The University of Texas at Dallas

Comets Giving Days FY24 – Paid Social Media Advertising

Karrington Bradley

Strategy Overview

Budget

Meta - $1,500

LinkedIn - $1,000

Total Spend

Meta - $1,295.25

LinkedIn - $1,000

Flight Dates

Meta
3/28/2024 - 4/4/2024

Flight Dates

LinkedIn
3/28/2024 - 4/4/2024

Targeting

UT Dallas Interest

Users that have profile listed as currently attending, graduated from, or working at UT Dallas. Also, those who are "interested" in UT Dallas.

Local

Users that reside in North Texas, Houston, Austin and Major DFW cities. Also, users that reside in California and Oklahoma

Parent with UTD ties

Users who self-identify as parents and also have an interest in UT Dallas

Philanthropy Interest

Users who listed philanthropy or giving as one of their interests.
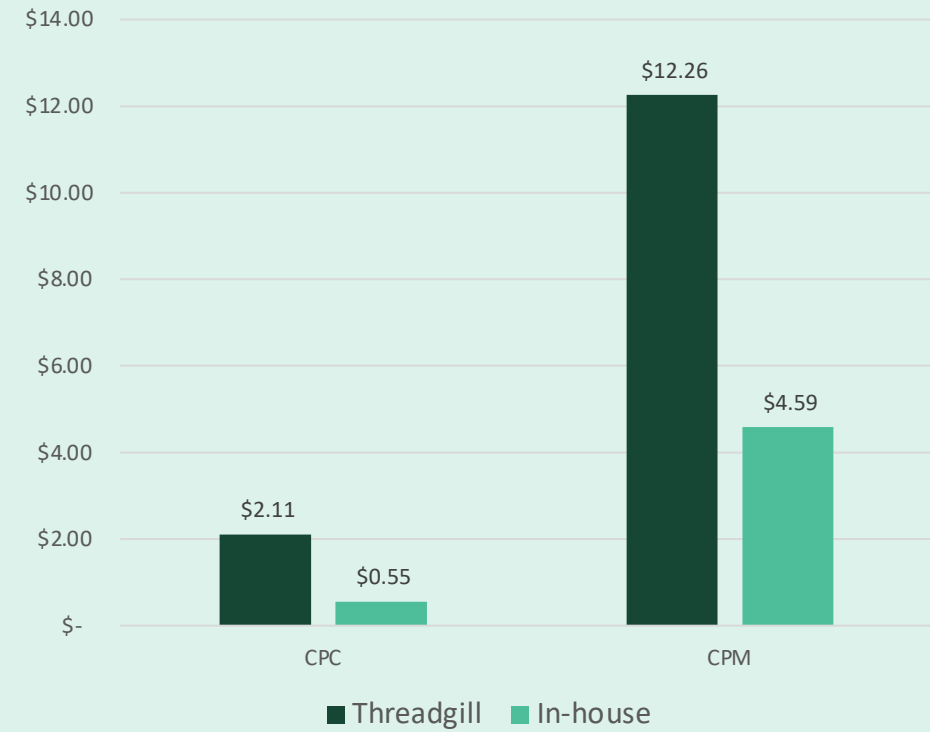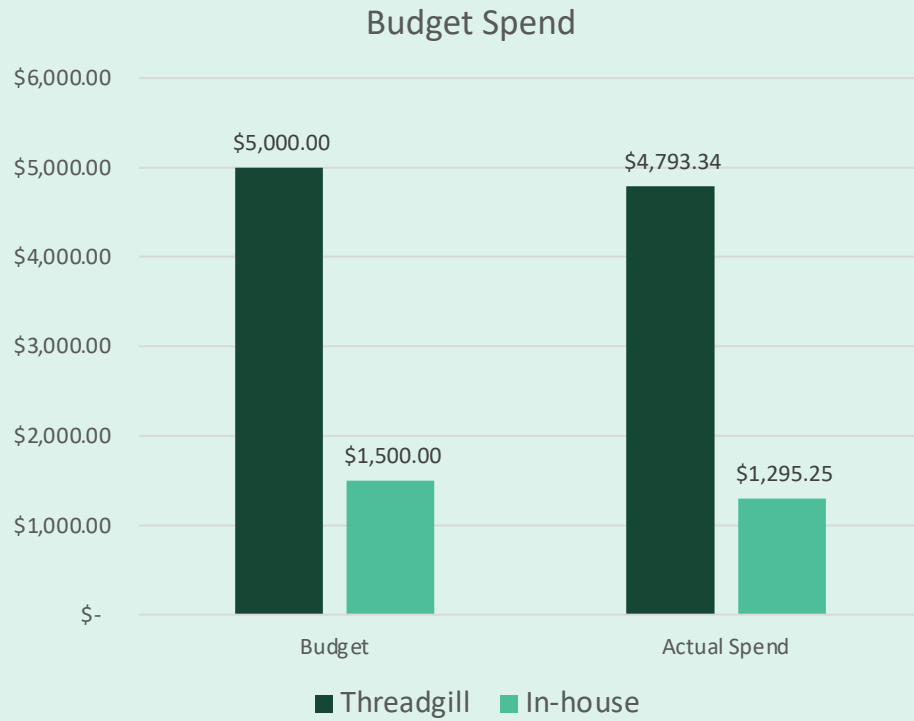
Metric Vocabulary

