00%	N/A	\$ 8,529.44	-	-	-	189,387	97.96%	95%+
OTT - Premium	71,653	133	0.19%	N/A	\$ 2,233.50	-	-	-	70,949	99.02%	95%+
OTT - Hulu	51,467	-	0.00%	N/A	\$ 1,894.20	-	-	-	49,297	95.78%	95%+
Display - Kargo	309,513	2,274	0.73%	0.23%-1.08%	\$ 2,476.10	2	-	7	4	-	N/A
Display/Video - Teads	-	-	0.00%	0.10%-0.23%	\$ -	-	-	-	-	0.00%	68%-71%
Video - Twitch	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	94%-97%
Video - Vevo	88,909	-	0.00%	N/A	\$ 1,131.81	-	-	-	86,643	97.45%	95%
Spotify	198,854	233	0.12%	N/A	\$ 3,949.97	-	-	-	-	N/A	N/A
Social - FB/IG	415,029	2,182	0.53%	0.73%	\$ 1,921.40	-	-	-	62,059	23.99%	13.58%
Paid Search	37,037	4,398	11.87%	3.78%	\$ 1,157.30	501	10	429	-	N/A	N/A
WEEKLY TOTAL	1,365,785	9,233	0.68%		\$ 23,293.73	503	17	433	456,335	69.02%	
1/8/23-1/16/23											
OTT - Casual IQ	89,200	3	0.00%	N/A	\$ 3,493.33	-	-	-	86,994	97.53%	95%+
OTT - Premium	71,728	126	0.18%	N/A	\$ 2,213.57	-	1	-	71,118	99.15%	95%+
OTT - Hulu	43,095	-	0.00%	N/A	\$ 1,605.95	-	-	-	41,863	97.00%	95%+
Display - Kargo	341,175	2,272	0.67%	0.23%-1.08%	\$ 2,723.40	-	-	-	3	N/A	N/A
Display/Video - Teads	-	-	0.00%	0.10%-0.23%	\$ -	-	-	-	-	0.00%	68%-71%
Video - Twitch	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	94%-97%
Video - Vevo	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	95%
Spotify	199,280	176	0.09%	N/A	\$ 3,960.07	-	-	5	16	N/A	N/A
Social - FB/IG	357,650	2,167	0.61%	0.73%	\$ 1,946.00	-	-	-	59,652	27.32%	13.58%
Paid Search	39,116	4,329	11.07%	3.78%	\$ 3,884.96	72	2	73	-	N/A	N/A
WEEKLY TOTAL	1,141,244	9,073	0.80%		\$ 19,833.36	72	8	92	259,567	61.45%	
1/16/23-1/22/23											
OTT - Casual IQ	33,962	2	0.01%	N/A	\$ 1,450.13	-	-	-	33,127	97.54%	95%+
OTT - Premium	71,565	96	0.13%	N/A	\$ 2,188.98	1	-	1	70,871	99.00%	95%+
OTT - Hulu	53,524	-	0.00%	N/A	\$ 1,981.90	-	-	-	51,604	96.41%	95%+
Display - Kargo	331,172	1,973	0.60%	0.23%-1.08%	\$ 2,649.38	-	-	-	3	N/A	N/A
Display/Video - Teads	-	-	0.00%	0.10%-0.23%	\$ -	-	-	-	-	0.00%	68%-71%
Video - Twitch	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	94%-97%
Video - Vevo	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	95%
Spotify	197,774	170	0.09%	N/A	\$ 3,930.95	-	-	1	-	N/A	N/A
Social - FB/IG	351,800	2,095	0.60%	0.73%	\$ 1,938.97	-	-	-	58,132	26.86%	13.58%
Paid Search	35,665	4,134	11.61%	3.78%	\$ 3,175.04	321	11	333	-	N/A	N/A
WEEKLY TOTAL	1,075,482	8,470	0.79%		\$ 17,316.36	322	12	337	213,734	56.67%	
1/23/23-1/29/23											
OTT - Casual IQ	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	95%+
OTT - Premium	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	95%+
OTT - Hulu	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	95%+
Display - Kargo	325,822	1,967	0.60%	0.23%-1.08%	\$ 2,606.58	1	-	1	N/A	N/A	N/A
Display/Video - Teads	-	-	0.00%	0.10%-0.23%	\$ -	-	-	-	-	0.00%	68%-71%
Video - Twitch	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	94%-97%
Video - Vevo	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	95%
Spotify	194,985	122	0.06%	N/A	\$ 3,875.26	-	-	1	N/A	N/A	N/A
Social - FB/IG	373,670	2,106	0.56%	0.73%	\$ 1,944.31	-	-	-	55,208	24.65%	13.58%
Paid Search	37,401	3,997	10.69%	3.78%	\$ 3,474.20	262	11	339	-	N/A	N/A
WEEKLY TOTAL	931,878	8,192	0.88%		\$ 11,900.36	263	11	341	55,208	24.65%	
