

Reputation, Marketing and Branding

Top 10 Metrics From FY23

- ① In FY23, Purdue achieved **55.3 million YouTube views** — a **2,050% YOY** increase (2.57 million in FY22). Twelve of the top 20 most viewed Purdue University videos of all time were created in FY23.
- ② Purdue's average view rate on **YouTube** was 66.7% for FY23, a dramatic increase from just 16.3% in FY22 (+309.2% YOY).
- ③ The total estimated watch time of **Purdue YouTube** content in FY23 was **1.3 million hours**, a 1,236% increase YOY (93.7k hours in FY22).
- ④ Fast Company Magazine named Purdue one of the **World's Most Innovative Companies** in 2022. Purdue ranked No. 1 in the Education category and No. 16 overall, ahead of NASA and Disney.
- ⑤ In 2022, Fast Company again named Purdue as a **Brand That Matters** — the **only university** on the list and one of only 13 repeat winners.
- ⑥ Purdue stories generated many impressive earned media placements, with **88.7k placements** in FY23 (54.6k in FY22), rendering **78.4 billion impressions** (48.4 billion in FY22).
- ⑦ **5.1k of Purdue's earned media placements** came from a collaboration with the **Associated Press' "Campus Insights"** program (627% YOY vs. 703 placements in FY22), generating **445.5 million impressions** (125% YOY vs. 197.7 million impressions in FY22).
- ⑧ Purdue was ranked one of the **10 most recognized universities** in the world, landing at No. 3 among public U.S. universities. (American Caldwell, 2023)
- ⑨ Purdue is the **No. 4 Most Trusted Public University** in the U.S. (Morning Consult, 2022)
- ⑩ The **"This Is Purdue" podcast** received **1.25 million listens and YouTube views** during the first six months of 2023, up 264% from 343k in FY22. The podcast was ranked **No. 2 on Apple's Top Podcast Charts** in Education and No. 32 across all podcasts.

The "This Is Purdue" Podcast



Listens and YouTube views:

1.25M

up 264% from 343k in FY22 (January-June 2023)

International Podcast Awards Won in FY23:

- Webby Awards, Honoree — Science & Education Episode (for Philip Low/Cytalux episode)
- W3 Silver Award for General Series — Education Category
- Signal Awards Silver Award for General Series — Education Category
- Finalist, Signal Awards — Listener's Choice

Purdue.edu Traffic

Note: This excludes all OWL traffic

Total page views:

44.1M

FY23, up 1% from FY22
(43.5 million)

Total visitors:

9.19M

FY23, up 5% from FY22
(8.77 million)

- Organic/Search visitors: 5.44 million FY23, **up 9%** from FY22 (4.97 million)
- Referral visitors: 625k FY23, **up 32%** from FY22 (475k)
- Paid visitors: 92.5k FY23, **up 87%** from FY22 (49.5k)

The Persistent Pursuit Traffic

stories.purdue.edu

Total page views:

505k

FY23, **up 73%** from
FY22 (292k)

Total visitors:

320k

FY23, **up 125%** from
FY22 (142k)

- Direct visitors: 56.7k FY23, **up 64%** from FY22 (34.5k)
- Organic/Search visitors: 59k FY23, **up 31%** from FY22 (45k)
- Referral visitors: 12k FY23, **up 50%** from FY22 (8k)
- Social visitors: 146k FY23, **up 180%** from FY22 (52k)
- Paid visitors: 43.7k FY23, **up 816%** from FY22 (4.8k)

FY23 Big Hits

The workforce of tomorrow - Washington Post Live

NASA's Webb telescope captures new views of stars, galaxies and the early universe - 60 Minutes

Why turbulence on flights is more common and expected to worsen - Today Show

Chips are the new oil and America is spending billions to safeguard its supply - Wall Street Journal

Economic future of U.S. depends on making engineering cool - Washington Post

FY23 AP Project Results

5,113

placements
(627% YOY vs. 703
placements in FY22)

445.5M

impressions (125%
YOY vs. 197.7 million
impressions in FY22)

192

videos produced
(129% YOY vs. 84 videos
produced in FY22)


Associated Press

FY23 Earned Media Placements

88,743

overall placements
(54.6k in FY22)

78.4B

overall impressions
(48.4 billion in FY22)

 NBC NEWS

 NEWS



 NEWS

 CNBC





Purdue University Social Media Results

Social audience
(FB, TW, LI, IG)

1.05M

in FY 23, up
9.4% from FY22
(960.3k)

**Shares (FB,
TW, LI, IG)**

60k

in FY 23, up
53.5% from
FY22 (38.9k)

Social impressions
(FB, TW, LI, IG)

89.8M

in FY 23, down
29.4% from FY22
(127.2 million)

Engagements
(FB, TW, LI, IG)

4.25M

in FY 23, down
17.5% from FY22
(5.15 million)

**Cross-channel
engagement rate
per impression is**

4.7%

up 16.9% from
FY22 (4%)

Notable Recognitions and Awards

Fast Company:

Brands That Matter

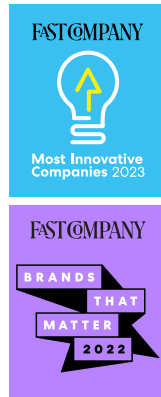
- For the second year in a row
- Only university selected

Next Big Things in Tech - Smart Concrete

World Changing Ideas - World's Whitest Paint

World's Most Innovative Companies

- #1 in Education and #16 worldwide
- Only university selected



SXSW Innovation Award - World's Whitest Paint (Sustainability category)

National Student Clearinghouse Research Center Award for Outstanding AACRAO SEM Research Presentation

Purdue University YouTube Results

- In FY23 we achieved **55.3 million views**. In FY22 we garnered 2.57 million views. That is a **2,050% YOY increase**.
- Our average percentage viewed rate for FY23 was **66.7%**, a dramatic increase from 16.3% (**+309.2% YOY**).
- For FY23, our total estimated watch time was **1.3 million hours**. The total estimated watch time of our content in FY22 was just 93.7k hours (**+1,236% YOY**).



FY23 Purdue Global Social Media Results

**Social media
audience**

663.4k

up 3.3% from FY22
(642.4k)

**Social media
engagements**

6.2M

up 44.5% from FY22
(4.29 million)

YouTube followers

31.3k

up 11.9% from FY22
(28k)

**LinkedIn
engagement rate
per impression**

5.9%

up 18.6% from FY22 (5%)

FY23 Notable Recognitions and Rankings

#4

**Most Trusted Public
University in the U.S.**

Morning Consult, 2022

#3

**College for Free
Speech in the U.S.**

College Pulse/FIRE, 2023

TOP 10

**Most Innovative School
in the U.S.**

(5 Years Running)

U.S. News & World Report, 2023

#4

in the U.S. for Patents

*U.S. Patent and
Trademark Office, 2022*

#1

**Graduate Agricultural and
Biological Engineering
Program (3 Years Running)**

U.S. News & World Report, 2024

#1

**Graduate Analytical
Chemistry Program**

U.S. News & World Report, 2024

#4

**Graduate Engineering
Program (3 Years Running)**

U.S. News & World Report, 2024

#9

**Undergraduate
Engineering Program**

U.S. News & World Report, 2023

TOP 10

**Most Recognized
University in the World,
#3 Among U.S. Public
Universities**

American Caldwell, 2023