

Digital Media Report, April 2018

Inland Empire Desert Region Consortium

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I. Campaign Website (readysetcareer.org)

April 1 – 30, 2018

Site Actions

Total Page Views: 11,190, 100%

- Home: 10,423, 93.15%
- Apply: 191, 1.17%
- Contact Us: 94, .84%
- View Colleges: 91, .81%
- Financial Aid: 47, .42%
- Resources: 44, .39%

Site Exploration

Most Viewed Pages and Average Time Spent

- Apply, 3:14
- Contact Us, 2:34
- View Colleges, 2:18
- Home, 2:12
- Resources, 1:12

Top Sources of Site Exploration

In March the primary driver of traffic to the campaign website was the paid digital advertising. In April we introduced Pandora advertising to the campaign, which contributed to direct traffic. The “Direct” traffic indicated below covers all site traffic that wasn’t a direct result of the digital campaign. It includes organic traffic and traffic from the Pandora advertising.

- Digital Ad Campaign: 88%
- Direct: 11.5%

II. Digital Advertising Campaign

Overview

Digital Campaign Highlights – April 2018

Custom Display Campaign Overview

- Drove a total of 883 visits to the website
- Drove over 369k impressions.
- Average CPM (cost per thousand impressions) is \$6.77

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 1619 visits to the website
- Drove 28 calls
- Average cost per visit \$2.47
- Average cost per contact is \$44
- CTR on the text ads above average 4.99%

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 5,558 visits to the website
- Over 5.5 million impressions
- Average CTR is 35% for all ads combined, Average CPM is \$.49 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 1219 visits to the website
- Drove over 86k+ impressions
- Drove over 3132 engagements

YouTube

- Drove over 60k completed video views
- Drove over 108k+ impressions

Summary

Custom Display Campaign Summary

The average CPM remained steady at under \$6 (average is between \$8-\$12) and the ads are converting higher on premium sites, in which potential students are engaging on. We drove over 800 visits to the site in April with this campaign. We recommend a banner refresh in 1-2 months so we don't experience banner fatigue.

PPC Campaign Summary

The campaign is performing extremely well, the cost per click dropped even lower in April to \$2.47, half of what the industry average for Orange County is at \$4.53. The CTR on the text ads is well above average at over 4.99%, increasing monthly as our software is determining what ads are converting best and showing those ads the most. We added in some new keywords for "colleges near me" last month and we bid down a lot on the college business name, to drive and drive traffic for more specific courses. The amount of time spent on the site or students clicking the "apply now" button are high, and the average cost per contact is still just \$43, compared to the industry average of \$63.

When planning next year's fiscal budget, we do recommend more budget be added to the PPC campaign. The campaign is pacing fast, and we are making manual adjustments to slow it down and last a full 30 days per cycle. There is a lot more search volume and we can capture more people searching (currently capturing about 20% of search for the keywords we are bidding on) with a higher budget.

Geo-Fence Display Campaign Summary

This campaign performed off the charts again for its 3rd cycle. We added Coachella as a location during the event, and impressions doubled from March with 2.5 million impressions to over 5.5 million impressions in April. Visits in April also doubled, with over 2,800 visits in March to over 5,500 visits in April. The average cost per thousand impressions is extremely low at .49 cents, with the industry average between \$5-\$8. The metrics are all well above average.

Social Media Campaign Summary

The campaign performed extremely well in April with the addition of the new ad sizes and video ads we incorporated. When we first launched the campaign we generated a little over 600 visits to the website, and in April we generated over 2,600. The campaign is optimizing very nicely, with an increase in monthly visits by 77%. Page engagement in April also increased by over 50% from March.







YouTube Summary

The campaign did excellent the first cycle with over 60,000 completed video views! For May, we split the Spanish and English video campaigns into two separate campaigns to give them each dedicated budget.

Custom Display Data

\$2,500 April 2018

Campaign Name	Impressions	Clicks	eCPM
Content Targeting	179,104	182	\$6.60
Keyword Search Retargeting	166,094	609	\$7.10
Website Remarketing	24,145	92	\$5.78
	369,343	883	\$6.76

Campaign Name	From	To	Budget	Spent 	Impressions 	CPM 	Visits 	
Riverside Desert Consortium Display April-June	Apr 1, 2018	Apr 29, 2018	\$2,500.00	\$2,500.00	369,343	\$6.77	883	 

