

# **Digital Media Report, March 2018**

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## **Inland Empire Desert Region Consortium**

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**April 30, 2018**

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## I. Campaign Website (readysetcareer.org)

### Site Actions

Total Page Views: 9,342, 100%

- Home: 8,318, 89%
- Apply: 209, 2.24%
- Contact Us: 115, 1.37%
- View Colleges: 118, 1.26%
- Financial Aid: 54, .58%
- Resources: 78, .83%

### Site Exploration

Most Viewed Pages and Average Time Spent

- Home, 2:19
- Apply, 2:15
- View Colleges, 2:17
- Contact Us, 1:46
- Resources, 2:02

### Top Sources of Site Exploration

96% of site traffic is driven from the ad campaign. The other 4% is direct-to-site, organic, or driven from social media activity.

## II. Digital Advertising Campaign

### Overview

#### Digital Campaign Highlights – March 2018

##### Custom Display Campaign Overview

- Drove a total of 1404 visits to the website
- Drove over 493k impressions.
- Average CPM (cost per thousand impressions) is \$4

##### Custom Display Campaign Benchmark For Google Trends

- Average CPM (cost per thousand impressions) for Education is between \$8-\$12

##### PPC Campaign (Pay Per Click)

- Drove 1523 visits to the website
- Drove 44 calls & 4 Form Submits
- Average cost per visit \$2.63
- Average cost per contact is \$83
- CTR on the text ads above average 4.59%

##### PPC Campaign Benchmark For Google Trends In Education in CA

- Average cost per visit for is \$4.53
- Average cost per contact is \$63
- Average CTR on the text ads is 2.20%

##### Geo-Fencing Mobile Display Ads

- Drove 2,829 visits to the website
- Over 2.5 million impressions
- Average CTR is 27% for all ads combined, Average CPM is \$.59 cents

##### Geo-Fence Bench Industry Benchmarks

- Average CTR between 20-25%
- Average CPM (cost per thousand impressions range \$5-\$8)

##### Social Media Facebook/Instagram Campaign

- Drove 732 visits to the website
- Drove over 89k+ impressions
- Drove over 504 engagements

## Summary

### Custom Display Campaign Summary

In month two of the campaign, we had a slightly higher CPM, which generated less impressions. However, we saw engagement on the ads rise, and more people clicked on the banners. This tells us that the higher CPM (which is still well below average at \$4 and the average is between \$8-\$12) is performing better because we are paying for impressions on more premium sites that potential students are engaging on.

### PPC Campaign Summary

The campaign is performing extremely well, the cost per click dropped from \$2.98 to \$2.63 and the CTR on the text ads is well above average at over 4%. Keyword focus the past month went towards computer programming, admissions, esthetician certificate and technician certification. The campaign will continue to optimize over the next 2-4 months as we gather data to see what is performing the best. We did see a drop in calls (which caused the cost per lead to increase) from removing the phone number in the text ad.

### Geo-Fence Display Campaign Summary

This campaign performed off the charts for its second cycle, with over 2.5 million impressions and over 2800 visits (compared to 600 visits the first time). The metrics are all well above average. No changes are needed at all at this time as we are doing excellent.

### Social Media Campaign Summary

We continue to see higher engagement with mobile ads, and the audience continues to click on these over the desktop ads. Also, for education-related social media campaigns, we often see a lot of traction targeting Moms/Parents of Teens. June ads will feature creatives that cater to this group. The campaign is optimizing well, in March we generated over 100+ more visits than in February, and impressions also went up by over 9k, which means the CPM went down (cost per thousand impressions).

# Custom Display Data

\$2000 March 2018

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
Riverside Desert Consortium Custom Display	Mar 02, 2018	Apr 07, 2018	\$2,000.00	\$2,000.00	493,480	\$4.00	1,404	

