



Can't Stop a Badger '23: Paid Social Media



March 7 – June 23, 2023,
Facebook & Instagram ads
linked to news articles

Final report – July 24, 2023



Can't Stop a Badger '23: Job Placement

“Badgers are in demand after graduation. How UW is making it happen,” February 21, 2023

Ad ran March 7 – March 14, 2023

Ad stats:

Link clicks	All clicks	Reach	Impressions	CTR (all)
897	2,281	52,944	136,430	1.67%

Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$494.03	\$0.55	\$0.22	\$3.62	7

University of Wisconsin-Madison Sponsored

71% of UW-Madison's most recent graduates who were looking for jobs had an offer before graduating.

Find out more: go.wisc.edu/hire-education

Badgers are in demand [Learn more](#)

Badgers are in demand

Boost this post to reach up to 726 more people if you spend \$14. [Boost post](#)

67 likes, 1 comment, 8 shares

Like Comment Share



Can't Stop a Badger '23: **Health Care**

“Newborn Screening Program on UW–Madison campus helps millions,” March 21, 2023

Ad ran March 29 – April 5, 2023

Ad stats:

Link clicks	All clicks	Reach	Impressions	CTR (all)
336	1,162	21,168	35,887	3.24%

Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$207.30	\$0.62	\$0.18	\$5.78	7

The image shows a Facebook advertisement for the University of Wisconsin-Madison. The ad features the university's logo and name, followed by the text: "The Wisconsin State Laboratory of Hygiene at UW–Madison has screened more than 2.5 million newborns for rare but serious disorders since 1978, in partnership with healthcare providers around the state." Below the text is a photograph of a newborn baby lying on a white blanket, with a person's hands using a stethoscope to listen to the baby's chest. The ad includes a "Learn more" button and a "Boost post" button. The ad also shows engagement metrics: 34 likes and 2 shares. The ad is titled "Detecting rare diseases" and has a sub-headline "These newborns have had their dried bloo...".



Can't Stop a Badger '23: Health Care

“Health care on the home front: UW grads remain in the state to keep Wisconsin well,”
March 30, 2023

Ad ran April 17 – April 24, 2023

Ad stats:

Link clicks	All clicks	Reach	Impressions	CTR (all)
669	1,179	53,391	88,425	1.33%

Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$272.84	\$0.41	\$0.23	\$3.09	7

University of Wisconsin-Madison Sponsored

Where there's a bandage, there's a Badger. Doctors, nurses and pharmacists educated and trained in the UW's health sciences programs are working in every one of the state's 72 counties.

[HTTPS://GO.WISC.EDU/HEALTHCARE-HOMEFRO...](https://go.wisc.edu/healthcare-homefro...)
Badgers keeping Wisconsin well [Learn more](#)
Thousands of University of Wisconsin-Ma...

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39 likes 4 comments 3 shares

[Like](#) [Comment](#) [Share](#)



Can't Stop a Badger '23: **Health Care**

3/29 to 4/24 stats for both sets of health care ads:

Link clicks	All clicks	Reach	Impressions	CTR (all)
1,005	2,341	69,359	124,312	1.88%
Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$480.14	\$0.48	\$0.21	\$3.86	14



Can't Stop a Badger '23: State Impact Reports

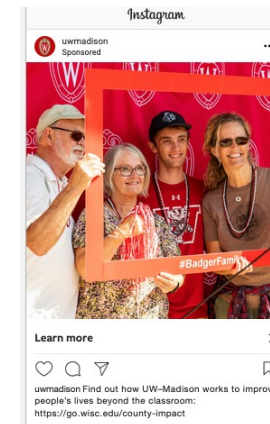
“UW showcases statewide and local impact in latest reports,” April 25, 2023

Ad ran May 1 – May 8, 2023; images and copy varied somewhat by placement. Highest reach of campaign was May 7, 2023 (reached 18,720 people).