Geography Top 20 Locations by Clicks On Banner Ads

Campaign Name	City	Impressions	Clicks
Content Targeting	Riverside	22,699	19
Keyword Search Targeting	Riverside	18,745	68
Keyword Search Targeting	San Bernardino	12,362	47
Keyword Search Targeting	Fontana	11,226	51
Content Targeting	San Bernardino	10,521	10
Keyword Search Targeting	Ontario	10,428	33
Content Targeting	Corona	9,653	13
Content Targeting	Fontana	8,685	15
Keyword Search Targeting	Moreno Valley	8,396	37
Content Targeting	Ontario	8,358	6
Content Targeting	Rancho Cucamonga	8,007	5
Content Targeting	Moreno Valley	6,610	5
Keyword Search Targeting	Corona	6,003	15
Keyword Search Targeting	Rancho Cucamonga	5,809	19
Keyword Search Targeting	Hemet	5,602	24
Content Targeting	Temecula	5,174	2
Keyword Search Targeting	Victorville	5,156	14
Content Targeting	Hemet	5,112	10
Content Targeting	Murrieta	5,066	3
Content Targeting	Victorville	4,922	7
Content Targeting	Upland	4,720	2

Top 20 Ad Engagement by Clicks & Impressions

Campaign Name	Ad Size	Impressions	Clicks
Content Targeting	300x250	22,821	13
Content Targeting	300x250	22,776	21
Content Targeting	300x250	22,758	12
Content Targeting	300x250	22,511	18
Keyword Search Retargeting	300x250	17,781	56
Keyword Search Retargeting	300x250	17,713	78
Keyword Search Retargeting	300x250	17,676	59
Keyword Search Retargeting	300x250	17,676	57
Keyword Search Retargeting	300x250	17,675	64
Keyword Search Retargeting	300x250	17,630	62
Keyword Search Retargeting	300x250	17,512	61
Keyword Search Retargeting	300x250	17,383	67
Content Targeting	300x250	12,567	9
Content Targeting	300x250	12,486	7
Content Targeting	300x250	12,404	11
Content Targeting	728x90	4,903	14
Content Targeting	728x90	4,856	16
Content Targeting	728x90	4,846	11
Content Targeting	728x90	4,839	8
Content Targeting	728x90	4,815	10
Content Targeting	728x90	4,793	9

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 Name	Impressions	Clicks
education_training_optimized_audience	121,992	494
career+websites	31,126	85
find+me+a+job	4,952	14
medical+jobs	2,917	9
online+college+courses	1,171	4
city+college	463	0
business+class	255	0
college+admissions	232	0
community+college	215	0
college+degree	201	0
college+class	190	0
college+degree	180	0
higher+education	172	0
online+colleges	169	0
career+opportunities	162	0
firefighter+training	149	1
job+search+sites	148	0
junior+college	131	0
college+course	128	0
chaffey+college	100	0
junior+college	97	0

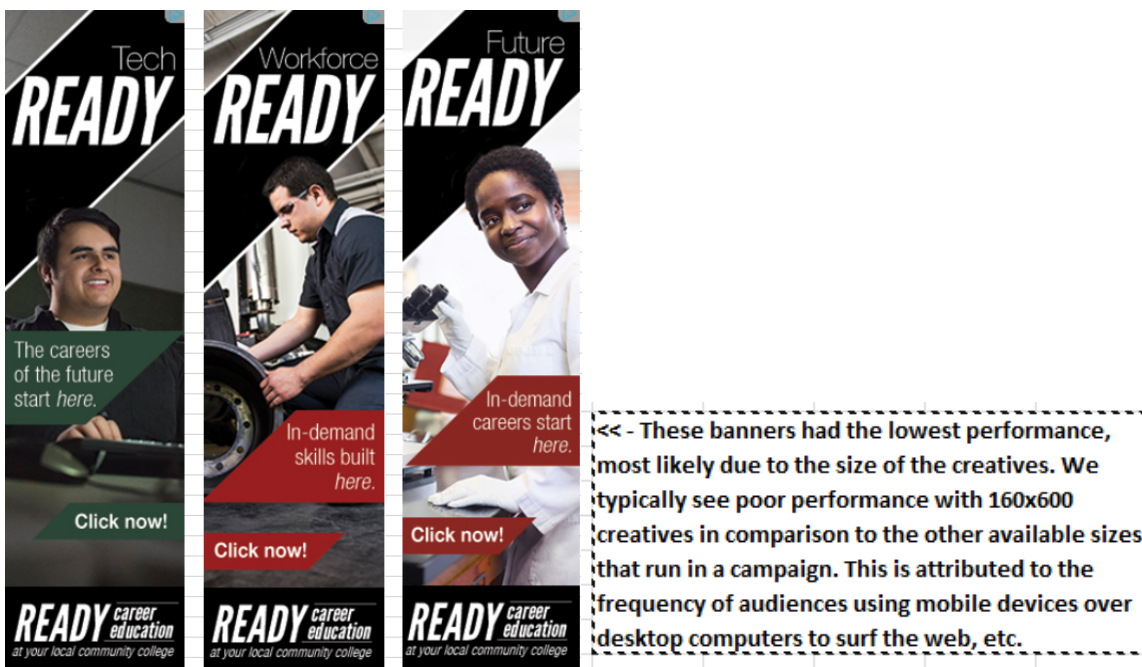
Top Performing Ads by Impressions/Clicks

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.



