

Digital Media Report, June 2018

Inland Empire Desert Region Consortium

July 11, 2018

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I. Campaign Website (readysetcareer.org)

June 1 – 30, 2018

Site Actions

Total Page Views: 9,243, 100%

- Home: 8,485, 91.80%
- Apply: 197, 2.13%
- Contact: 69, .75%
- View Colleges: 52, .56%
- Financial Aid: 39, .42%
- Resources: 33, .36%

Site Exploration

Most Viewed Pages and Average Time Spent

- Apply, 4:46
- View Colleges, 2:12
- Home, 1:53
- Contact, 1:31
- Resources, 1:29

Top Sources of Site Exploration

- Digital Ad Campaign: 82.8%
- Direct: 14.6%

II. Newscenter (news.readysetcareer.org)

June 1 – 30, 2018

Site Actions

Total Page Views: 567, 100%

- Home: 138, 24.34%
- Stories: 103, 18.17%
- Finding a new career through Victor Valley College: 44, 7.76%
- Adam Spitz: 40, 7.05%
- Falling in Love with a new career: 36, 6.35%
- Anthony Carranza: 31, 5.47%

Site Exploration

Most Viewed Pages and Average Time Spent

- Finding a new career through Victor Valley College, 3:43
- Home, 2:37
- Anthony Carranza, 2:31
- Falling in Love with a new career, 1:12
- Stories, :48

Top Sources of Site Exploration

- Digital Ad Campaign: 68%
- Direct: 32%

Ads to Newscenter

Carousel 1 and Carousel 2

- 39,154 impressions
- 599 Link Clicks

Career Ready Education
Written by ReachLocal [?] · April 23 · 🌐

Ready for an in-demand career, in a fast-growing industry like these? Career Education at your local community college opens doors!

Our region's community college grads are doing so many amazing things. What do they have in common? They're **READY** for what's next.

READY

READY

READY

READY

The Careers Powering Tomorrow
Ready to learn more? [Learn More](#)

Start Me Up: Business & Entrepreneurship
Ready to learn more?

Holding an ACE: Michael A.'s story
Are YOU ready? [Learn More](#)

An Engine for Success: Adam story
Are YOU ready?

III. Digital Advertising Campaign

Overview

Digital Campaign Highlights – June 2018

Custom Display Campaign Overview

- Drove a total of 868 visits to the website
- Drove over 370k impressions.
- Average CPM (cost per thousand impressions) is \$6.75

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 1613 visits to the website
- Drove 47 calls
- Average cost per visit \$2.43
- Average cost per contact is \$63
- CTR on the text ads above average 4.97%

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 2,870 visits to the website
- Over 3.6 million impressions
- Average CTR is 28% for all ads combined, Average CPM is \$.74 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 1258 visits to the website
- Drove over 81k+ impressions
- Drove over 4413 engagements

YouTube English

- Drove over 61k completed video views
- Drove over 31k+ impressions
- 51% completed video view rate

YouTube Spanish

- Drove over 79k impressions
- Drove over 34k+ completed video views
- 43% completed video view rate

Digital Campaign 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 850 visits to the site in June (same as in May) with this campaign. Impressions were up, but visits were the same. We recommend a banner refresh so we don't experience banner fatigue.

PPC Campaign Summary

The campaign is continuing to perform extremely well, the cost per click remains steady and below industry averages, which is great. We continued to hold steady with calls and engagement on the site as well, and the average cost per lead is beating industry averages at \$30 instead of the Google average for Education at \$63. The CTR on the text ads is fantastic too, above the national average of 2.20%, close to 5%. When planning next year's fiscal budget, we do recommend more budget be added to the PPC campaign. 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 June, with very high impressions and visits to the website million. We hope to continue this campaign in the near future so we don't lose optimization.

Social Media Campaign Summary

The campaign performed extremely well in June as well, and drove over 1,200 visits to the website and 80k impressions (When we first launched the campaign we generated a little over 600 visits to the website). No changes are recommended at this time, the campaign is doing outstanding.

YouTube Summary

We split out the budgets in May for Spanish and English, and the Spanish video ads are continuing to perform better than English, on a smaller budget. This is mainly because the cost per completed video view for Spanish is much cheaper, averaging 3 cents and the English is averaging 8 cents. At this time we do recommend to keep the budgets split as they are because which Spanish is cheaper, we are getting high engagement on both campaigns, totaling over 60,000 completed video views for the month of June.