1/30/23-2/5/23											
OTT - Casual IQ	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	95%+
OTT - Premium	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	95%+
OTT - Hulu	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	95%+
Display - Kargo	300,596	1,749	0.58%	0.23%-1.08%	\$ 2,407.49	1	-	1	3	N/A	N/A
Display/Video - Teads	-	-	0.00%	0.10%-0.23%	\$ -	-	-	-	-	0.00%	68%-71%
Video - Twitch	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	94%-97%
Video - Vevo	-	-	0.00%	N/A	\$ -	-	-	-	-	0.00%	95%
Spotify	195,076	141	0.07%	N/A	\$ 3,875.65	-	-	-	N/A	N/A	N/A
Social - FB/IG	331,880	1,985	0.60%	0.73%	\$ 1,939.98	-	-	-	56,094	27.10%	13.58%
Paid Search	38,076	4,074	10.70%	3.78%	\$ 3,317.69	151	3	290	-	N/A	N/A
WEEKLY TOTAL	865,968	7,948	0.92%		\$ 11,840.81	152	4	293	56,094	27.10%	
2/6/23-2/12/23											
Display - Kargo	296,665	1,716	0.58%	0.23%-1.08%	\$ 2,373.24	12	4	6	N/A	N/A	N/A
Display/Video - Teads	267,020	378	0.14%	0.10%-0.23%	\$ 2,883.82	-	2	5	15,406	76.32%	68%-71%
Video - Twitch	81,607	60	0.07%	N/A	\$ 3,368.74	-	-	-	79,157	97.12%	94%-97%
Video - Vevo	41,519	-	0.00%	N/A	\$ 1,545.68	-	-	-	40,484	97.51%	95%
Spotify	194,415	111	0.06%	0.79%	\$ 3,863.53	1	-	1	N/A	N/A	N/A
Social - FB/IG	310,854	2,056	0.66%	0.73%	\$ 1,903.15	-	-	-	44,981	22.41%	13.58%
Paid Search	38,499	3,992	10.36%	3.78%	\$ 2,515.98	162	11	323	-	N/A	N/A
WEEKLY TOTAL	1,228,179	8,188	0.67%		\$ 18,443.52	175	17	335	180,028	62.35%	
2/13/23-2/19/23											
YouTube	149,234	234	0.16%	N/A	\$ 1,074.72	7	-	9	32,062	21.46%	N/A
Display - Kargo	330,289	2,278	0.69%	0.23%-1.08%	\$ 2,642.31	5	7	-	N/A	N/A	N/A
Display/Video - Teads	135,555	212	0.16%	0.10%-0.23%	\$ 1,463.90	2	1	2	5,669	74.43%	68%-71%
Video - Twitch	105,575	56	0.05%	N/A	\$ 3,828.20	2	-	-	98,043	96.32%	94%-97%
Video - Vevo	103,670	-	0.00%	N/A	\$ 3,501.98	-	-	-	100,107	96.56%	95%
Spotify	193,540	138	0.07%	N/A	\$ 3,845.12	-	-	-	N/A	N/A	N/A
Social - FB/IG	341,133	2,025	0.59%	0.73%	\$ 1,944.47	-	-	-	42,907	18.74%	13.58%
Paid Search	146,400	5,472	11.79%	3.78%	\$ 5,473.27	300	18	512	-	N/A	N/A
WEEKLY TOTAL	1,455,396	10,418	0.74%		\$ 23,774.07	316	26	623	278,798	47.15%	
2/20/23-2/26/23											
YouTube	281,067	409	0.15%	N/A	\$ 2,191.16	4	-	6	67,159	23.89%	N/A
Display - Kargo	218,628	1,611	0.73%	0.23%-1.08%	\$ 1,797.02	-	4	-	N/A	N/A	N/A
Display/Video - Teads	132,884	231	0.17%	0.10%-0.23%	\$ 1,434.93	1	1	2	27,774	68.67%	68%-71%
Video - Twitch	105,041	61	0.06%	N/A	\$ 2,329.01	-	-	-	101,291	96.43%	94%-97%
Video - Vevo	55,858	-	0.00%	N/A	\$ 2,408.64	-	-	-	53,551	95.87%	95%
Spotify	193,229	145	0.08%	N/A	\$ 3,840.45	-	-	-	N/A	N/A	N/A
Social - FB/IG	347,296	1,987	0.57%	0.73%	\$ 1,930.55	-	-	-	42,580	18.69%	13.58%
Paid Search	43,228	5,340	12.35%	3.78%	\$ 3,681.67	267	15	506	-	N/A	N/A
WEEKLY TOTAL	1,378,221	9,784	0.71%		\$ 19,573.43	272	20	514	292,355	41.17%	
2/27/23-3/5/23											
YouTube	294,878	375	0.13%	N/A	\$ 2,352.81	2	-	2	89,335	30.30%	N/A
Display - Kargo	236,624	1,660	0.70%	0.23%-1.08%	\$ 1,892.99	1	-	-	N/A	N/A	N/A
Display/Video - Teads	325,407	433	0.13%	0.10%-0.23%	\$ 2,346.96	-	1	1	133,896	79.72%	68%-71%
Video - Twitch	102,159	61	0.06%	N/A	\$ 3,695.03	-	-	-	96,594	95.28%	94%-97%
Video - Vevo	100,790	-	0.00%	N/A	\$ 3,703.65	-	-	-	60,796	96.86%	9