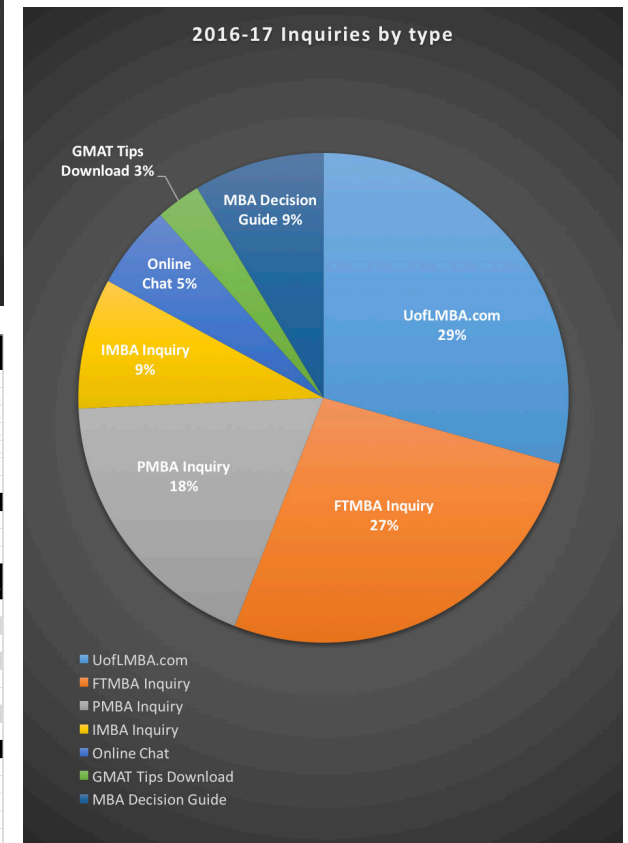
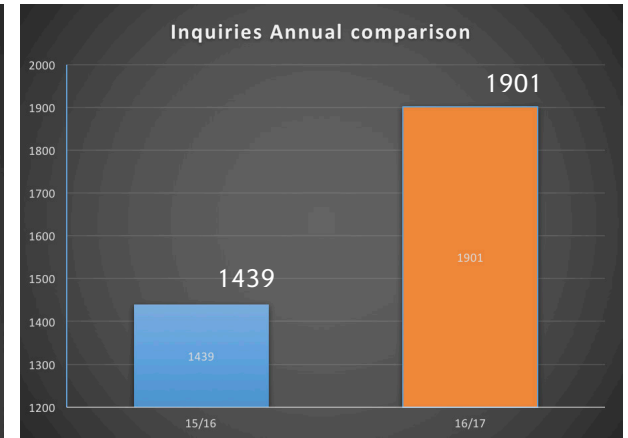
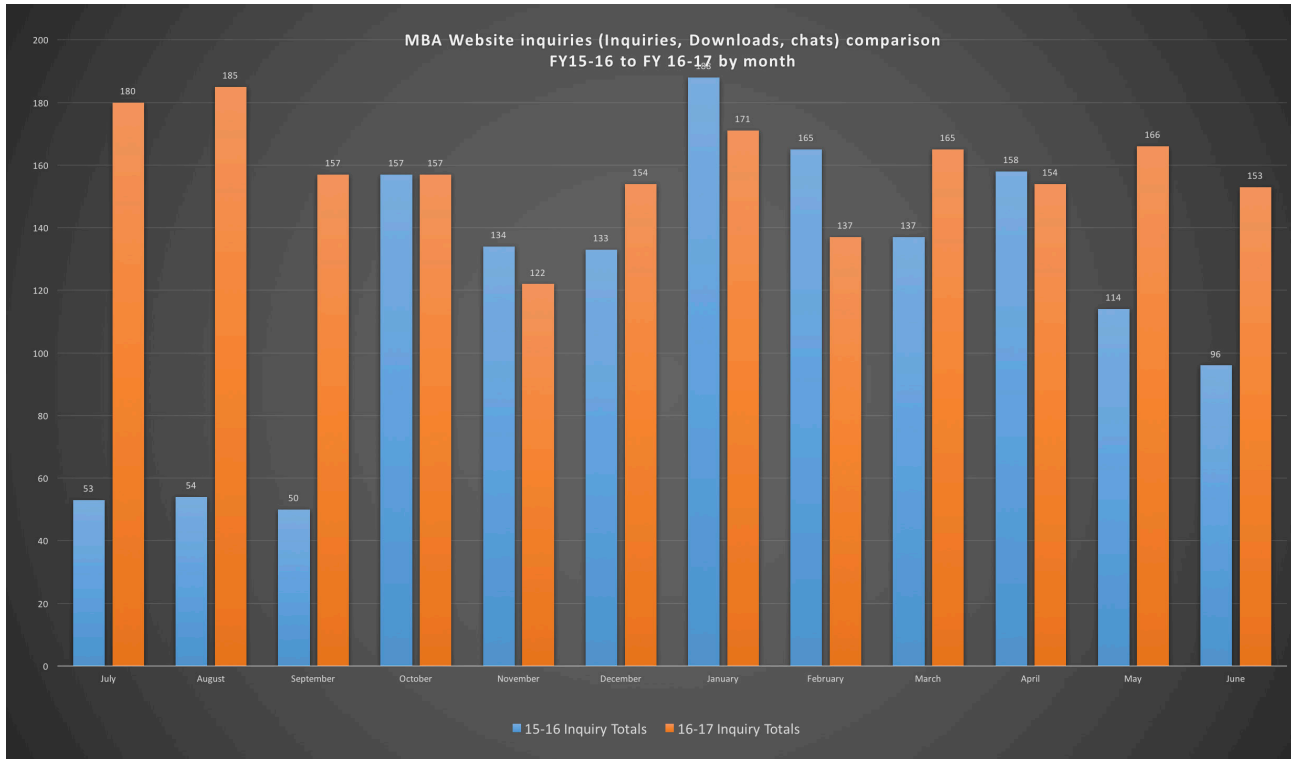


UofL MBA Marketing Website Results FY16/17



Page	2015						2016						15/16 Total	Avg/day	
	July	August	September	October	November	December	January	February	March	April	May	June			
UofLMBA.com	19	25	25	101	104	91	146	112	102	98	74	58	955	2.62	
FTMBA Inquiry	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
PMBA Inquiry	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
IMBA Inquiry	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
GMAT Tips Download	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
MBA Decision Guide	12	14	20	36	15	26	27	31	20	32	29	29	291	0.80	
Online Chat	22	15	5	20	15	16	15	22	15	28	11	9	193	0.53	
15-16 Inquiry Totals	53	54	50	157	134	133	188	165	137	158	114	96	1439		
NOTES				CJ new digital began			CJ Increase for spring			CJ ended					
														1439	
Page	2016						2017						16/17 Total	Avg/day	
	July	August	September	October	November	December	January	February	March	April	May	June			
UofLMBA.com	44	42	45	45	34	44	62	35	55	42	56	51	555	1.51	
FTMBA Inquiry	42	44	55	45	27	48	40	51	36	43	40	31	502	1.37	
PMBA Inquiry	27	36	18	33	17	30	31	20	40	26	32	38	348	0.95	
IMBA Inquiry	18	22	12	12	26	11	12	10	14	12	7	7	163	0.44	
Online Chat	19	15	7	7	9	6	6	8	6	6	11	4	104	0.28	
GMAT Tips Download	N/A	N/A	N/A	N/A	4	3	5	11	5	11	10	7	56	0.15	
MBA Decision Guide	30	26	20	15	5	12	15	2	9	14	10	5	163	0.44	
Princeton Review Recommended MBAs													10		
16-17 Inquiry Totals	180	185	157	157	122	154	171	137	165	154	166	153	1901		
NOTES	CJ Campaign ends - residual ads running						CJ FB began 1/24			PR Begins					
				Hearst began						Hearst ends					
				DF began Nov 30. Promos										1901	
							New IMBA billboard - Hill street began - ends 7/31								