## Geography Top 20 Locations By Clicks On Banner Ads

Campaign Name	Region	City	Impressions	Clicks
Education Category & Behavioral Targeting	California	Riverside	31,098	35
Keyword Search Retargeting	California	Riverside	30,599	158
Keyword Search Retargeting	California	San Bernardino	19,383	98
Keyword Search Retargeting	California	Fontana	17,696	82
Keyword Search Retargeting	California	Ontario	17,492	90
Education Category & Behavioral Targeting	California	San Bernardino	15,308	14
Education Category & Behavioral Targeting	California	Fontana	14,614	16
Keyword Search Retargeting	California	Moreno Valley	14,313	60
Education Category & Behavioral Targeting	California	Corona	13,596	16
Education Category & Behavioral Targeting	California	Rancho Cucamonga	11,880	9
Education Category & Behavioral Targeting	California	Ontario	11,448	13
Education Category & Behavioral Targeting	California	Moreno Valley	11,430	11
Keyword Search Retargeting	California	Corona	10,625	46
Keyword Search Retargeting	California	Rancho Cucamonga	8,831	44
Keyword Search Retargeting	California	Victorville	8,569	37
Education Category & Behavioral Targeting	California	Victorville	8,199	10
Keyword Search Retargeting	California	Hemet	8,103	41
Keyword Search Retargeting	California	Upland	7,605	52
Education Category & Behavioral Targeting	California	Temecula	7,257	4
Education Category & Behavioral Targeting	California	Hemet	7,154	14
Education Category & Behavioral Targeting	California	Hesperia	6,494	7

## Top 20 Ad Engagement By Clicks & Impressions

Campaign Name	Ad Name	Ad Size	Impressions	Clicks
Education Category & Behavioral Targeting	ready1-300x250.jpg	300x250	30,603	32
Education Category & Behavioral Targeting	ready2-300x250.jpg	300x250	30,321	23
Keyword Search Retargeting	ready4-300x250.jpg	300x250	30,114	149
Keyword Search Retargeting	ready2-300x250.jpg	300x250	30,114	142
Keyword Search Retargeting	ready7-300x250.jpg	300x250	29,920	137
Keyword Search Retargeting	ready8-300x250.jpg	300x250	29,892	124
Keyword Search Retargeting	ready6-300x250.jpg	300x250	29,841	125
Keyword Search Retargeting	ready5-300x250.jpg	300x250	29,725	132
Keyword Search Retargeting	ready1-300x250.jpg	300x250	29,720	146
Keyword Search Retargeting	ready3-300x250.jpg	300x250	29,667	159
Education Category & Behavioral Targeting	ready7-300x250.jpg	300x250	29,551	31
Education Category & Behavioral Targeting	ready5-300x250.jpg	300x250	29,432	37
Education Category & Behavioral Targeting	ready6-300x250.jpg	300x250	20,999	17
Education Category & Behavioral Targeting	ready3-300x250.jpg	300x250	20,744	22
Education Category & Behavioral Targeting	ready4-300x250.jpg	300x250	20,730	17
Education Category & Behavioral Targeting	ready8-300x250.jpg	300x250	11,903	11
Education Category & Behavioral Targeting	ready6-728x90.jpg	728x90	6,628	11
Education Category & Behavioral Targeting	ready4-728x90.jpg	728x90	6,593	11
Education Category & Behavioral Targeting	ready2-728x90.jpg	728x90	6,563	5
Education Category & Behavioral Targeting	ready7-728x90.jpg	728x90	6,545	10
Education Category & Behavioral Targeting	ready5-728x90.jpg	728x90	6,541	13

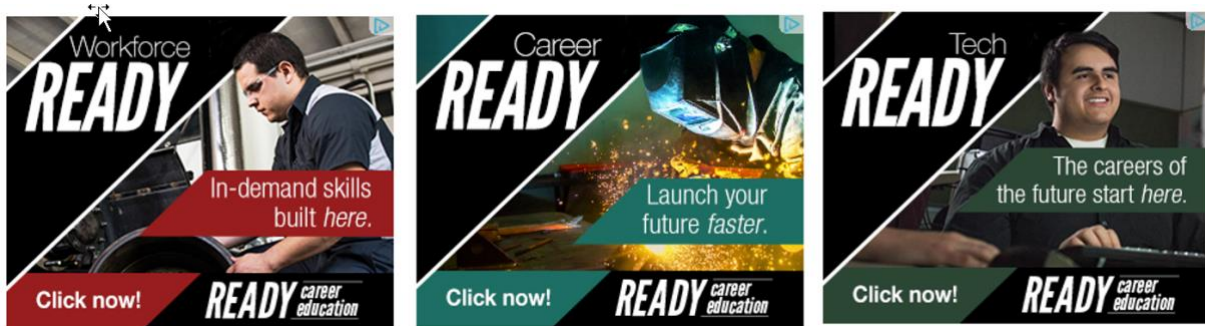
## Top 20 Keyword Performance By Clicks & Impressions

Someone searches a keyword on Google, Yahoo/bing and is served the ad later as they surf the internet.

