

FORDHAM | CAREER CENTER
FOR CURA PERSONALIS

Marketing Analytics

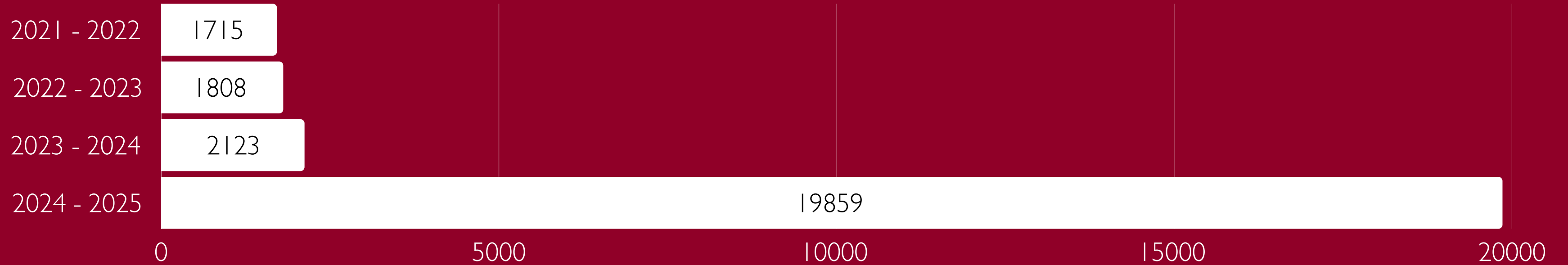
Toni Marie Perilli

May 2025 Assessment Report

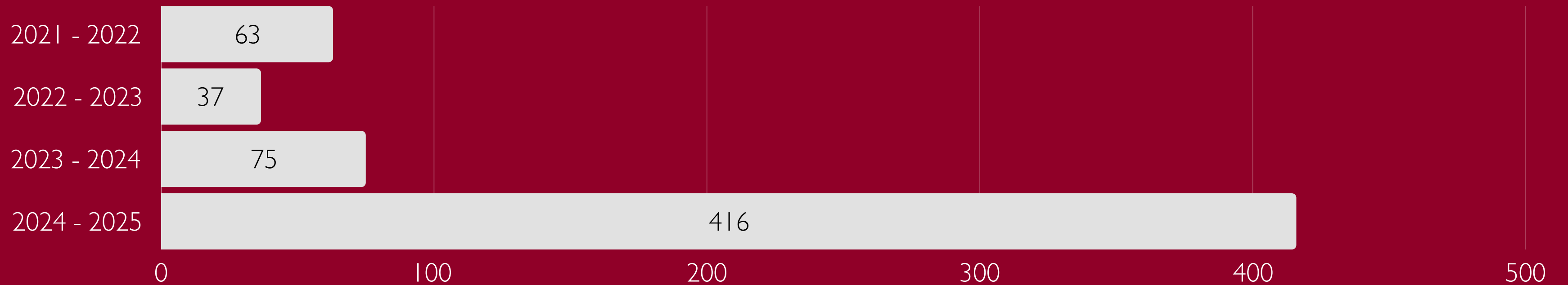
Reflecting July 1 - May 13 Reporting Period