Custom Display Data

\$2,500 June 2018

Campaign Name	Impressions	Clicks
Content/Behavior Targeting	190,344	398
Keyword Search Retargeting	187,747	496
Website Remarketing	6,497	15

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits
Riverside Desert Consortium Display	Jun 01, 2018	Jun 30, 2018	\$2,500.00	\$2,500.00	370,349	\$6.75	868

Geography Top 20 Locations by Clicks On Banner Ads

Region	City	Impressions	Clicks
California	Riverside	24,668	44
California	Riverside	22,659	57
California	Fontana	13,915	28
California	San Bernardino	12,980	26
California	Fontana	12,041	33
California	Corona	10,649	29
California	Ontario	10,031	20
California	San Bernardino	9,826	14
California	Ontario	9,600	20
California	Moreno Valley	9,550	25
California	Rancho Cucamonga	8,954	22
California	Moreno Valley	8,220	14
California	Corona	8,151	24
California	Rancho Cucamonga	7,785	15
California	Victorville	5,917	18
California	Hemet	5,911	21
California	Chino	5,629	14
California	Murrieta	5,518	8
California	Temecula	5,461	15
California	Upland	5,388	10
California	Hesperia	5,216	9
California	Chino	4,919	16
California	Hemet	4,793	4
California	Upland	4,520	17

Top Ad Engagement by Clicks & Impressions

Domain Name	Impressions	Clicks
com.digitalalchemy.calculator.freedecir	43,903	69
best.home.compare.coupons.discour	37,289	198
https://www.ratemyjob.com	36,673	26
com.pixel.art.coloring.color.number	25,026	46
com.dictionary	11,541	28
com.enflick.android.textnow	9,529	14
com.qisiemoji.inputmethod	7,219	22
com.pinger.textfree	4,278	11
com.talkatone.android	3,947	34
mbinc12.mb32b	3,343	11
http://www.lifedaily.com	2,951	8
http://www.lifedaily.com	2,541	1
http://www.icepop.com	2,533	18
com.pinger.textfree	2,495	18

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	143,162	435
career+websites	26,638	29
career+opportunities	5,534	10
%21online+college+courses	4,787	13
job+search+sites	2,541	1
find+me+a+job	1,351	3
online+colleges	1,130	1
college+degrees	958	1
college+course	170	1
%21college+degree	154	0
%21college+courses	153	2
business+class	147	0
medical+jobs	145	0
%21norco+college	114	0
college+degree	98	0
college+class	94	0
community+college	81	0
online+college+courses	58	0
%21junior+college	51	0
higher+education	50	0
city+college	41	0
college+classes	29	0
%21online+colleges	27	0
college+admissions	26	0
community+colleges	24	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.



<< - 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

\$4,000 June 2018

	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	Apr-18	32,467	1,619	4.99	\$2.47	28	0	61	89	302	1.8	\$44.94
	\$4,000.00	May	31,560	1,444	4.58	\$2.77	33	2	45	80	220	1.4	\$50.00
	\$4,000.00	June	32,449	1,613	4.97	\$2.48	47	0	79	126	289	1.4	\$31.75
TOTALS:	\$20,000.00	129,483	155,695	7,540	4.84	\$2.65	220	9	354	583	1,375	1.5	\$34.31

(Above Average)

(First Page)

Web Event Summary Of Pages Visited	
Page URL Visited	Clicks/Visits
*Palo Apply Now clicked	1
*Victor Apply Now clicked	2
*Bernardino Apply Now clicked	2
*Jacinto Apply Now clicked	3
*Moreno Apply Now clicked	3
*Desert Apply Now clicked	3
*Barstow Apply Now clicked	5
*Copper Apply Now clicked	6
*Crafton Apply Now clicked	6
*Chaffey Apply Now clicked	7
*Norco Apply Now clicked	9
Resources	11
*Financial aid near you clicked	13
Financial Aid	24
*Riverside Apply Now clicked	32
Contact Us	33
View Colleges	39
Apply	90

Top 25 Performing Keywords

25 PERFORMING KEYWORDS
Mt San Jacinto College
chaffey college
Riverside City College
community college
Copper Mountain College
Barstow Community College
Moreno Valley College
community colleges in
Crafton Hills College
food preparation certificate
Palo Verde College
Norco College
San Bernardino College
college admissions
College Of The Desert
emt paramedic certificate
community colleges programs
college courses
cosmetology certificate
junior colleges
automotive technology certificate
fire fighter certificate
radiologic technology class
welding technology certificate
college application