Keyword	Ad Name	Impressions	Clicks
Keyword Search Retargeting	education_training_optimized_audience	232,308	1,155
Keyword Search Retargeting	career+websites	18,430	48
Keyword Search Retargeting	online+college+courses	3,112	7
Keyword Search Retargeting	find+me+a+job	2,794	7
Keyword Search Retargeting	medical+jobs	2,222	6
Keyword Search Retargeting	norco+college	352	1
Keyword Search Retargeting	online+colleges	347	1
Keyword Search Retargeting	college+degree	243	0
Keyword Search Retargeting	college+degrees	237	0
Keyword Search Retargeting	college+degree	233	0
Keyword Search Retargeting	online+community+college	224	0
Keyword Search Retargeting	college+course	208	2
Keyword Search Retargeting	junior+college	136	1
Keyword Search Retargeting	online+community+college	135	0
Keyword Search Retargeting	technical+college	114	0
Keyword Search Retargeting	community+colleges	105	0
Keyword Search Retargeting	city+college	104	0
Keyword Search Retargeting	community+college	104	0
Keyword Search Retargeting	find+colleges	100	0
Keyword Search Retargeting	job+search+sites	100	1

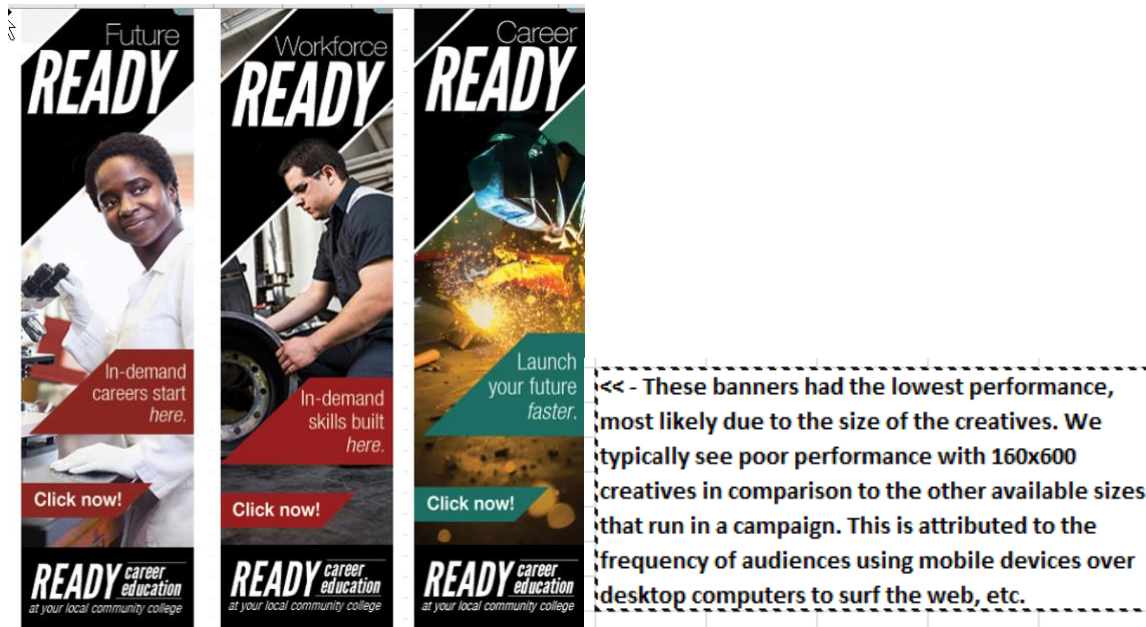
## Top Performing Ads By Impressions/Clicks

These banners had the highest performance, most likely due to the size of the creatives. We typically see better performance with 300x250 creatives in comparison to the other available sizes that run in a campaign. This is attributed to the frequency of audiences using mobile devices over desktop computers to surf the web, etc.



## Lowest Performing Ads By Impressions/Clicks

This is just not a popular ad size on the internet but we still recommend running this size.