Pay Per Click/SEM Data

\$4,000 April 2018

Online Marketing Initiatives 2018 Ads running on Google, Yahoo and Bing													
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Apply Button Clicked	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	Total clicks on the "Apply now button" as a contact since we can't track the final form submits	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	102	173	261	1.5	\$23.12
	\$4,000.00	Mar-18	33,201	1,523	4.59	\$2.63	44	4	67	115	303	1.4	\$34.78
	\$4,000.00	43,191	32467	1,619	4.99	\$2.47	28	0	61	89	302	1.8	\$44.94
TOTALS:	\$12,000.00	129,483	91,686	4,483	4.89	\$2.68	140	7	230	377	866	1.6	\$31.83

Web Event Summary Of Pages Visited	
Page URL Visited	Clicks/Visits
*Palo Apply Now clicked	1
*Crafton Apply Now clicked	2
*Moreno Apply Now clicked	2
*Jacinto Apply Now clicked	2
*Bernardino Apply Now clicked	2
View Colleges Submitted	3
*Victor Apply Now clicked	3
*Norco Apply Now clicked	4
*Chaffey Apply Now clicked	4
*Barstow Apply Now clicked	6
*Riverside Apply Now clicked	9
*Financial aid near you clicked	9
Resources	11
*Copper Apply Now clicked	12
*Desert Apply Now clicked	14
Financial Aid	21
Contact Us	58
View Colleges	63
Apply	81

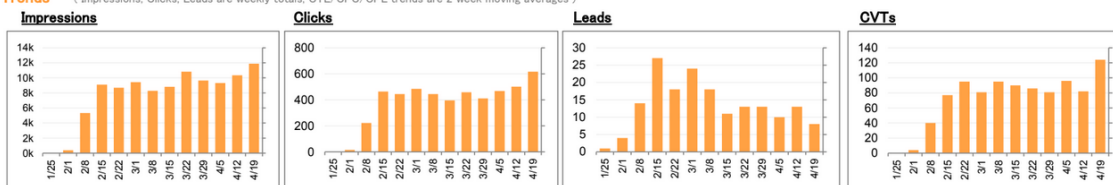
Top 25 Performing Keywords

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.

Trends (Impressions, Clicks, Leads are weekly totals; CTL/CPC/CPL trends are 2 week moving averages)



Geo-Fence Display Mobile Ads

\$2,720 April 2018

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
Riverside Inland Empire GeoFence April-June	Mar 29, 2018	Apr 29, 2018	\$2,720.00	\$2,720.00	5,577,683	\$0.49	5,558	

Top 25 Performing Apps Based on Impressions/Clicks

1	Details Domain Name	Performance Impressions	Performance Clicks
2	com.jiubang.go.music	407,968	782
3	com.steam.photoeditor	318,845	268
4	com.latininput.keyboard	251,837	273
5	com.enflick.android.textnow	224,326	311
6	com.jb.security	198,447	212
7	com.jb.go.musicplayer.mp3player	197,255	237
8	com.myfitnesspal.android	166,324	76
9	com.jb.emoji.gokeyboard	156,923	40
10	mbinc12.mb32b	152,377	6
11	com.jb.zcamera	127,091	163
12	tunein.player	112,295	58
13	wp.wattpad	106,600	8
14	com.ace.cleaner	97,688	96
15	com.easybrain.sudoku.android	97,028	60
16	com.europosit.pixelcoloring	96,778	79
17	com.jb.gosms	83,734	67
18	com.imgur.mobile	78,926	12
19	com.jb.gokeyboardpro	74,656	95
20	com.talkatone.android	69,382	216
21	com.boost.speed.cleaner	61,794	29
22	com.weather.weather	60,506	74
23	com.thehive	57,962	33
24	com.gau.go.launcherex	54,878	51
25	com.jiubang.alock	53,689	33



