

Collision Conference Results

June 2022

Prepared by:

University of Toronto Brand Marketing



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Campaign Audiences

Paid Media

- **Targeting**
 - **Primary:** Toronto/GTA, Kitchener/ Waterloo, Ottawa Federal Government
 - **Secondary:** Boston, New York, San Francisco
- **Demographic:**
 - Tech Professionals aged 25 -45
 - Entrepreneurs aged 35+
 - Business owners
 - Local and global business leaders
 - Current and potential corporate partners
 - Current and potential customers and investors of UofT
 - Federal, provincial and municipal government representatives

Owned Media

- The owned channels targeted our internal audiences; students, staff, faculty and alumni.

Paid Campaign Results Overview Comparison

2021

- The 2021 Entrepreneurship week campaign leveraged, digital display with the Globe Alliance Network, Google Search ads, LinkedIn sponsored posts and InMail ads.
- Paid ads were in-market April 5 to April 22
- Collectively the campaign earned **1,542,399 impressions**, and **14,089 clicks**.
 - A couple factors limited this campaign's performance
 - Shorter duration in-market
 - Selected channels like LinkedIn InMail drive traditionally lower volume or results for access to a smaller/niche/more targeted audience
 - Campaign was optimized for clicks so we'd expect lower impressions and higher engagement (CTR)

2022

- The 2022 Collision campaign leveraged Facebook, Twitter, and Reddit single image ads, as well as display banners on TechCrunch and Yahoo.
- Paid ads were in-market June 3 to June 26
- This year the campaign earned **9,159,339 impressions** and **14,759 clicks**. This is a **493% increase** in impressions and a **4.7% increase** in clicks despite a similar budget year over year.
 - While impressive, this increase can be attributed to a few factors:
 - Increased investment in high-performing channels
 - Campaign was optimized towards awareness, so we'd expect to see higher impressions.

Paid Results by Channel

Facebook & Instagram

- Overall Facebook was the best-performing platform with the lowest CPM, i.e., \$4.70 (within the set benchmark). This platform delivered 2.1M impressions, \$4.70 CPM, 1.8K link clicks and 0.08% CTR.
- Facebook delivered over 41% of the total impressions (with only 33.3% investment) with a 31% lower CPM compared to Reddit and 25% lower CPM compared to Twitter, making it the most efficient platform.
- Ontario was the best performing region as main target audience for U of T lives in Ontario. It received highest volume of impressions at 1.2M and the lowest CPM of \$3.99. This was the case on both FB and Instagram.
- Facebook outperformed Instagram generating 71% of the total impressions. FB was the best performing platform in both Ontario with 799K impressions and USA with 740K impressions.

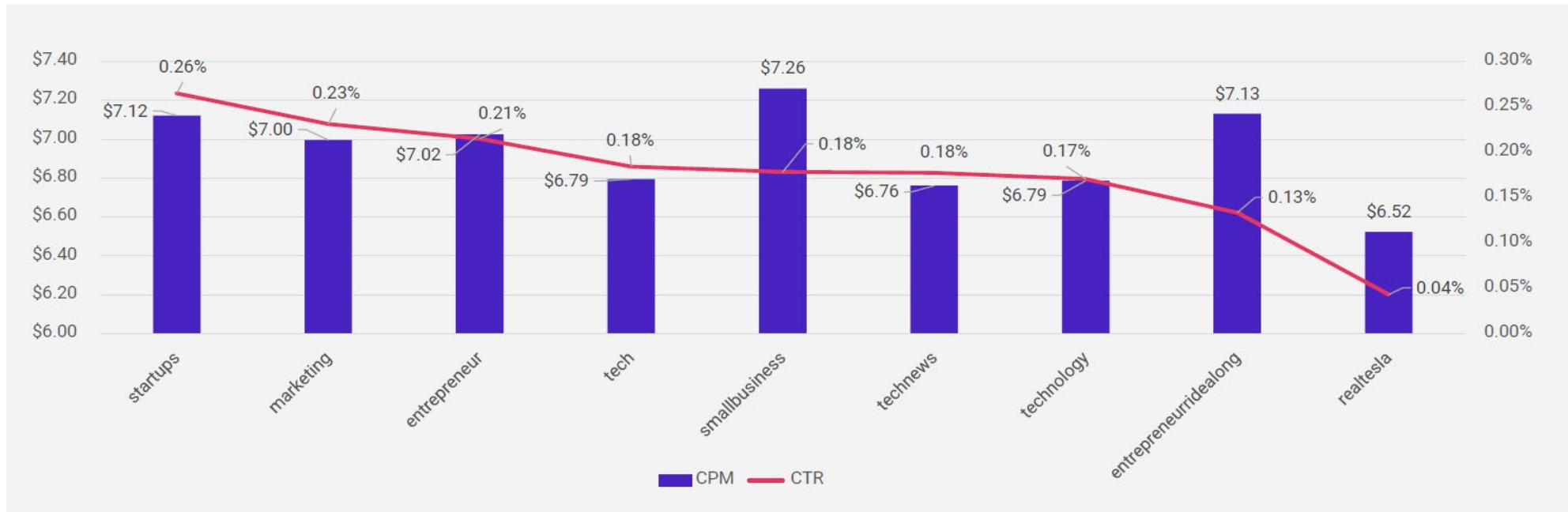


Top Performer: In Ontario, Hero creative featuring CERT Systems garnered 1M Impressions, 726 Link Clicks with a \$4.04 CPM

Reddit: Communities Performance

The top-performing community is [r/startups](#) with 0.26% CTR and \$7.12 CPM, followed by r/marketing with 0.23% CTR and \$7 CPM and lastly, r/entrepreneur generated 0.21% CTR and \$7.02 CPM.