Text Ad Group Performance (Google Only)

Ad Group Name	Impressions	Visits	CTR	Avg Position
General Ad Group	20885	1154	5.5%	2.6
Medical Nursing	2308	65	2.8%	3.7
Outdoor Architecture	546	21	3.8%	3.1
Digital Media	310	15	4.8%	3.6
Child Development	448	12	2.7%	3.5
Accounting Finance Business Real Estate	538	9	1.7%	3.8
Aeronautics Aviation Automotive	272	9	3.3%	3.1

Mobile Vs. Desktop Traffic







Mobile v. Desktop ⓘ



● Desktop	55.96%
● Mobile	41.19%
● Tablet	2.85%

Geo-Fence Display Mobile Ads

\$2,720 June 2018

Campaign Name	From	To	Budget	Spent 	Impressions 	CPM 	Visits 	
Riverside Inland Empire GeoFence April-June	Jun 01, 2018	Jun 28, 2018	\$2,720.00	\$2,720.00	3,654,266	\$0.74	2,870	 

Top 20 Performing Apps Based on Impressions/Clicks

Top Domain Performance	Impressions	Clicks
com.pinger.textfree	6109997	7199
https://mail.yahoo.com	4868441	10724
https://learn.howstuffworks.com	4233807	555
com.qisiemoji.inputmethod	4225243	10127
com.thechive	3897040	3913
com.europosit.pixelcoloring	3795203	6642
com.steam.photoeditor	3751930	8978
com.enflick.android.textnow	3334894	6756
com.jiubang.go.music	3332199	13206
com.myfitnesspal.android	3144925	7800
https://www.topixoffbeat.com	3104825	10085
com.ebay.gumtree.au	2680535	1730
com.weather.weather	2666264	3099
http://learn.howstuffworks.com	2584802	359
com.link.messages.sms	2551926	2433
https://m.accuweather.com	2449171	396
com.jb.go.musicplayer.mp3player	2374008	5920
sh.whisper.whisperapp	2371537	805
https://www.ebay.com	2317463	2572
best.apparel.compare.coupons.discounts.trac	2188782	2893
com.imgur.mobile	2179861	511
com.daily.horoscope.palmistry.zodiac.signs	2170030	2704
com.easybrain.sudoku.android	2100520	2370
tunein.player	2057166	2044

Top 20 Performing Locations Based on Impressions/Clicks

Geo Fence Top Locations	Impressions	Clicks	Conversions Visits To A Campus
La Qunita High School: 10372 McFadden Ave.	189822	113	1
Riverside Gateway to College: 4800 Magnolia Ave	120057	95	121
Granite Hills High School: 1719 E Madison Ave	88000	73	0
University Prep High School: 13853 Seneca Road	78222	66	21
Montclair High School: 4725 Benito St	68772	43	8
Palm Desert High School: 74910 Aztec Rd	56807	38	96
Alessandro High School: 831 E Devonshire Ave	53102	51	14
Eleanor Roosevelt High School: 7447 Scholar Way	50311	33	22
Oak View High School: 5701 Conifer St	50165	34	0
Fontana High School: 9453 Citrus Ave	48144	51	6
Cajon High School: 1200 W Hill Dr	45839	38	12
Rancho Verde High School: 17750 Lasselle St	45786	40	50
Vista Del Lago High School: 15150 Lasselle St	43313	28	55
Desert Hot Springs High School: 65850 Pierson Blvd	42686	43	3
Hillside High School: 1558 W 9th St,	42565	19	2
Mt. San Jacinto High School: 30800 Landau Blvd	41170	42	4
Glen View High School: 939 E 10th St	39497	23	17
Norco High School: 2065 Temescal Ave	39168	18	34
Upland Christian Academy: 10900 Civic Center Dr	38328	20	6
Grand Terrace High School: 21810 Main St	37939	30	13
Uhs Schools Victorville: 12199 Industrial Blvd	37551	28	40
Loma Linda Academy: 10656 Anderson St	36823	26	8
Chaffey High School: 1245 N Euclid Ave	36093	26	3
Pacific View Charter School: 22695 ALESSANDRO BLVD	35883	25	16
San Jacinto High School: 500 Idyllwild Dr	34713	22	34