Ad stats:

Link clicks	All clicks	Reach	Impressions	CTR (all)
724	2,293	56,712	107,059	2.14%

Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$476.52	\$0.66	\$0.21	\$4.45	7





Can't Stop a Badger '23: Engineering impact

“UW–Madison engineering talent critical to state, national economic progress,” revised May 25 and March 16, 2023 from 2021 story

Ad ran May 8 – 15, 2023; images revised May 10

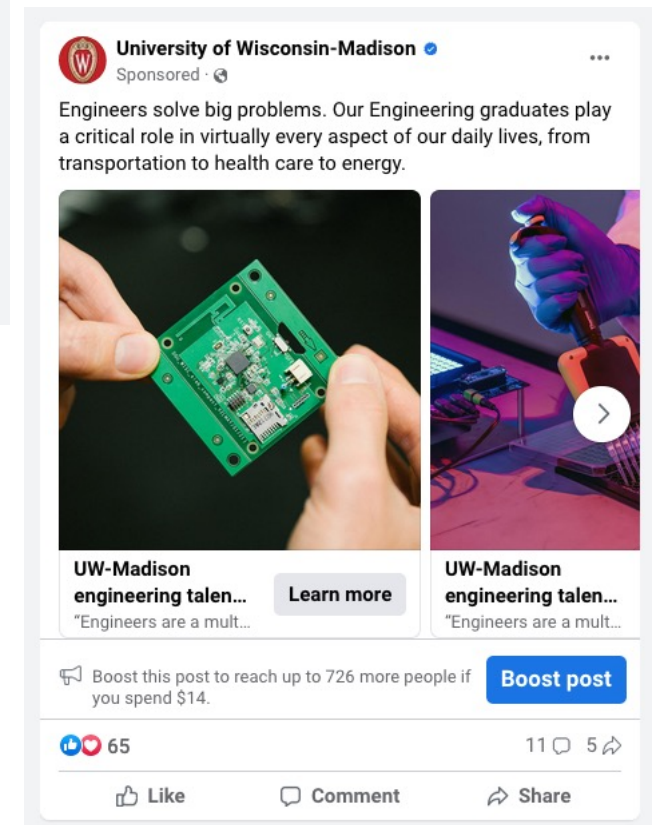
5/8 to 5/15 stats for both ad versions:

Link clicks	All clicks	Reach	Impressions	CTR (all)
1,430	3,556	47,968	86,962	4.09%

Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$503.30	\$0.35	\$0.14	\$5.79	7



v. 1 at left revised to v. 2 below, based on photo comments





Can't Stop a Badger '23: Meet the engineers

“Meet the engineers making a difference in Wisconsin communities,” May 16, 2023

Ad ran in target counties and additional WI locations May 23 - 29, 2023, localized based on content

5/23 to 5/29 stats for all ad versions:

Link clicks	All clicks	Reach	Impressions	CTR (all)
1,081	2,511	34,529	55,418	4.53%

Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$499.61	\$0.46	\$0.20	\$9.02	7

University of Wisconsin-Madison Sponsored · 🌐

Even before they graduate, UW–Madison engineers contribute their expertise and gain hands-on experience working with local governments and manufacturers as they tackle real-world problems.

Here are just a few examples of UW–Madison College of Engineering students and faculty stepping up to provide Wisconsin communities and businesses with expert information and tangible benefits.

Eleva-Strum's Cardinal...
UW–Madison mecha... [Learn more](#)

Designing adaptive gym equipment
Cottage Grove's John...

📣 Boost this post to reach up to 726 more people if you spend \$14. [Boost post](#)

👍❤️ 41 5 💬 5 ➦

👍 Like 💬 Comment ➦ Share

This version was served to the majority of the target counties; other versions used localized copy and re-ordered carousel photos (see next page).



Can't Stop a Badger '23: Meet the engineers

University of Wisconsin-Madison Sponsored

Protecting Rhinelander's water supply is just one example of UW-Madison College of Engineering students and faculty stepping up to provide Wisconsin communities and businesses with expert information and tangible benefits.

Even before they graduate, UW-Madison engineers contribute their expertise and gain hands-on experience working with local governments and manufacturers as they tackle real-world problems.

Cleaning up "forever chemical..." Rhinelander is one of... [Learn more](#)

Eleva-Strum's Cardinal... UW-Madison mecha... [Learn more](#)

Boost this post to reach up to 942 more people if you spend \$14. [Boost post](#)

6 likes, 1 share

Like Comment Share

University of Wisconsin-Madison Sponsored

Working with Fond du Lac-based Mercury Marine to design a prototype for a remote-controlled ramp is just one example of UW-Madison Engineering students gaining hands-on experience working with local governments and manufacturers to tackle real-world problems.

