

01

**IEWS**  
477, 702

This is the number of students that viewed Diageo's employer profile on Student Village and social media, all in one month

02

**CLICKS**  
16,210 (CTR 0,72%)

We can compare this to the industry average CTR which is currently 0,47% for employment related social media posts.

**ENGAGEMENT**  
22, 570 (ER 4,72%)

This is the number of students that engaged with Diageo's advert. Engagement includes Likes, Reactions, Comments and Shares. The Engagement Rate (ER) industry average is currently between 0,05%-0,12%- for employment related posts on Facebook and twitter.

04

**APPLICATIONS**  
N/A

Diageo had chosen to use an email to accept applications . Our system facilitates measurements using application buttons which would have provided a measure of applications received.

DIAGEO