Top 50 Performing Locations Based on Impressions/Clicks

Geography Geo Fence Name	Performance Impressions	Performance Clicks
La Qunita High School: 10372 McFadden Ave.	294,057	271
Riverside Gateway to College: 4800 Magnolia Ave	154,462	153
Granite Hills High School: 1719 E Madison Ave	124,737	124
University Prep High School: 13853 Seneca Road	85,698	79
Montclair High School: 4725 Benito St	80,334	62
Palm Desert High School: 74910 Aztec Rd	79,021	64
Fontana High School: 9453 Citrus Ave	74,496	67
Alessandro High School: 831 E Devonshire Ave	69,069	66
Cajon High School: 1200 W Hill Dr	62,699	54
Vista Del Lago High School: 15150 Lasselle St	61,503	50
Eleanor Roosevelt High School: 7447 Scholar Way	59,780	47
Oak View High School: 5701 Conifer St	58,542	49
Desert Hot Springs High School: 65850 Pierson Blvd	54,957	63
Mt. San Jacinto High School: 30800 Landau Blvd	54,186	39
Hillside High School: 1558 W 9th St,	53,300	47
Montecito Baptisit School: 2560 S. Archibald Ave	52,425	47
Pacific View Charter School: 22695 ALESSANDRO BLVD.	51,432	49
Rancho Verde High School: 17750 Lasselle St	50,949	55
West End Community Day: 5033 Holt Blvd.	50,805	35
Glen View High School: 939 E 10th St	50,468	57
San Jacinto High School: 500 Idyllwild Dr	49,593	47
Corco High School: 2065 Temescal Ave	49,254	49
Loma Linda Academy: 10656 Anderson St	48,931	40
Chaffey Community Day School: 1802 East Seventh St	48,251	50
Uhs Schools Victorville: 12199 Industrial Blvd	46,904	33
Grand Terrace High School: 21810 Main St	45,362	56
Upland Christian Academy: 10900 Civic Center Dr	45,202	36
Chino High School: 5472 Park Place	45,122	56
Pacific High School: 1020 Pacific St	44,997	49
Etiwanda High School: 13500 Victoria St	44,838	42
Arroyo Valley High School: 1881 W Base Line St	44,750	49
Tahquitz High School: 4425 Titan Trail,	43,951	46
Birch High School: 7930 Locust Ave	43,531	44
Ontario High School: 901 W Francis St	42,087	49
AB Miller High School: 6821 Oleander Ave	41,006	45
Adelanto High School: 15620 Joshua Rd	40,744	37
John F. Kennedy High School: 1951 Third St	40,367	38
Green Valley High School: 35948 Susan St	39,879	44
Chaffey High School: 1245 N Euclid Ave	39,738	51
Colony High School: 3850 E Riverside Dr	39,638	41
San Bernardino High School: 1850 N E St	38,967	40
West Valley High School: 3401 Mustang Way	38,477	36
San Antonio Christian School: 1722 East 8th St.	37,405	31
Canyon Springs High School: 23100 Cougar Canyon Rd	37,032	25
Summit High School: 15551 Summit Ave	36,729	34
Cathedral City School: 69250 Dinah Shore Dr	36,407	31
Shadow Hills High School: 39225 Jefferson St	35,396	33
Chino Hills High School: 16150 Pomona Rincon Rd	35,007	27
Mountain View Christian Academy: 1456 Felicita Ct.	34,884	29
March Mountain High School: 24551 Dracaea Ave	34,447	43
Valley View High School: 13135 Nason St	33,547	32
Innovation High School: 24021 Alessandro Blvd., Suite 101	33,164	34
Solid Foundation Christian Academy: 10650 Harmony Dr	32,887	23
Empire Polo Club 81800 Avenue 51, Indio, CA 92201	32,792	32
Bloomington High School: 10750 Laurel Ave	31,531	25

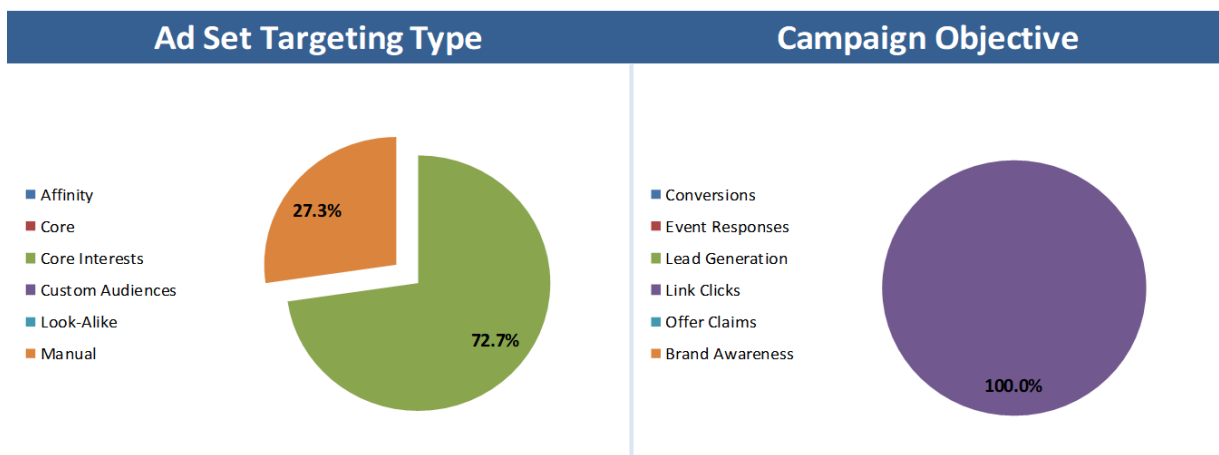
*Coachella event = "Empire Polo Club"