Social Media Facebook/Instagram Campaign

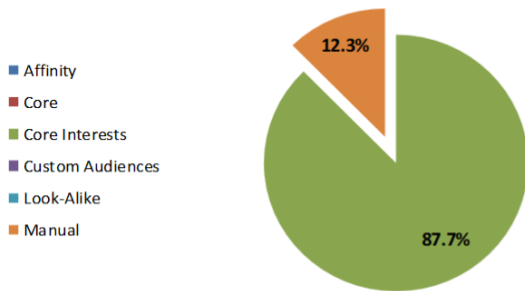
\$2,000 June 2018

Campaign Name	From	To	Budget	Spent	Impressions	Visits
Riverside Desert Consortium Social Media April-Aug	May 29, 2018	Jun 28, 2018	\$2,000.00	\$2,000.00	81,292	1,258

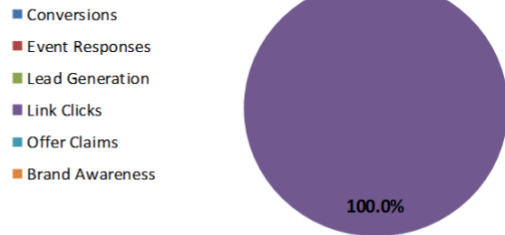
Campaign Activity: Web Event Summary Report

Page Name	Hits	View All Web Events
*Moreno college link clicked	1	
*Jacinto college link clicked	1	
Share	1	
Page Like	3	
Frequency	20	
Post Like	60	
Link Click	710	
Post Engagement	1807	
Page Engagement	1810	

Ad Set Targeting Type

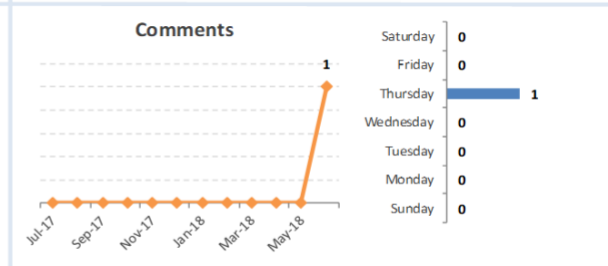
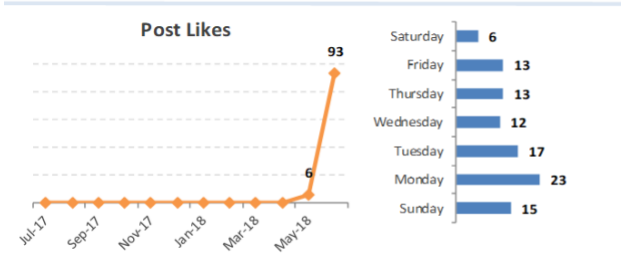
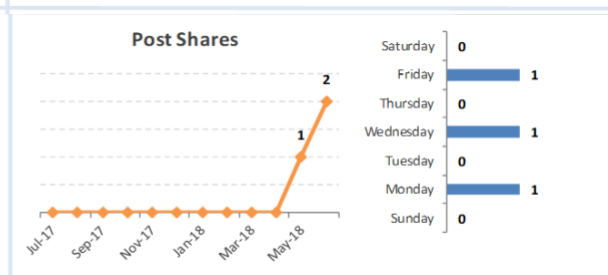
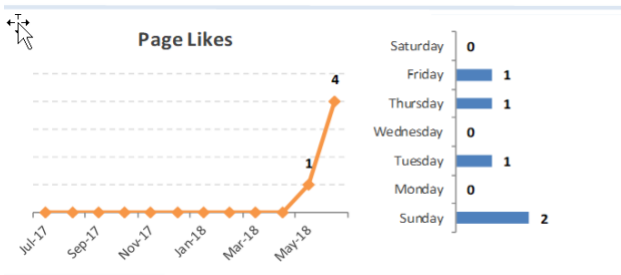
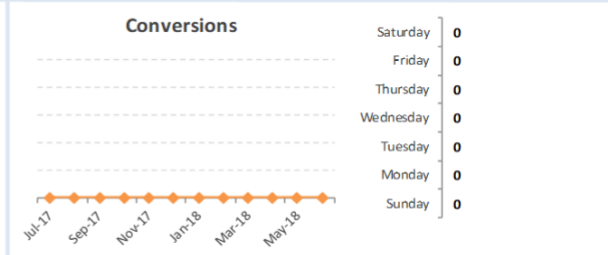
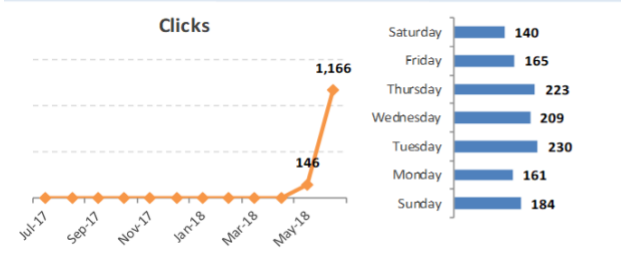