- Impressions
  - The number of times our ad was on screen
- Link Clicks
  - The number of clicks on a link in our ad
- Reach
  - the number of accounts that saw our ad at least once
- CTR – Click Through Rate
  - Clicks/impressions
- CPC – Cost Per Click
- CPM – Cost Per Mille
  - Total spend on our ad for every 1,000 impressions

Meta Numbers

Budget	Actual Spend	Dates	Impressions	Link Clicks	Reach	CTR	CPC	CPM
$1,500	$1,295.25	3/28 - 4/4	283,212	2,365*	218,562	0.83%	$ 0.55	$ 4.59

Meta Comparisons

Budget Spend

	Threadgill	In-house
Budget	$5,000.00	$1,500.00
Actual Spend	$4,793.34	$1,295.25

	Threadgill	In-house
CPC	$2.11	$0.55
CPM	$12.26	$4.59

Meta Comparisons

	Threadgill 2023	In-house 2024
CTR	0.58%	0.83%

Impressions

In-house 283,212

Threadgill 390,000

0 50,000 100,000 150,000 200,000 250,000 300,000 350,000 400,000 450,000

Link Clicks

In-house 2,365

Threadgill 2,267

2,200 2,220 2,240 2,260 2,280 2,300 2,320 2,340 2,360 2,380
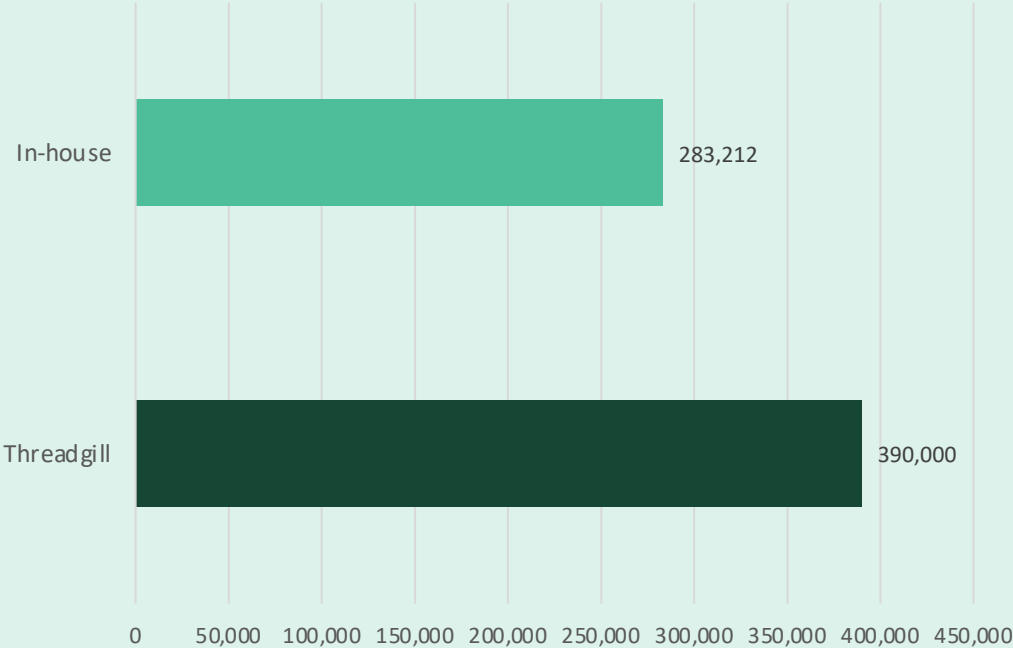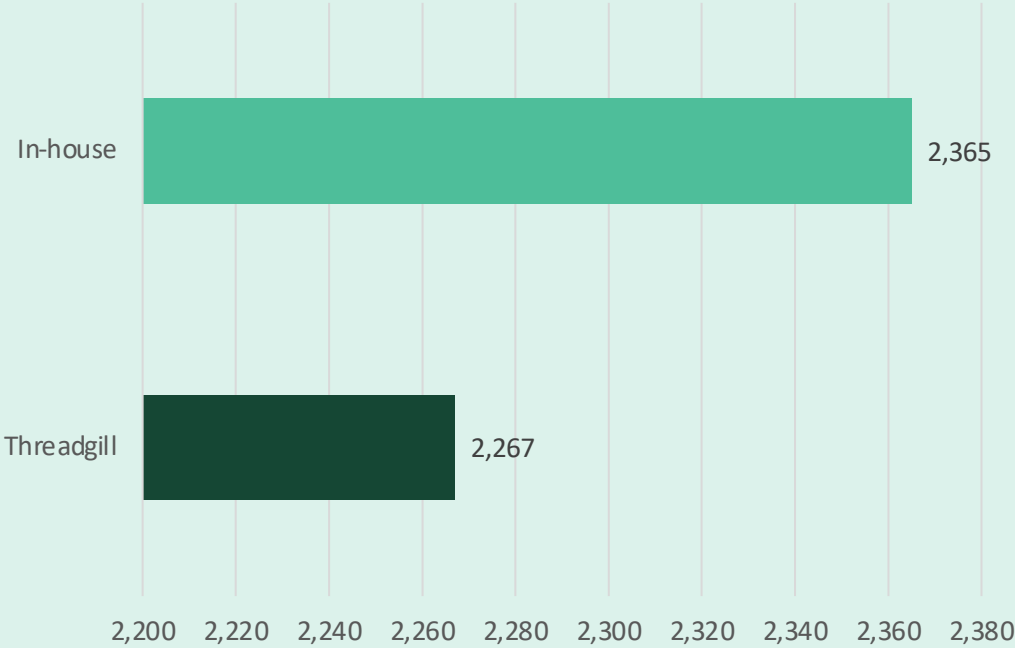
LinkedIn Numbers
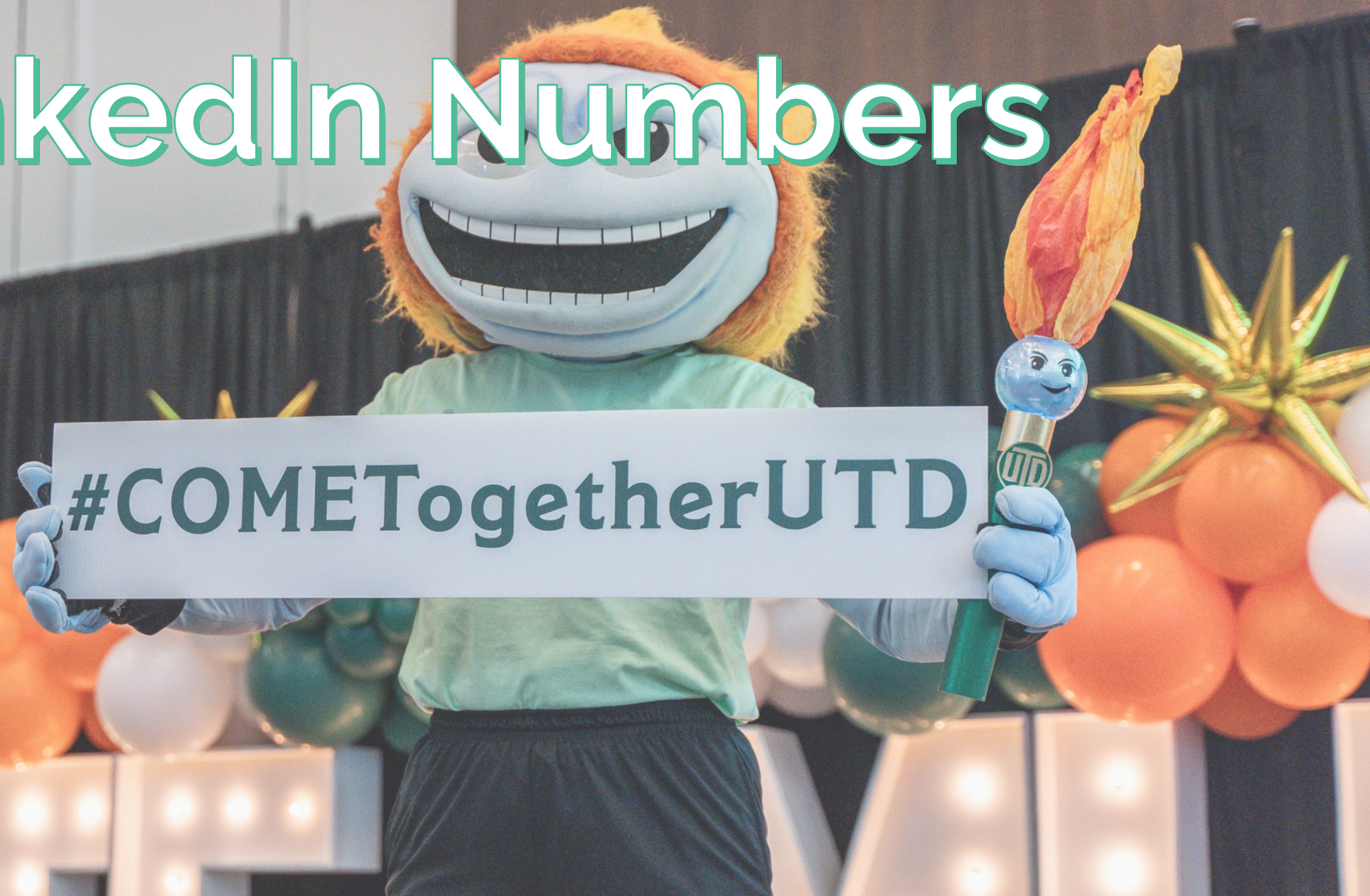
Budget	Actual Spend	Dates	Impressions	Link Clicks	Reach	CTR	CPC	CPM