Social Media Facebook/Instagram Campaign

\$2,000 April 2018

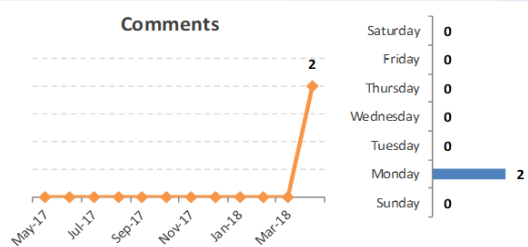
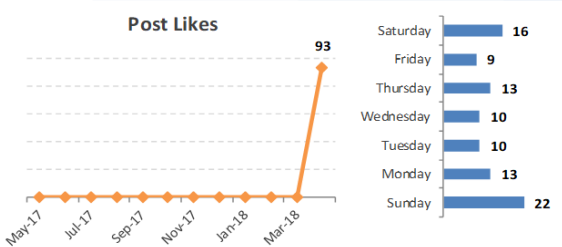
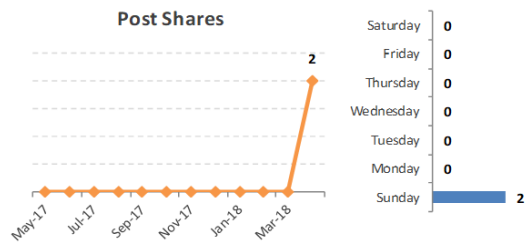
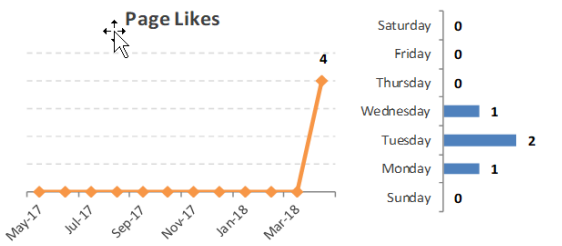
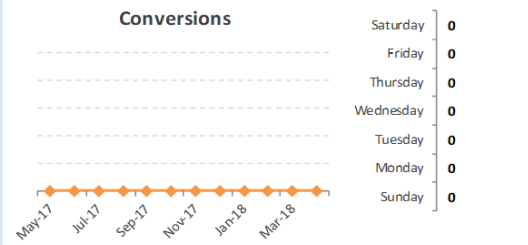
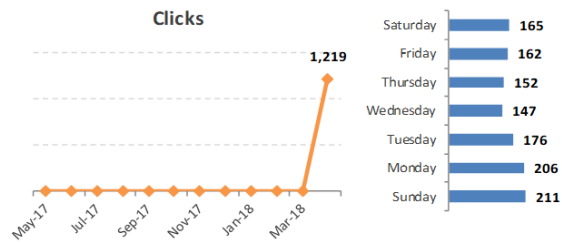
Campaign Name	From	To	Budget	Spent ?	Impressions ?	CPM ?	Visits ?	
Riverside Desert Consortium Social Media April-Aug	Apr 01, 2018	May 01, 2018	\$2,000.00	\$2,000.00	86,976	\$22.99	1,219	 

Campaign Activity: Web Event Summary Report		
Page Name	Hits	View All Web Events
*Victor college link clicked	1	
*Jacinto Apply Now clicked	1	
Contact Us	1	
*Desert Apply Now clicked	1	
*Riverside college link clicked	1	
Comment	2	
Share	2	
Apply	2	
Call To Action Clicks	3	
Page Like	4	
Frequency	40	
Post Like	90	
Link Click	844	
Post Engagement	3128	
Page Engagement	3132	



Engagement

All-Time	Clicks	Page Likes	Post Likes	Conversions	Post Shares	Comments
	1,219	4	93	0	2	2