Campaign Objective



Engagement

All-Time	Clicks	Page Likes	Post Likes	Conversions	Post Shares	Comments
	1,312	5	99	0	3	1



Creative Report

Ad Set Name	Ad Name	Impressions	Link Clicks	CTR (Link Clicks)	Clicks	Page Likes	Reactions	Comments	Shares	Conversions	Video Plays
Retargeting	Retargeting 2 - Tech Ready.	15	1	6.67%	1						
Retargeting	Carousel 1	7402	166	2.24%	174	1					
Retargeting	Carousel 2	1261	28	2.22%	31						
High School Students - Spanish	Carousel 1	5710	99	1.73%	113	1	2				
High School Students	Video 1 - Ruben	3231	50	1.55%	68		38				11
Retargeting	Retargeting 3 - Born Ready	65	1	1.54%	1						
High School Students	Carousel 2	6550	100	1.53%	112		1				
Retargeting	Video 1 - Brandy	1460	22	1.51%	31		1	1			10
High School Students - Spanish	Video 1 - Ruben	1138	17	1.49%	21		4				3
High School Students - Spanish	Carousel 2	2039	30	1.47%	35	1	1				
Veterans	Veterans 2 - College Ready.	208	3	1.44%	3						
High School Students	Video 1 - Brandy	10345	147	1.42%	193		33				47
High School Students - Spanish	Video 1 - Brandy	7456	105	1.41%	138		9		1		14
Retargeting	Video 1 - Ruben	215	3	1.41%	3						
High School Students	Carousel 1	10205	130	1.27%	164	1	1				
High School Students - Spanish	Video - Spanish	4101	49	1.19%	63		4		1		19
Veterans	Veterans 1 -Life Ready.	948	11	1.16%	14						
High School Students - Spanish	Students 2 - Real-World Ready.	405	4	0.99%	4						
Veterans	Carousel 2	2799	24	0.86%	28	1					
High School Students	Students 2 - Real-World Ready.	420	3	0.71%	4						
Veterans	Carousel 1	3188	22	0.69%	26						
High School Students	Students 3 - Career Ready.	470	2	0.43%	2						
Parents	Next-Gen READY	9268	31	0.33%	56						
Veterans	Video 1 - Brandy	1093	3	0.27%	4		1				1
Parents	COLLEGE READY	3240	8	0.25%	13		1				
Veterans	Video 1 - Ruben	972	2	0.20%	7		1				3
High School Students	Students 1 - Workforce Ready	36	0	0	1						
High School Students - Spanish	Students 1 - Workforce Ready	38	0	0	1		1				
High School Students - Spanish	Students 3 - Career Ready.	224	0	0	1		1		1		
Retargeting	Retargeting 1 - Business Ready.	14	0	0	0						