<< - These banners had the lowest performance, most likely due to the size of the creatives. We typically see poor performance with 160x600 creatives in comparison to the other available sizes, that run in a campaign. This is attributed to the frequency of audiences using mobile devices over desktop computers to surf the web, etc.



# Pay Per Click/SEM Data

\$4000 March 2018

Ads running on Google, Yahoo and Bing												
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	Average Page Position	Average Cost Per Contact
Riverside Inland Empire Desert Consortium PPC 2018	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average page position on page 1 of search engine results page for all keywords	Average cost per contact (calls, end form submissions)
	\$4,000.00	Feb-18	26,018	1,341	5.15	\$2.98	68	3	71	261	1.5	\$56.34
	\$4,000.00	Mar-18	33,201	1,523	4.59	\$2.63	44	4	48	303	1.4	\$83.33

## Web Event Summary Of Pages Visited

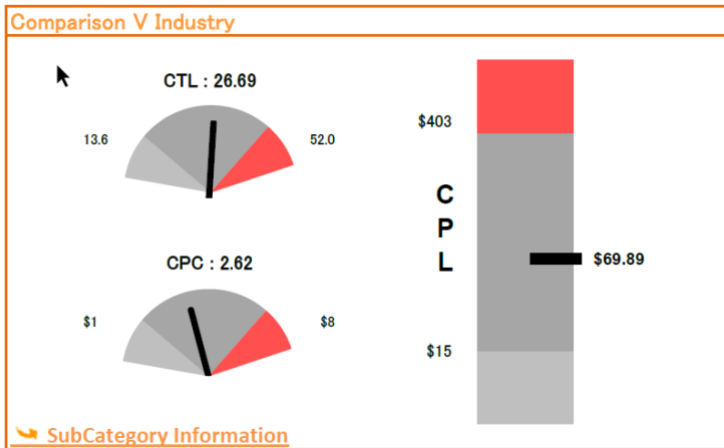
Page URL Visited	Clicks/Visits
*Moreno Apply Now clicked	1
*Palo Apply Now clicked	1
*Palo college link clicked	1
View Colleges Submitted	1
*Desert college link clicked	1
*Jacinto college link clicked	1
<b>Apply Submitted</b>	<b>2</b>
Resources Submitted	2
*Norco Apply Now clicked	2
*Copper college link clicked	2
*Crafton college link clicked	2
<b>Contact Us Submitted</b>	<b>2</b>
*Desert Apply Now clicked	3
*Riverside college link clicked	3
*Crafton Apply Now clicked	3
*Victor Apply Now clicked	4
*Bernardino college link clicked	4
*Barstow college link clicked	4
*Victor college link clicked	4
*Norco college link clicked	5
*Jacinto Apply Now clicked	5
*Barstow Apply Now clicked	5
*Bernardino Apply Now clicked	5
*Copper Apply Now clicked	6
*Moreno college link clicked	7
*Financial aid near you clicked	9
*Riverside Apply Now clicked	9
*Chaffey Apply Now clicked	10
Resources	13
Financial Aid	18
*Chaffey college link clicked	18
Contact Us	42
View Colleges	43
Apply	66

## Top 25 Performing Keywords

25 PERFORMING KEYWORDS	
2	Mt San Jacinto College
3	chaffey college
4	College Of The Desert
5	college courses
6	Barstow Community College
7	college application
8	community colleges
9	Copper Mountain College
10	emt program
11	Riverside City College
12	Palo Verde College
13	Victor Valley Community College
14	paramedic class
15	college admissions
16	community college
17	computer programming class
18	Moreno Valley College
19	psychiatric technician certificate
20	Crafton Hills College
21	career college
22	esthetician class
23	esthetician certificate
24	community college classes
25	mathematics class
26	radiologic technology certificate

**Riverside Inland Empire Desert Consortium Trend Comparisons For Education**  
**CTL= Number Of Clicks From Landing Page To Lead, CPC=Cost Per Click, CPL=Cost Per Lead**  
 Campaign metrics are all outstanding.