Creative Report

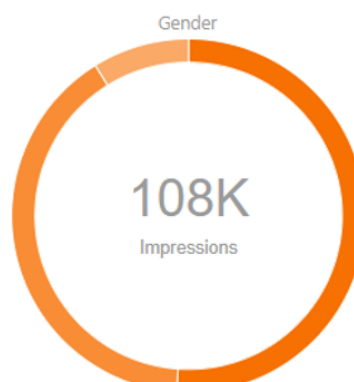
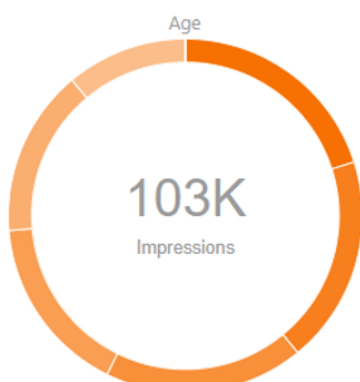
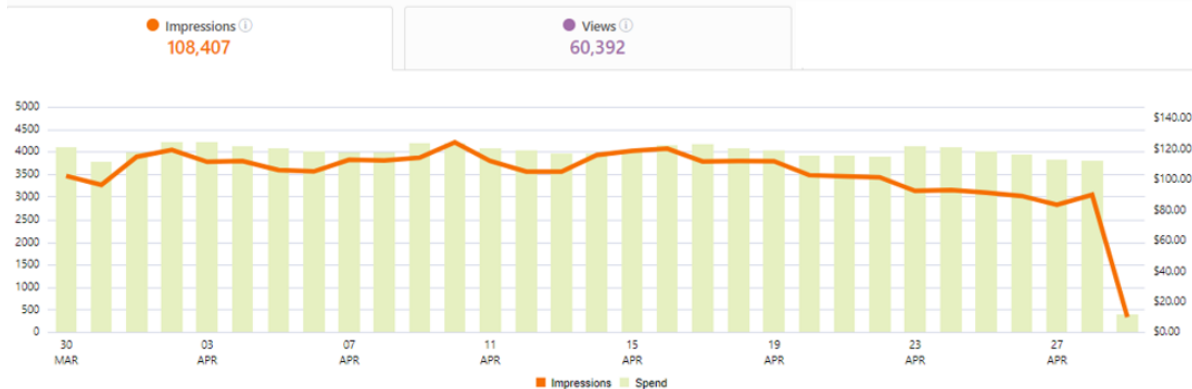
Ad Set Name	Ad Name	Impressions	Link Clicks	CTR (Link Clicks)	Clicks	Page Likes	Post Reactions	Comments	Shares	Conversions	Video Plays
Retargeting	Carousel 1	4157	107	2.57%	115						
Retargeting	Carousel 2	2565	65	2.53%	69						
High School Students	Video 1 - Brandy	8920	181	2.03%	218		30		2		45
High School Students	Carousel 1	3973	77	1.94%	94		3				
High School Students	Carousel 2	2482	47	1.89%	54		1				
Retargeting	Video 1 - Brandy	3934	72	1.83%	100		2				35
High School Students	Video 1 - Ruben	3128	50	1.60%	66		21				12
Retargeting	Video 1 - Ruben	2050	19	0.93%	34		2				16
Veterans	Carousel 1	4106	33	0.80%	39						
Veterans	Carousel 2	2829	20	0.71%	26		1				
Veterans	Veterans 1 - Life Ready.	9440	53	0.56%	79		2		1		
High School Students	Students 1 - Workforce Ready	2691	15	0.56%	28		9				
Retargeting	Retargeting 2 - Tech Ready.	3585	19	0.53%	30						
Veterans	Video 1 - Brandy	3420	18	0.53%	37		1				24
Retargeting	Retargeting 1 - Business Ready.	2575	13	0.50%	23		2				
Veterans	Video 1 - Ruben	2232	10	0.45%	23						10
Retargeting	Retargeting 3 - Born Ready	4876	21	0.43%	41	2	4				
High School Students	Students 2 - Real-World Ready.	7416	28	0.38%	52	1	4		1		
High School Students	Students 3 - Career Ready.	10858	38	0.35%	81	1	11				
Veterans	Veterans 2 - College Ready.	1747	5	0.29%	10						