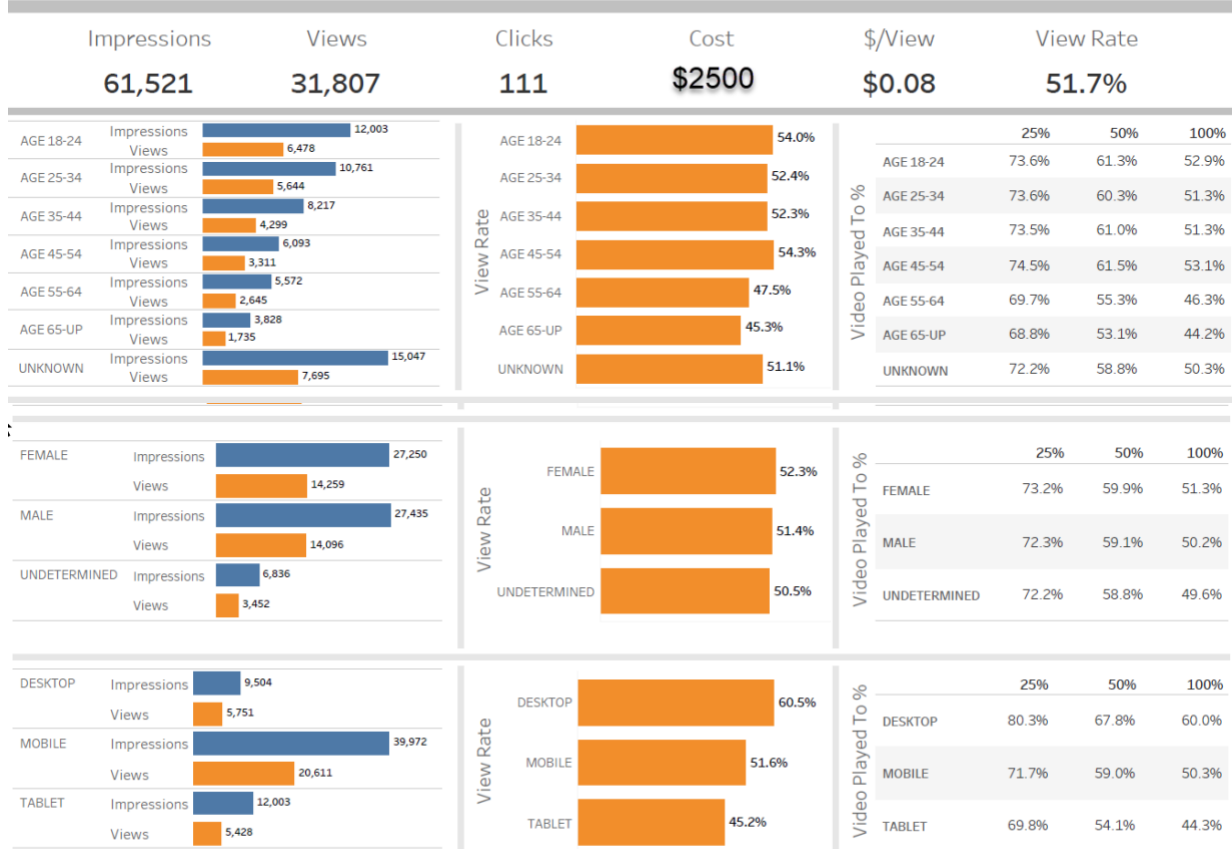
Ad Set Name	Ad Name	Platform	Device	Impressions	Link Clicks	CTR	Clicks (All)	Page Likes	Post Reactions	Post Comments	Video Watches at 100%
Retargeting	Retargeting 2 - Tech Ready.	Facebook	Mobile	15	1	6.67%	1				
Veterans	Video 1 - Ruben	Instagram	Mobile	17	1	5.88%	1		1		
High School Students	Video 1 - Ruben	Instagram	Mobile	245	7	2.86%	7		35		
High School Students - Spanish	Video 1 - Brandy	Instagram	Mobile	39	1	2.56%	1		3		
Retargeting	Carousel 1	Facebook	Mobile	7384	166	2.25%	174	1			
Retargeting	Carousel 2	Facebook	Mobile	1251	28	2.24%	31				
High School Students - Spanish	Carousel 1	Facebook	Mobile	5696	99	1.74%	113	1	2		
High School Students	Video 1 - Brandy	Instagram	Mobile	385	6	1.56%	6		27		3
High School Students	Carousel 2	Facebook	Mobile	6495	100	1.54%	112		1		
Retargeting	Retargeting 3 - Born Ready	Facebook	Mobile	65	1	1.54%	1				
High School Students - Spanish	Video 1 - Ruben	Facebook	Mobile	1124	17	1.51%	21		1		3
Retargeting	Video 1 - Brandy	Facebook	Mobile	1458	22	1.51%	31		1	1	10
High School Students - Spanish	Carousel 2	Facebook	Mobile	2024	30	1.48%	35	1	1		
Veterans	Veterans 2 - College Ready.	Facebook	Mobile	205	3	1.46%	3				
High School Students	Video 1 - Ruben	Facebook	Mobile	2984	43	1.44%	61		3		11
High School Students	Video 1 - Brandy	Facebook	Mobile	9951	141	1.42%	187		6		44
High School Students - Spanish	Video 1 - Brandy	Facebook	Mobile	7415	104	1.40%	137		6		14
Retargeting	Video 1 - Ruben	Facebook	Mobile	215	3	1.40%	3				
High School Students	Carousel 1	Facebook	Mobile	10073	130	1.29%	164	1	1		
High School Students - Spanish	Video - Spanish	Facebook	Mobile	4070	49	1.20%	63		1		19
Veterans	Veterans 1 -Life Ready.	Facebook	Mobile	936	11	1.18%	14				
High School Students - Spanish	Students 2 - Real-World Ready.	Facebook	Mobile	300	3	1.00%	3				
High School Students - Spanish	Students 2 - Real-World Ready.	Instagram	Mobile	103	1	0.97%	1				
Parents	Next-Gen READY	Facebook	Desktop	110	1	0.91%	1				
Veterans	Carousel 2	Facebook	Mobile	2745	24	0.87%	28	1			
Parents	Next-Gen READY	Instagram	Mobile	239	2	0.84%	2				
High School Students	Students 2 - Real-World Ready.	Facebook	Mobile	392	3	0.77%	4				
Veterans	Carousel 1	Facebook	Mobile	3148	22	0.70%	26				
High School Students	Students 3 - Career Ready.	Facebook	Mobile	463	2	0.43%	2				
Parents	Next-Gen READY	Facebook	Mobile	8919	28	0.31%	53				
Veterans	Video 1 - Brandy	Facebook	Mobile	1074	3	0.28%	4				1
Parents	COLLEGE READY	Facebook	Mobile	2977	8	0.27%	13		1		
Veterans	Video 1 - Ruben	Facebook	Mobile	954	1	0.10%	6				3