**Campaign Review : Riverside\_Inland Empire Desert Consortium**



( Comparison to Subcategory during the latest 30 days )

# Geo-Fence Display Mobile Ads

\$2000 March 2018

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
Riverside Desert Consortium Social Media	Mar 01, 2018	Apr 01, 2018	\$2,000.00	\$2,000.00	89,160	\$22.43	732	

## Top 25 Performing Apps Based On Impressions/Clicks

Details Domain Name	Impressions	Clicks
com.steam.photoeditor	151,970	108
com.jiubang.go.music	143,443	280
com.latininput.keyboard	131,694	201
com.jb.security	91,317	93
com.jb.go.musicplayer.mp3player	85,431	93
com.jb.zcamera	72,822	80
com.jb.emoji.gokeyboard	66,459	30
com.july.univision	58,102	56
com.myfitnesspal.android	57,038	21
com.weather.weather	56,699	47
com.europosit.pixelcoloring	55,947	40
wp.wattpad	51,472	2
com.talkatone.android	50,925	44
com.horoscope.daily.fatum	47,655	18
com.ace.cleaner	46,464	62
com.enflick.android.textnow	43,874	49
mbinc12.mb32b	43,639	4
com.thechive	37,475	13
com.jb.gokeyboardpro	31,308	51
com.boost.speed.cleaner	28,488	12
com.gau.go.launcherex	28,190	35
com.jiubang.alock	25,710	22
tunein.player	24,892	15
com.easyrain.sudoku.android	24,585	80
com.tinginteractive.usms	(Ctrl) ▾	15

## Top 25 Performing Locations Based On Impressions/Clicks

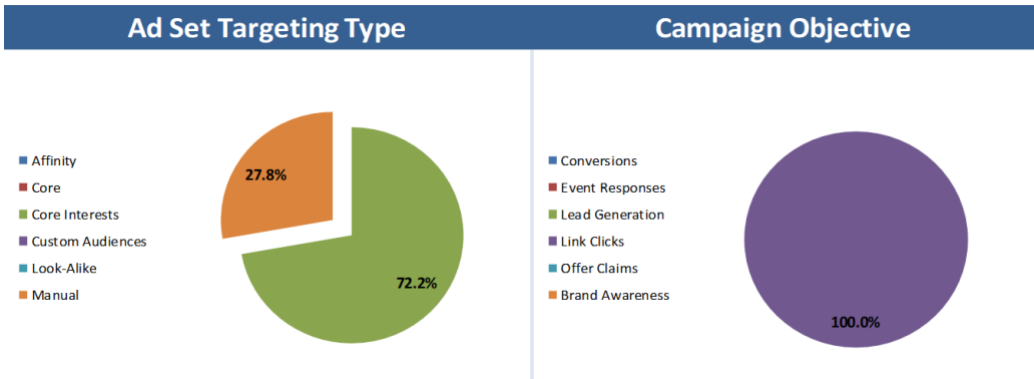
Geo Fence	Impressions	Clicks	Conversions Visits
La Qunita High School: 10372 McFadden Ave.	144,590	151	2
Riverside Gateway to College: 4800 Magnolia Ave	82,863	79	192
Silverado High School: 25632 Peter A. Hartman WayMission Viejo	68,655	66	4
Granite Hills High School: 1719 E Madison Ave	67,196	78	2
University Prep High School: 13853 Seneca Road	47,153	59	22
Montclair High School: 4725 Benito St	43,675	46	8
Palm Desert High School: 74910 Aztec Rd	42,956	53	48
Fontana High School: 9453 Citrus Ave	40,145	41	4
Cajon High School: 1200 W Hill Dr	35,514	39	22
Alessandro High School: 831 E Devonshire Ave	35,255	38	16
Norco High School: 2065 Temescal Ave	34,404	45	53
Vista Del Lago High School: 15150 Lasselle St	32,786	36	38
Mt. San Jacinto High School: 30800 Landau Blvd	31,969	23	12
Oak View High School: 5701 Conifer St	31,620	20	0
San Jacinto High School: 500 Idyllwild Dr	28,727	24	38
Desert Hot Springs High School: 65850 Pierson Blvd	28,293	32	10
Montecito Baptisit School: 2560 S. Archibald Ave	28,200	35	9
Rancho Verde High School: 17750 Lasselle St	28,169	32	39
Eleanor Roosevelt High School: 7447 Scholar Way	28,014	15	7
Upland Christian Academy: 10900 Civic Center Dr	27,113	28	13
Loma Linda Academy: 10656 Anderson St	26,747	33	7

