

MARKETING DASHBOARD

REPORTING PERIOD FY2018

FY YtD 2018

AWARENESS >>> ENGAGEMENT >>> ACTION >>> ADVOCACY

1 AWARENESS *Are people seeing our marketing?*

→ IMPRESSIONS 157,667,603 -7.2% YoY

→ Paid Impressions 79,320,263 -6.8% YoY

→ Owned Impressions 74,500,107 -7.8% YoY

→ Earned Impressions 3,847,233 -2.7% YoY

SUMMARY
 PAID: Added new PSA content into rotation. TV viewership down -10MM imp.
 OWNED: Infused more reputation-building content into social publishing, but Facebook's declining reach is curtailing effectiveness.
 EARNED: Relatively stable volume of retweeting.

Paid impressions include value-add TV (PSA). Broadcast & streaming viewership is estimated | Top to Bottom Chart Colors = Paid, Owned, Earned

2 ENGAGEMENT *Are people interacting with us?*

→ TOTAL ENGAGEMENT 1,159,881 -4.4% YoY

↓ SOCIAL ENGAGEMENT 682,359 -13.3% YoY

→ EMAIL ENGAGEMENT 388,197 -2.1% YoY

↑ WEB CONTENT CONSUMPTION 89,325 198.9% YoY

SUMMARY
 SOCIAL: Facebook still dominates social landscape in terms of volume & exposure; small paid advertising tests in market to offset this phenomenon.
 EMAIL: Fewer people are opening our emails, but higher rates of people engage once they open. List hygiene has reduced the number of emails we send, improving our efficiency.
 WEB: Content consumption tracking commenced in Nov 2016. More people are consuming web articles and videos focused on research & thought leadership.

Social & email engagement weighted based on level of user involvement

3 ACTION *Are people taking action related to our goals?*

↓ TOTAL ACTIONS 810 -61% YoY

↓ ONLINE GIVING TRANSACTION 5.2% -73.9% YoY

SUMMARY
 Recommend pausing this section until we can improve tracking.

Source: Google Analytics shopping cart. May not tie to final Advancement reporting

4 ADVOCACY *Are people spreading our message?*

↓ SHARES 72,493 -25.7% YoY

↓ SOCIAL SHARING 71,168 -26.6% YoY

↑ WEB SHARES 1,325 81.0% YoY

SUMMARY
 SOCIAL: One-off events can drive unanticipated spikes. Excluding John Glenn's passing last year in Dec, YoY is flat.
 WEB: Continued growth with focus on optimizing Ohio State thought leadership content.