Making boating more accessible UW engineering stud... [Learn more](#)

Eleva-Strum's Cardinal... UW-Madison mecha... [Learn more](#)

Boost this post to reach up to 726 more people if you spend \$14. [Boost post](#)

11 likes, 1 share

Like Comment Share

University of Wisconsin-Madison Sponsored

Working with Johnson Health Tech to design adaptive exercise machines is just one example of UW-Madison College of Engineering students gaining hands-on experience tackling real-world problems.

Designing adaptive gym equipment Cottage Grove's John... [Learn more](#)

Eleva-Strum's Cardinal... UW-Madison mecha... [Learn more](#)

Boost this post to reach up to 726 more people if you spend \$14. [Boost post](#)

6 likes

Like Comment Share

These ads were targeted to the geographic areas where the cities and/or companies mentioned in the article are located. From left: PFAS ad targeted to within 10 miles of Rhinelander; accessible boating dock targeted to Fond du Lac County, home of Mercury Marine; adaptive rowing machines targeted to the city of Cottage Grove, home of Johnson Health Tech.



Can't Stop a Badger '23: Meet the engineers

5/23 to 5/29 stats for localized engineering ads:

Engineering ad variants	Link clicks	All clicks	Reach	Impressions	CTR (all)	Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)
Adaptive rower (Cottage Grove)	38	94	1,634	3,372	2.79%	\$32.83	\$0.86	\$0.35	\$9.74
Boating (Fond du Lac County)	67	222	3,657	5,568	3.99%	\$38.54	\$0.58	\$0.17	\$6.92
Eleva-Strum HS (Trempealeau Cty.)	71	141	1,921	2,998	4.70%	\$38.13	\$0.54	\$0.27	\$12.72
PFAS (Rhinelander + 10 mi.)	67	159	1,840	3,145	5.06%	\$37.80	\$0.56	\$0.24	\$12.02
Salt use (6 non-target counties)	79	196	3,156	4,157	4.71%	\$38.25	\$0.48	\$0.20	\$9.20
Salt use (Wash., Outag., Marathon)	189	455	6,884	10,934	4.16%	\$97.63	\$0.52	\$0.21	\$8.93
Standard (other 6 target counties)	570	1,244	15,700	25,244	4.93%	\$216.43	\$0.38	\$0.17	\$8.57
"Meet the engineers" total	1,081	2,511	34,529	55,418	4.53%	\$499.61	\$0.46	\$0.20	\$9.02

Note: Each ad included all of the same photos and linked to the same article; customization was limited to re-ordering the carousel and modifying the main ad copy.



Can't Stop a Badger '23: **Engineering impact**

5/8 to 5/29 stats for both sets of engineering ads:

Link clicks	All clicks	Reach	Impressions	CTR (all)
2,511	6,066	70,576	142,504	4.26%
Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$1,003.30	\$0.40	\$0.17	\$7.04	14



Can't Stop a Badger '23: **Affordability**

“Programs make UW–Madison affordable, accessible,”
May 30, 2023

Ad running June 5 – June 12, 2023 (with some automatic copy optimization)

Ad stats:

Link clicks	All clicks	Reach	Impressions	CTR (all)
1,410	9,503	53,343	94,408	10.07%

Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$500.00	\$0.35	\$0.05	\$5.30	7

University of Wisconsin-Madison Sponsored ·

Here are a few of the most powerful ways UW–Madison makes sure that Wisconsin resident students from lower-to moderate-income families can afford the state's flagship university.

NEWS.WISC.EDU/
Programs make UW–Madison affordable [Learn more](#)

Boost this post to reach up to 942 more people if you spend \$14. [Boost post](#)

161 47 19



Can't Stop a Badger '23: **Engineering impact redux**

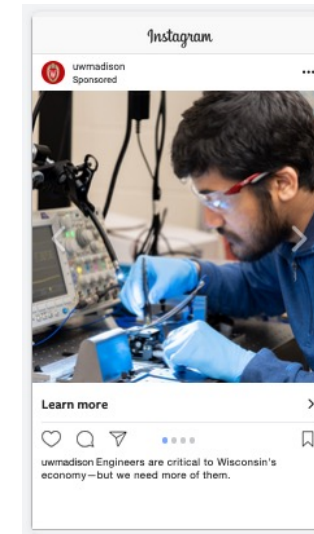
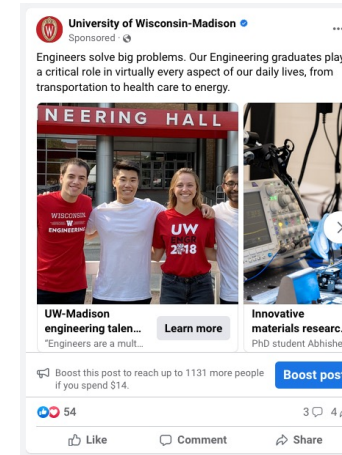
“UW–Madison engineering talent critical to state, national economic progress,” revised May 25 and March 16, 2023 from 2021 story