# Social Media Facebook/Instagram Campaign

\$2000 March 2018

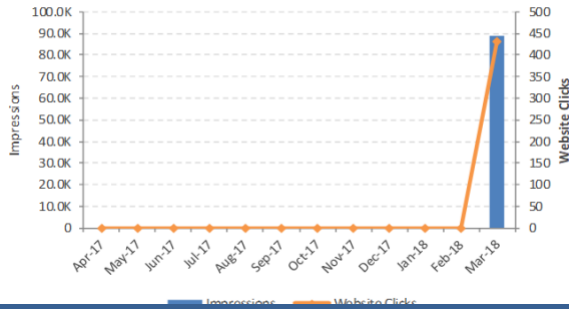
Campaign Name	From	To	Budget	Spent <span>?</span>	Impressions <span>?</span>	Visits <span>?</span>
<a href="#">Riverside Desert Consortium Social Media</a>	Mar 01, 2018	Apr 01, 2018	\$2,000.00	\$2,000.00	89,160	732

Campaign Activity: Web Event Summary Report		
Page Name	Hits	<a href="#">View All Web Events</a>
*Bernardino college link clicked	1	
Contact Us	1	
Financial Aid	1	
*Crafton Apply Now clicked	1	
*Barstow Apply Now clicked	1	
Resources	2	
Find A College	3	
Apply	3	
Share	4	
Comment	4	
Page Like	14	
Frequency	58	
Post Like	65	
Call To Action Clicks	73	
Link Click	417	
Post Engagement	490	
Page Engagement	504	

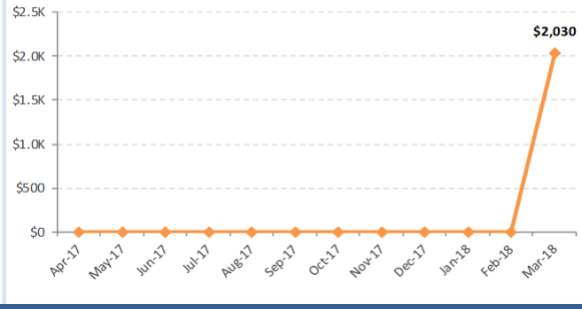


Performance

Impressions vs Website Clicks

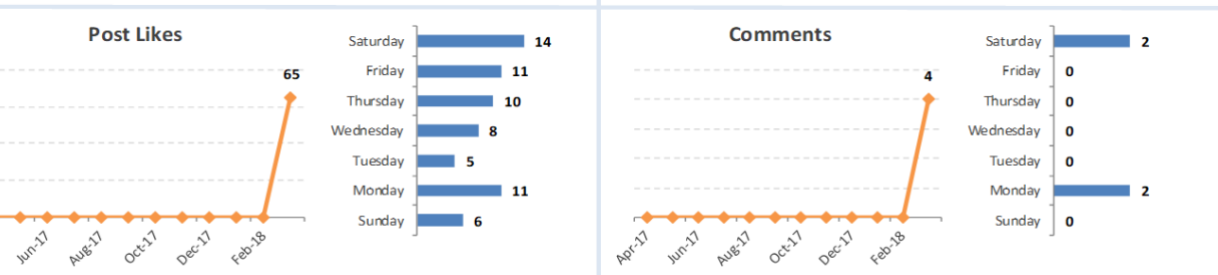
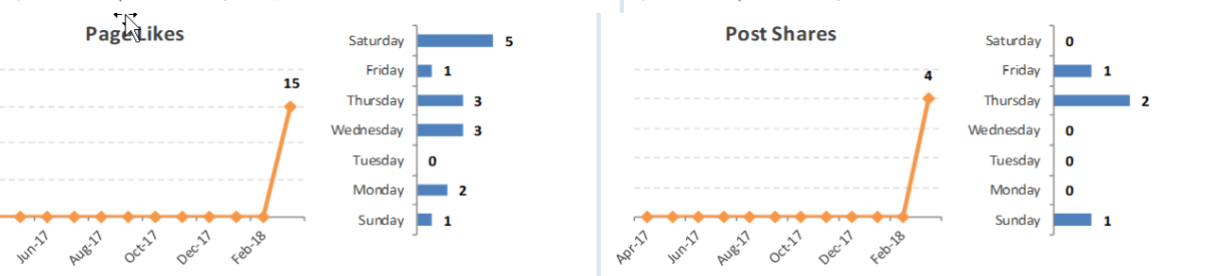
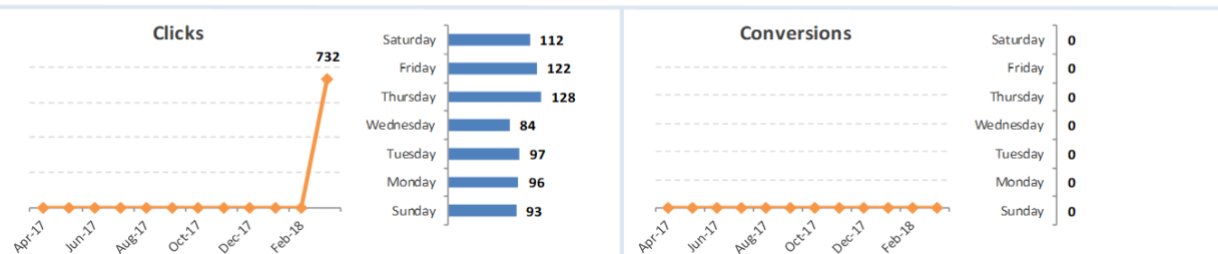