Digital Resources: YouTube

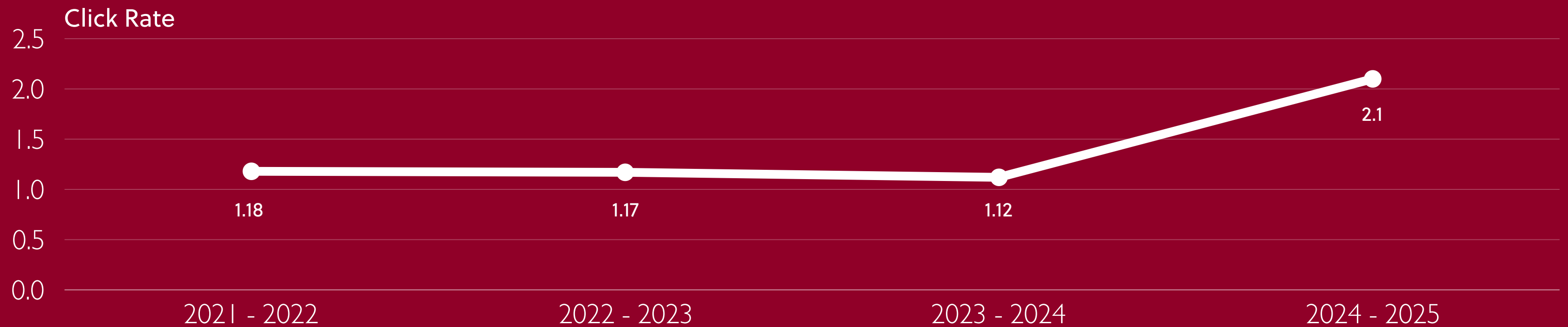
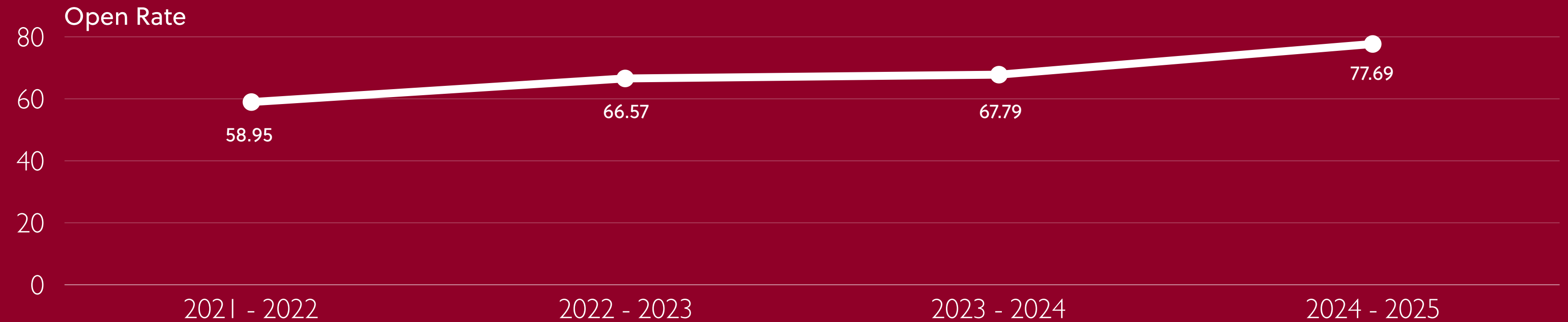