Ad Set Name	Ad Name	Device		Impressions	Link Clicks	CTR (Link Click- Through Rate)		Clicks (All)	Post Reactions/ Comments/Shares		Video Watches at 100%
		Platform	Platform						Page Likes		
Veterans	Video 1 - Brandy	Instagram	Mobile	32	1	3.13%		1			1
Retargeting	Carousel 1	Facebook	Mobile	4143	107	2.58%		115			
Retargeting	Carousel 2	Facebook	Mobile	2556	65	2.54%		69			
High School Students	Video 1 - Brandy	Facebook	Mobile	8681	180	2.07%		217	8		45
High School Students	Carousel 1	Facebook	Mobile	3906	77	1.97%		94	1		
High School Students	Carousel 2	Facebook	Mobile	2435	47	1.93%		54			
Retargeting	Video 1 - Brandy	Facebook	Mobile	3906	72	1.84%		100	2		35
High School Students	Video 1 - Ruben	Facebook	Mobile	3002	50	1.67%		65	3		12
Retargeting	Video 1 - Ruben	Facebook	Mobile	2046	19	0.93%		34	2		16
Veterans	Carousel 1	Facebook	Mobile	4063	33	0.81%		39			
Veterans	Carousel 2	Facebook	Mobile	2716	20	0.74%		26	1		
High School Students	Students 1 - Workforce Ready	Facebook	Mobile	2236	15	0.67%		27	1		
Veterans	Veterans 1 - Life Ready.	Facebook	Mobile	8851	52	0.59%		78	1		
Retargeting	Retargeting 2 - Tech Ready.	Facebook	Mobile	3534	19	0.54%		30			
Retargeting	Retargeting 1 - Business Ready.	Facebook	Mobile	2517	13	0.52%		23	2		
Veterans	Video 1 - Brandy	Facebook	Mobile	3378	17	0.50%		36	1		23
Veterans	Video 1 - Ruben	Facebook	Mobile	2203	10	0.45%		23			10
High School Students	Students 2 - Real-World Ready.	Facebook	Mobile	6017	27	0.45%		50	1	2	
Retargeting	Retargeting 3 - Born Ready	Facebook	Mobile	4682	21	0.45%		40	2		
High School Students	Video 1 - Brandy	Instagram	Mobile	236	1	0.42%		1		24	
High School Students	Students 3 - Career Ready.	Facebook	Mobile	9024	37	0.41%		78	1	4	
Veterans	Veterans 2 - College Ready.	Facebook	Mobile	1570	5	0.32%		9			
Veterans	Veterans 1 - Life Ready.	Instagram	Mobile	568	1	0.18%		1		2	
High School Students	Students 2 - Real-World Ready.	Instagram	Mobile	1392	1	0.07%		2		3	
High School Students	Students 3 - Career Ready.	Instagram	Mobile	1827	1	0.05%		3		7	

YouTube Video Ads

\$3,500 April 2018

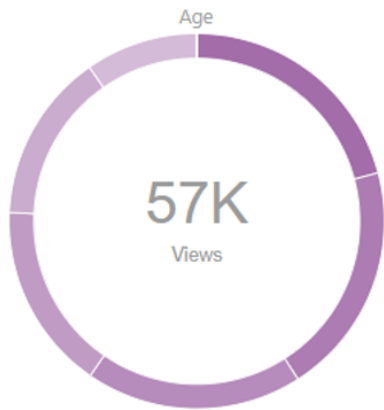
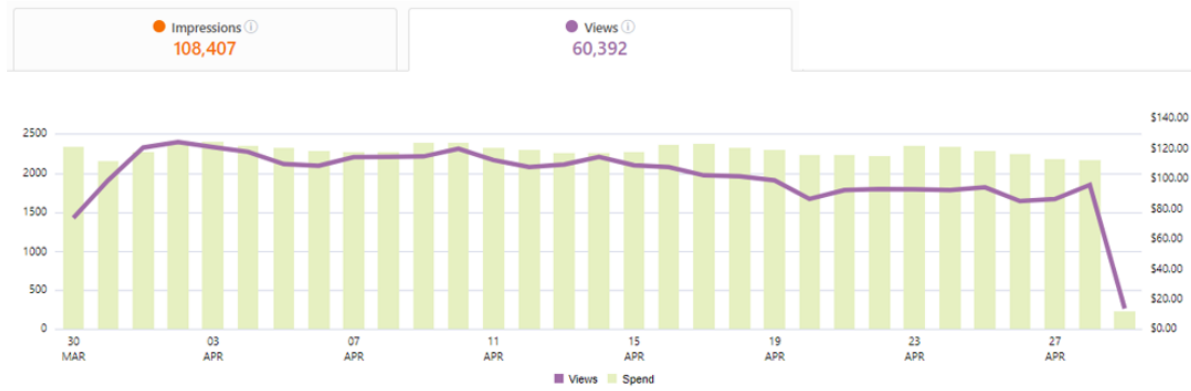
Campaign Name	From	To	Budget	Spent	Impressions	Views	Download
Riverside/Inland Empire Consortium YouTube	Mar 30, 2018	Apr 29, 2018	\$3,500.00	\$3,500.00	108,408	60,390	