YouTube Video Ads

\$2,500 June 2018 (English Language)

- Drove over 61k impressions
- Drove over 31k+ completed video views
- 51% completed video view rate

Riverside/Inland Empire Consortium YouTube English Ma..

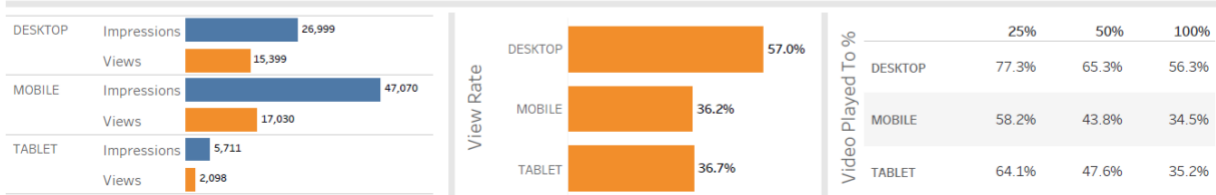
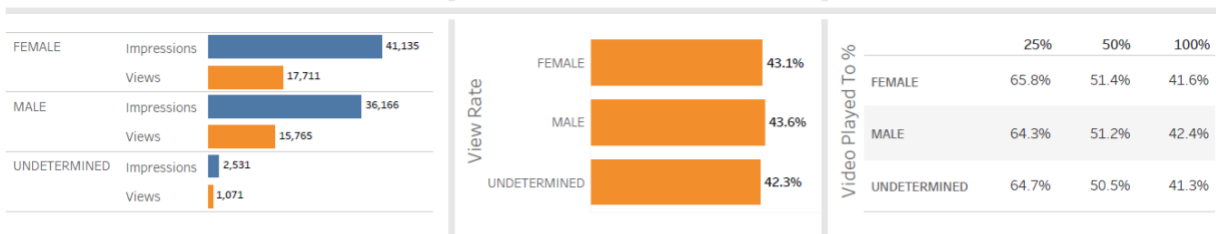
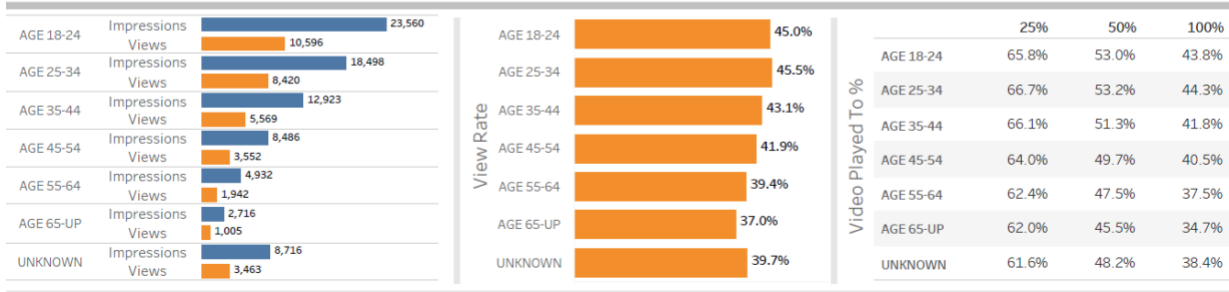