● Views



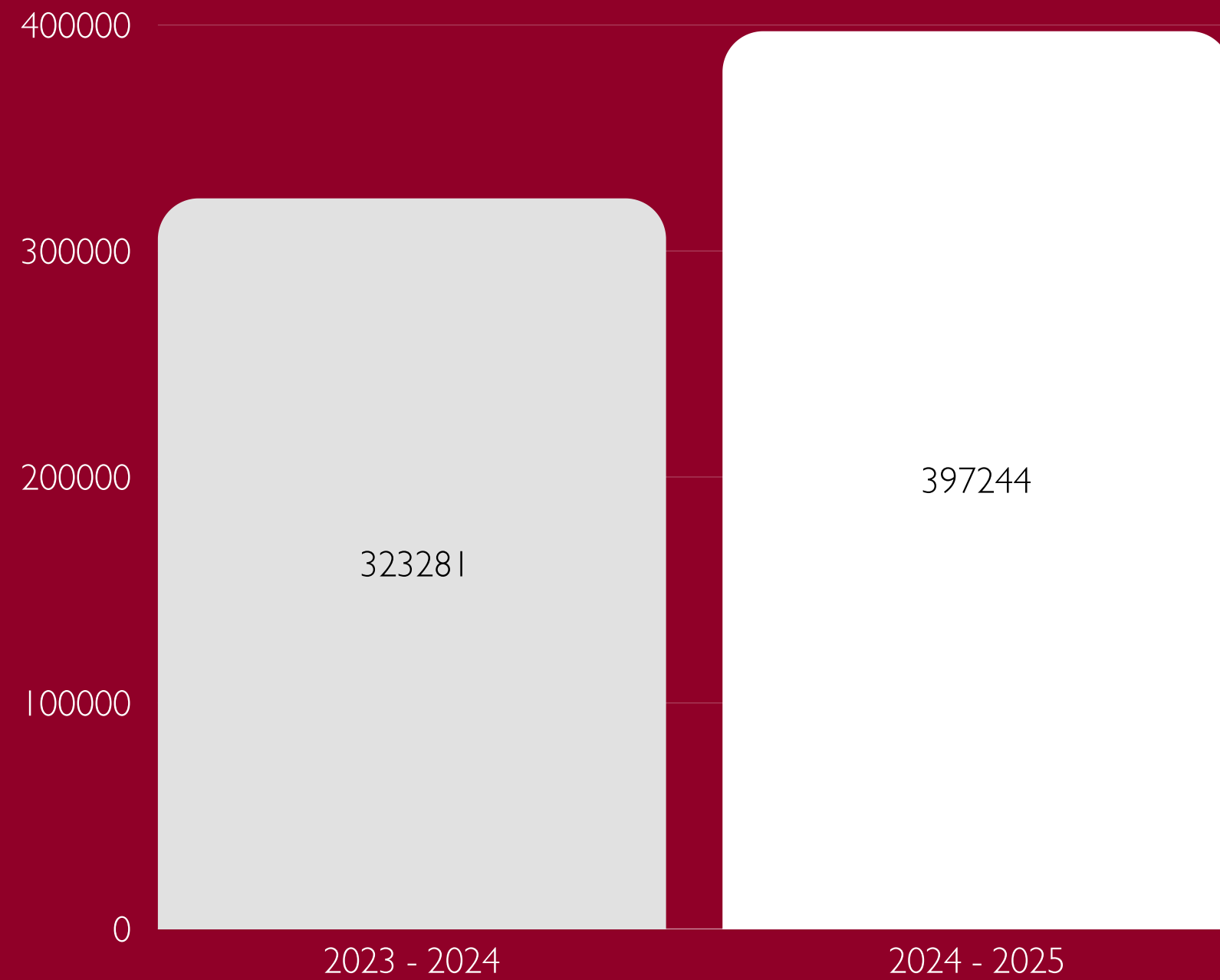
● Watch Time (in hours)