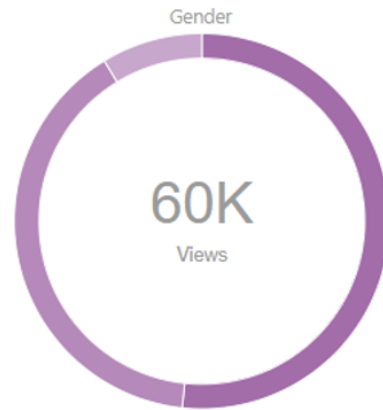
● 18-24	18.99%
● 25-34	18.22%
● 35-44	20.08%
● 45-54	16.38%
● 55-64	11.07%
● 65+	0.00%
● unknown	15.26%

● Other	8.83%
● Female	40.08%
● Male	51.09%

VIEWS: A "View" is the number of times that people watched or engaged with your ad.



18-24	20.09%
25-34	18.67%
35-44	20.85%
45-54	16.13%
55-64	9.69%
65+	0.00%
unknown	14.57%



Other	8.7%
Female	39.62%
Male	51.68%

III. Radio Advertising Campaign

Pandora Campaign Overview

\$20,000 April 2018

- \$16,000 general 18-24 y/o
- \$2,000 African American targeted, 25-34 y/o
- \$2,000 Hispanic targeted, 25-34 y/o

The Pandora campaign began in April and contributed to an increase in direct traffic to the website. The ads are performing above goal.

Component Name	Ad Comments	Impression Goal	Impressions Delivered	% Impressions Delivered	Clicks	CTR	Reach	Frequency
Mobile Audio :30 with Standard Companion Banner - Audio	Plan 1	647,621	654,171	101.01%	777	0.12%	80,318	8.14
Mobile Audio :30 with Standard Companion Banner - Audio	Plan 1 Hispanic	80,953	81,781	101.02%	62	0.08%	26,900	3.04
Mobile Audio :30 with Standard Companion Banner - Audio	Plan 1 African American	80,953	81,788	101.03%	98	0.12%	28,861	2.83
		1,619,054	1,635,480	101.01%	937	0.11%	130,569	6.26

Creative Name	Ad Comments	Impressions Delivered	Clicks	CTR	Reach	Frequency
MA_ILC_G01	Plan 1	93,676	91	0.10%	42,181	2.22
MA_ILC_G02	Plan 1	93,216	106	0.11%	41,882	2.23
MA_ILC_G03	Plan 1	93,284	108	0.12%	42,086	2.22
MA_ILC_G04	Plan 1	93,654	115	0.12%	42,132	2.22
MA_CA_G01	Plan 1	93,048	113	0.12%	42,008	2.22
MA_CA_G03	Plan 1	93,570	111	0.12%	42,185	2.22
MA_CA_G05	Plan 1	93,725	135	0.14%	42,093	2.23
MA_BR_H01	Plan 1 Hispanic	16,254	9	0.05%	10,641	1.53
MA_BR_H02	Plan 1 Hispanic	16,348	15	0.09%	10,599	1.54
MA_BR_H03	Plan 1 Hispanic	16,486	15	0.09%	10,800	1.53
MA_BR_H04	Plan 1 Hispanic	16,441	10	0.06%	10,779	1.53
MA_BR_H05	Plan 1 Hispanic	16,251	14	0.08%	10,567	1.54
MA_MTF AJ_AA01	Plan 1 African American	16,399	21	0.13%	11,012	1.49
MA_MTF AJ_AA02	Plan 1 African American	16,286	21	0.13%	10,915	1.49
MA_MTF AJ_AA03	Plan 1 African American	16,268	19	0.11%	10,950	1.49
MA_MTF AJ_AA04	Plan 1 African American	16,449	18	0.11%	10,954	1.50
MA_MTF AJ_AA05	Plan 1 African American	16,388	21	0.13%	10,999	1.49
		817,740	937	0.11%	130,569	6.26

Creative Name Key:

- MA = Mobile Audio platform
- ILC = I Love Cars (Audio)
- CA = Culinary Arts (Audio)
- BR = Born Ready (Audio)
- MTF AJ = More Than Finding A Job (Audio)
- G01 (02, 03, 04, 05) = General (Banner)
- H01 (02, 03, 04, 05) = Hispanic (Banner)
- AA01 (02, 03, 04, 05) = African American (Banner)

Banner Ads with Most Clicks



135 clicks
Mobile Audio Platform
Culinary Arts Audio Clip



115 clicks
Mobile Audio Platform
I Love Cars Audio Clip



113 clicks
Mobile Audio Platform
Culinary Arts Audio Clip