Ad ran June 13 – 19, 2023; CTA edited 6/15/23

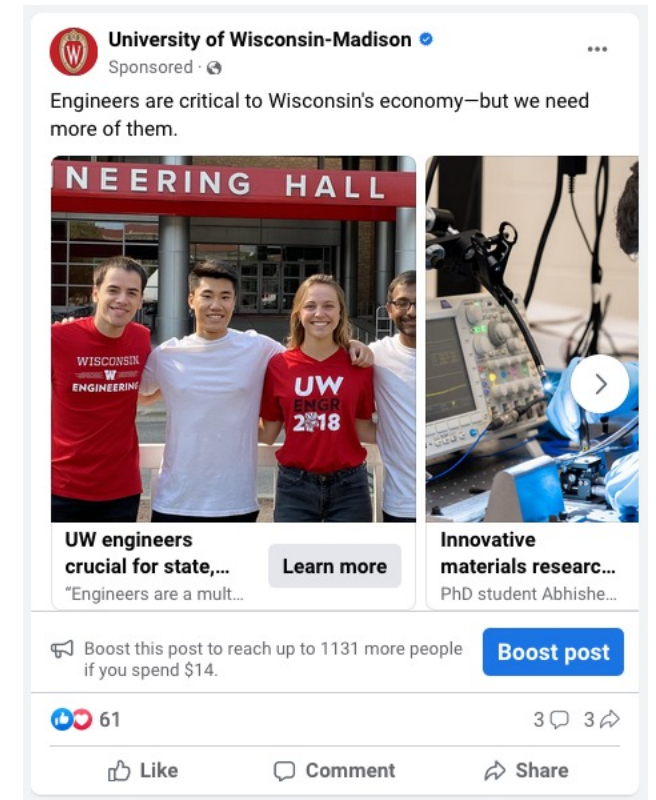
6/13 to 6/19 stats for both ad versions:

Link clicks	All clicks	Reach	Impressions	CTR (all)
734	1504	33,163	64,291	2.34%

Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$405.83	\$0.55	\$0.27	\$6.31	6



v. 1 at left revised to v. 2 below; Instagram version at bottom left





Can't Stop a Badger '23: **Engineering impact**

5/8 to 6/19 stats for all three sets of engineering ads:

Link clicks	All clicks	Reach	Impressions	CTR (all)
3,263	6,066	88,457	208,388	3.65%
Spent	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Days active
\$1,422.09	\$0.44	\$0.19	\$6.82	26



Can't Stop a Badger '23: Overview

Top performing articles:

Article	Link clicks	All clicks	Reach	Impressions	Click-through rate (article links only)	Click-through rate (all interactions)
Affordability	1,410	9,503	53,343	94,408	1.49%	10.07%
Meet the engineers	1,081	2,511	34,529	55,418	1.95%	4.53%
Engineering impact	2,187	5,101	69,197	153,230	1.43%	3.33%
Newborn screening	336	1,162	21,168	35,887	0.94%	3.24%
State & local impact	724	2,293	56,712	107,059	0.68%	2.14%

Overall: \$3,373 spent on 670,615 impressions with 3.58% click-through rate



Can't Stop a Badger '23: Overall statistics

Ad stats (3/7/23 through 6/19/23):

Link clicks	All clicks	Reach	Impressions	Spent
7,299 (1.09% CTR)	24,023 (3.58% CTR)	226,309	670,615	\$3,372.92

Days active	CPC (cost per link click)	CPC (all clicks)	CPM (cost per 1K impressions)	Total # FB page engagements
61	\$0.46	\$0.13	\$5.03	8,266

Targeted audiences (to match UMark's primary CSAB ad campaign):

- **Demographic:** Adults 18+ (Bucketed as Gen Z/Millennials, GenX, Baby Boomers, Seniors)
- **Geographic:** Eau Claire, Marathon, Milwaukee, Outagamie, Ozaukee, Sheboygan, Washington, Waukesha, and Winnebago counties

Mar 1, 2023 – Jun 19, 2023