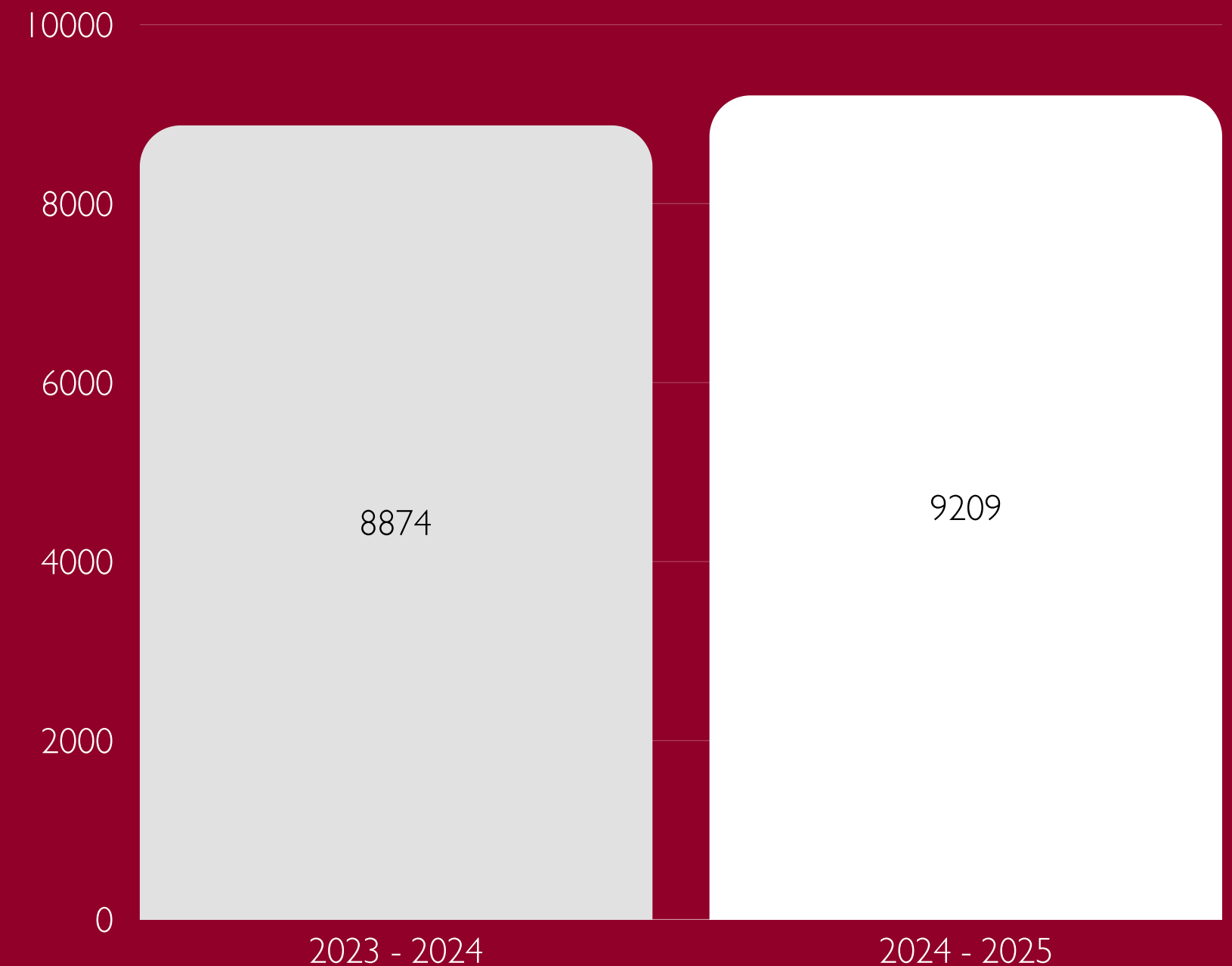
Student Newsletter



Social Media

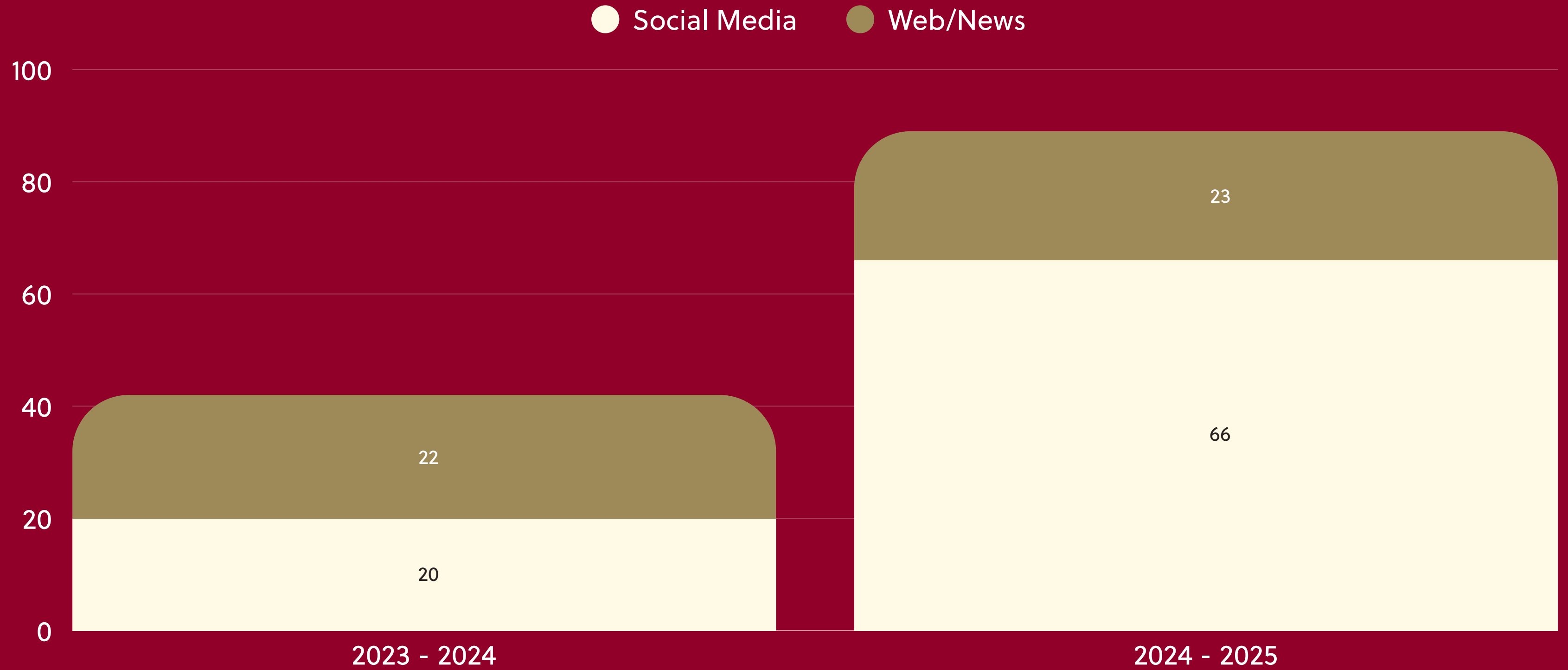


Social Impressions (Views)