$1,000	$1,000	3/28 - 4/4	89,410	380*	37,734	0.43%	$ 2.63	$ 1.36
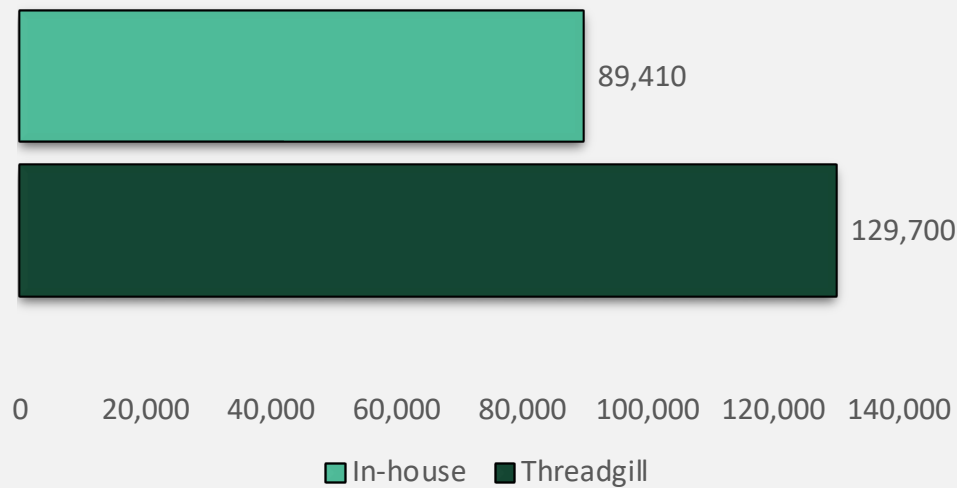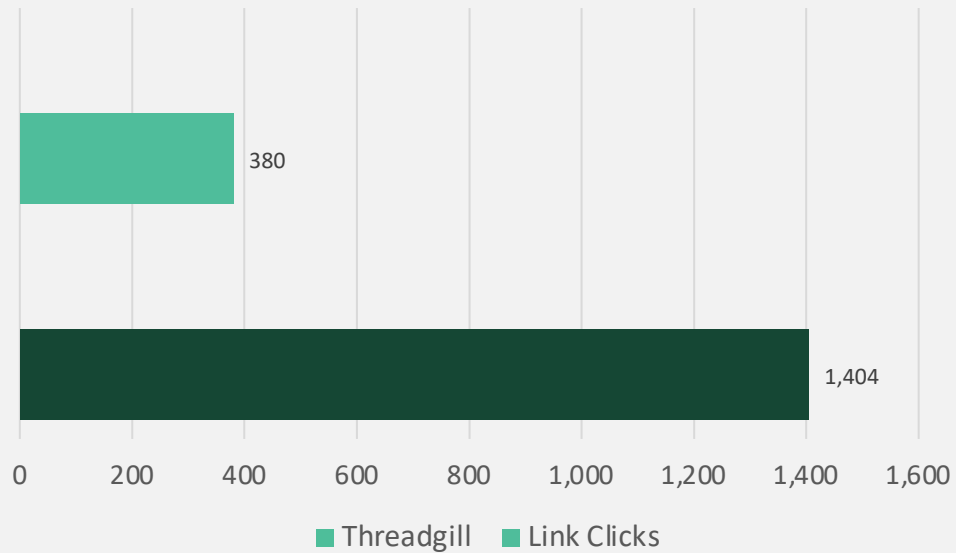
What we could Improve

⚠ The biggest points of improvement would have been timeliness, range of content and accuracy in tracking – not to say these were bad areas, but this could make a stronger campaign next year.

Keep it in DevAR

Trying to get testimonials from alumni and past donors was unreliable

Budget

Having a bigger budget, especially a budget specifically for day-of posts, would get us a bigger reach

Links

The digital ambassador link was a good idea, I just wonder if there is a more accurate way to use scalefunder from an advertising perspective

What we did Well

Content Variations

We had different types of ads that worked in targeting new audiences. Past photos, testimonials, etc.

Flight Dates

The amount of time that we had the ads running was optimal, especially given the budget.

Target Audience

No one knows our audience like we do. When we curated the ads in-house, we were able to match the numbers of a bigger ad agency.