Ad Spend



Engagement

All-Time	Clicks	Page Likes	Post Likes	Conversions	Post Shares	Comments
	732	15	65	0	4	4



# Creative Report

Ad Set Name	Ad Name	Impressions	Link Clicks	CTR	Clicks	Page Likes	Post Reactions	Comments	Shares
Veterans	Veterans 1 -Life Ready.	15996	69	0.431%	111		11	1	1
High School Students	Students 3 - Career Ready.	24570	106	0.431%	191	8	32	1	1
Retargeting	Retargeting 2 - Tech Ready.	6451	43	0.667%	70		2		
Veterans	Veterans 2 - College Ready.	5135	20	0.389%	36		4		
High School Students	Students 1 - Workforce Ready	3203	12	0.375%	26		4		
Retargeting	Retargeting 3 - Born Ready	12931	86	0.665%	141		2	1	
Retargeting	Retargeting 1 - Business Ready.	5398	28	0.519%	54	4	4		1
High School Students	Students 2 - Real-World Ready.	15476	67	0.433%	103	3	6	1	1

Ad Name	Platform	Ad Set Name	Impressions	Link Clicks	Clicks (All)	Page Likes	Post Reactions	Post Comments	Post Shares
Retargeting 1 - Business Ready.	Facebook	Retargeting	31		0				
Retargeting 1 - Business Ready.	Facebook	Retargeting	5267	28	54	4	4		1
Retargeting 1 - Business Ready.	Instagram	Retargeting	100		0				
Retargeting 3 - Born Ready	Facebook	Retargeting	58		0				
Retargeting 3 - Born Ready	Facebook	Retargeting	12510	84	138		1	1	
Retargeting 3 - Born Ready	Instagram	Retargeting	363	2	3		1		
Retargeting 2 - Tech Ready.	Facebook	Retargeting	25		0				
Retargeting 2 - Tech Ready.	Facebook	Retargeting	6337	43	69		2		
Retargeting 2 - Tech Ready.	Instagram	Retargeting	89		1				
Veterans 2 - College Ready.	Facebook	Veterans	34		0				
Veterans 2 - College Ready.	Facebook	Veterans	4719	19	34		2		
Veterans 2 - College Ready.	Instagram	Veterans	382	1	2		2		
Veterans 1 -Life Ready.	Facebook	Veterans	50		0				
Veterans 1 -Life Ready.	Facebook	Veterans	15248	69	111		6		1
Veterans 1 -Life Ready.	Instagram	Veterans	698		0		5	1	
Students 3 - Career Ready.	Facebook	High School Students	23		0				
Students 3 - Career Ready.	Facebook	High School Students	20999	101	183	8	3	1	
Students 3 - Career Ready.	Instagram	High School Students	3548	5	8		29		1
Students 2 - Real-World Ready.	Facebook	High School Students	14		0				
Students 2 - Real-World Ready.	Facebook	High School Students	13926	67	101	3	3		
Students 2 - Real-World Ready.	Instagram	High School Students	1536		2		3	1	1
Students 1 -Workforce Ready	Facebook	High School Students	8		0				
Students 1 -Workforce Ready	Facebook	High School Students	3030	12	26		1		
Students 1 -Workforce Ready	Instagram	High School Students	165		0		3		