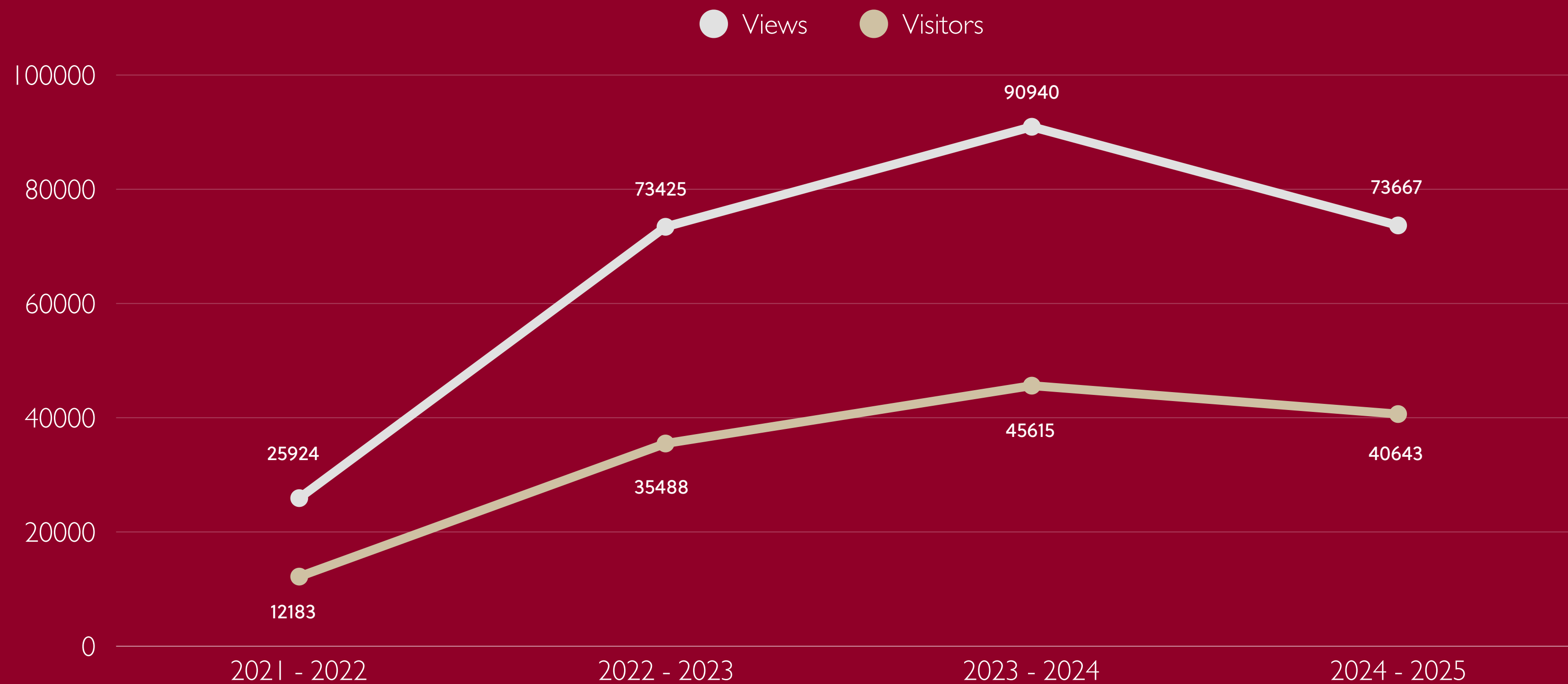


Social Interactions

Media Mentions



Website



Notes

General

- New Marketing and Communications Coordinator (Toni Perilli) began in June 2023.
- Marketing Assistant position added in May 2024 and was filled May 2024 - November 2024, February 2025 - April 2025.

Student Newsletters

- Converted from Mailchimp to Beehiiv and implemented segmented newsletter audiences in January 2025.

Website

- Introduction of AI Overviews to search in 2025 reduced organic traffic by 15-64% overall, and now roughly 60% of searches do not result in any clicks (Constantino, 2025).

Social Media

- Historical social media impression and interaction data are not available prior to June 2023.

YouTube

- Tutorial videos and workshop recordings were regularly published beginning in September 2024, following a live stream workshop series pilot in the Spring 2024 semester.

Media Mentions

- Data collected through Google Alerts and native social platform mentions, which may result in lower-than-actual reported numbers.

References

Constantino, T. (2025, April 14). The 60% Problem—How AI Search Is Draining Your Traffic. Forbes.

<https://www.forbes.com/sites/torconstantino/2025/04/14/the-60-problem---how-ai-search-is-draining-your-traffic/>