

By e-mail

Our ref: 2536

Mr Rowland Manthorpe
request-602065-04879198@whatdotheyknow.com

09 October 2019

Dear Mr Manthorpe,

I am writing to confirm that the University has now completed its search for the information which you requested on 07 September.

You requested the following:

- Under the Freedom of Information Act, can you please tell me how much money you spent on advertising for clearing in 2019.
- Can you please provide subtotals for the following categories (feel free to break them down further if that's appropriate):
 1. Facebook
 2. Instagram
 3. Google - that is, search advertising
 4. YouTube
 5. Snapchat
 6. Twitter
 7. Other social networks (please specify)
 8. Amazon
 9. Online - that is, on websites excluding social networks, or those websites those listed above (this includes advertising using Google's ad network)
 10. Television
 11. National newspapers
 12. Local newspapers
 13. Magazines
 14. Posters and billboards
 15. Radio
 16. Public transport billboards
- Can you also provide an example of an ad in each of the above formats.
- For the online forms of advertising, can you also tell me how many clicks each advertisement received. Can you also provide any other data you have which indicates the engagement with each ad.

- For Google advertising, can you list which keywords you advertised against. Can you please indicate the cost-per-click in each case.
- For Facebook, can you please supply
 - A list of the interests and/or demographics you targeted
 - If you used custom audiences, where you derived the data to make that custom audience from

Some of the information requested is provided in the attached Excel spreadsheet (2536_data.xlsx).

The remainder of the information is considered to be exempt information in accordance with section 43(2) of the Freedom of Information Act.

Google advertising keywords are not provided to the University by its advertising agency.

Facebook audiences are created from data the University has collected from enquirers.

Please refer to the attached document (Attachment_2536.pdf) for our public interest arguments.

If you are unhappy with the way the University has handled your request, or with the information you have received, you may ask for an internal review. You can do this by sending a letter to:

Chief Information Officer
Brunel University London
UXBRIDGE
UB8 3PH

or by sending an e-mail to foirequests@brunel.ac.uk.

If we are unable to resolve your complaint to your satisfaction, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Customer Contact
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
SK9 5AF

Sincerely,



Mary F Liddell
Data Protection Officer