We recommend utilizing these communities plus similar communities for future campaigns.



Twitter

- Twitter continues to provide strong performance at an effective CPM.
- Twitter generated 1.5M Impressions, \$6.27 CPM (within the set benchmark), 702 Clicks and 0.05% CTR.
- Ontario was the best performing location with generating 1M Impressions and the lowest CPM of \$4.85.
- McCann recommends continuing to use Twitter to reach our Canadian audience but recommends exploring more cost-effective channels to reach our American audience for future campaigns.



Top Performer: Creative featuring startup Kepler Communications targeted to Ontarians generated 499K Impressions, 213 Link Clicks and a CPM of \$4.82.

TechCrunch

- All our creative units performed above McCann's established CTR benchmark of 0.20%
- Note: TechCrunch is purchased based on a first come, first served basis and after we maxed out the impressions on that network, we opened it up to the Yahoo Audience Network which performed better than the original plan.
- The top audiences were:
 - Business & Finance (0.29% CTR)
 - Entrepreneurship (0.28% CTR)
 - Small Business & B2B (0.27% CTR)
 - Small Business Owners (0.26% CTR)
 - Small Business Finance - Mail Domain Categories (0.26% CTR)



Top Performer: Creative featuring startup Waabi Communications

Appendix: Collision

Facebook & Instagram Ads



Drawing on a wide range of research areas, U of T entrepreneurs have secured \$2B+ in investment and created 600+ venture-funded startups over the past decade. Meet U of T startups at Collision in Toronto.

U of T startups take on the world's biggest challenges.



U of T startup Reeddi is providing grid-free energy to African communities. The team's solar-powered battery was named one of Time magazine's best inventions of 2021. Meet U of T startups at Collision in Toronto.

Making sustainable innovation more accessible.



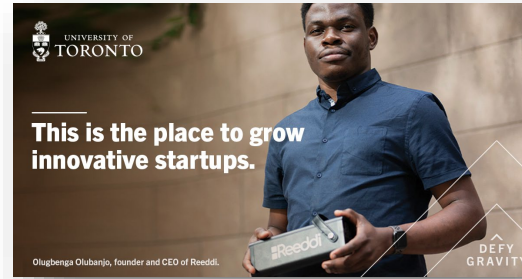
Deep Genomics, a groundbreaking biotech company that started at U of T, is using AI to find life-saving drugs for genetic diseases faster. Learn more about Deep Genomics and other U of T startups at Collision in Toronto.

World-changing biotech starts here.

Reddit Ads



Deep Genomics, a groundbreaking biotech company that started at U of T, is at the forefront of new drug development, using AI to find life-saving solutions for genetic diseases faster. Learn how U of T startups are tackling some of the world's toughest challenges at Collision in Toronto.



U of T entrepreneurs have secured \$2B+ in investment and created 600+ startups over the past decade.

This is the place to invest with impact

-

Impressions: 54,680

Clicks: 41

CTR: 0.07%

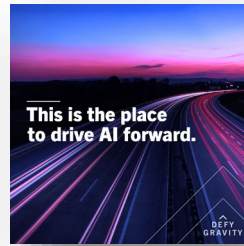
*Ad was disabled March 14th

Twitter Ads



With deep expertise spanning every discipline, U of T entrepreneurs have built 600+ venture-funded startups in the past decade, creating 9,000+ jobs. Get to know U of T's top startups at Collision in Toronto. #UofTStartup

U of T startups take on the world's biggest challenges.



Waabi is bringing together top talent from around the globe to leverage AI's full potential for safe and scalable autonomous driving. Meet #UofTStartups at Collision in Toronto.

Transforming the world with safe self-driving tech.



#UofTStartup CERT fuses chemistry, materials science, and mechanical engineering to turn CO₂ into ethylene. CERT uses this innovative tech to decarbonize ethylene production of everything from shampoo to mattresses. Get to know U of T's top startups at Collision in Toronto.

Reducing carbon emissions with cutting-edge tech.

TechCrunch & Yahoo

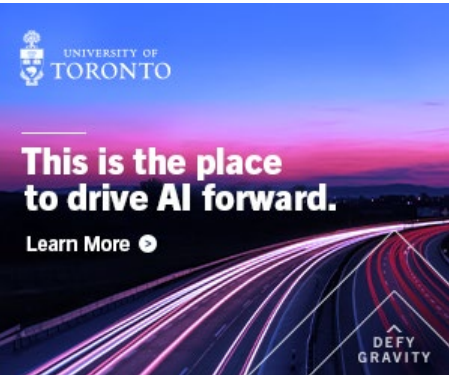


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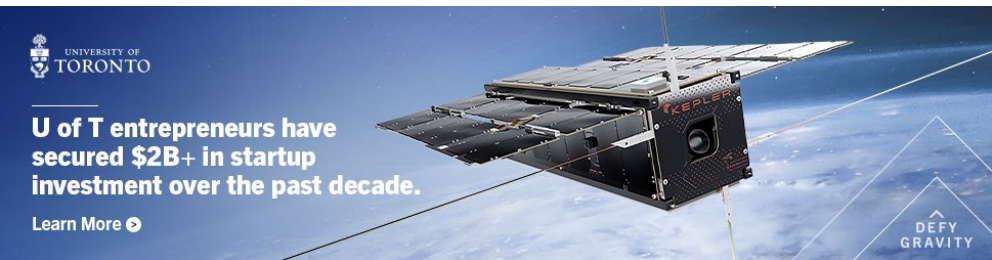


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**This is the place
to drive AI forward.**

Waabi is developing sophisticated AI systems for safe and scalable autonomous driving. [Learn More ➔](#)

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