

22 April 2021

Ref: FOI21 - 0173

Dear Requester,

Thank you for your email of 30th March 2021 requesting information under the Freedom of Information Act 2000. Please see the responses to each of your questions below:

1. What has been the total annual budget for marketing over the last 5 years (2017-2021)?

The University of Exeter annual marketing budget for 16/17 is not held centrally. To establish the requested data it would be necessary to contact the reporting software, set up again and then pull the relevant information out using the old software then map the codes to the new one for comparison purpose. It would take the University over eighteen hours to establish accurate data, this would take over the cost limit which is proscribed by section 12 of the Freedom of Information Act

17-18	18-19	19-20
616,657	696,064	966,585

Data for 20/21 will be available at the after the financial year July 21. Available Oct/Nov 2021.

- 2. How much of the marketing budget is spent on in-house marketing and how much is spent on 3rd party providers (e.g. Agencies)?**
- 3. What are they types of third party services used e.g. (managed marketing services, content creators, self-service platforms) and how is the expenditure distributed among them?**
- 4. How much of the marketing budget is spent on digital advertising and how much is spent on traditional advertising methods?**
- 5. What is the segmentation of digital expenditure by channel (e.g. how much is spent on Facebook ads, Google ads etc.) ?**

For questions 2 – 5 the data is not held centrally. For the University to establish the requested data it would be necessary to contact all relevant departments and scrutinise all invoices to determine accurate data. It would take the University over eighteen hours to establish accurate data, this would take over the cost limit which is proscribed by section 12 of the Freedom of Information Act.

If this request is too wide or unclear, I would be grateful if you could contact me. If any of this information is already in the public domain, please can you direct me to it, with page references and URLs if necessary.



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Kind Regards,

Information Governance

University of Exeter