\$1000 June 2018 (Spanish Language)

- Drove over 79k impressions
- Drove over 4k+ completed video views
- 43% completed video view rate
- 43% completed video view rate

Riverside/Inland Empire Consortium Spanish YouTube

Impressions	Views	Clicks	Cost	\$/View	View Rate
79,831	34,547	178	\$1000	\$0.03	43.3%



IV. Radio Advertising Campaign Pandora Campaign Overview

\$24,000 June 2018

- \$19,200 general 18-24 y/o
- \$2,400 African American targeted, 25-34 y/o
- \$2,400 Hispanic targeted, 25-34 y/o

Component Name	Ad Comments	Start Date	End Date	Impression Goal	Impressions Delivered	% Impressions Delivered	Clicks	CTR	Reach	Frequency
Mobile Audio :30 with Standard Companion Banner - Audio	Plan 1	06/01/2018	06/30/2018	647,621	654,115	101.00%	769	0.12%	77,889	8.40
Mobile Audio :30 with Standard Companion Banner - Audio	Plan 1 Hispanic	06/01/2018	06/30/2018	80,953	81,795	101.04%	87	0.11%	27,319	2.99
Mobile Audio :30 with Standard Companion Banner - Audio	Plan 1 African American	06/01/2018	06/30/2018	80,953	81,781	101.02%	111	0.14%	28,571	2.86
Total				1,619,054	1,635,382	101.01%	967	0.12%	128,145	6.38

Creative Name	Ad Comments	Start Date	End Date	Impressions Delivered	Clicks	CTR	Reach	Frequency
MA_ILC_G01	Plan 1	06/01/2018	06/30/2018	93,433	129	0.14%	40,977	2.28
MA_ILC_G02	Plan 1	06/01/2018	06/30/2018	93,583	103	0.11%	41,014	2.28
MA_ILC_G03	Plan 1	06/01/2018	06/30/2018	93,123	100	0.11%	40,960	2.27
MA_ILC_G04	Plan 1	06/01/2018	06/30/2018	93,417	114	0.12%	41,037	2.28
MA_CA_G01	Plan 1	06/01/2018	06/30/2018	93,436	107	0.11%	40,905	2.28
MA_CA_G03	Plan 1	06/01/2018	06/30/2018	93,757	98	0.10%	41,094	2.28
MA_CA_G05	Plan 1	06/01/2018	06/30/2018	93,367	116	0.12%	41,170	2.27
MA_BR_H01	Plan 1 Hispanic	06/01/2018	06/30/2018	16,529	21	0.12%	10,948	1.51
MA_BR_H02	Plan 1 Hispanic	06/01/2018	06/30/2018	16,172	14	0.08%	10,669	1.52
MA_BR_H03	Plan 1 Hispanic	06/01/2018	06/30/2018	16,280	22	0.13%	10,820	1.50
MA_BR_H04	Plan 1 Hispanic	06/01/2018	06/30/2018	16,506	15	0.09%	10,837	1.52
MA_BR_H05	Plan 1 Hispanic	06/01/2018	06/30/2018	16,308	17	0.10%	10,787	1.51
MA_MTFAJ_AA01	Plan 1 African American	06/01/2018	06/30/2018	16,330	16	0.10%	10,906	1.50
MA_MTFAJ_AA02	Plan 1 African American	06/01/2018	06/30/2018	16,351	29	0.18%	10,969	1.49
MA_MTFAJ_AA03	Plan 1 African American	06/01/2018	06/30/2018	16,304	19	0.12%	10,922	1.49
MA_MTFAJ_AA04	Plan 1 African American	06/01/2018	06/30/2018	16,417	21	0.13%	11,038	1.49
MA_MTFAJ_AA05	Plan 1 African American	06/01/2018	06/30/2018	16,378	26	0.16%	10,942	1.50
Total				817,691	967	0.12%	128,145	6.38

Creative Name Key:

- MA = Mobile Audio platform
- ILC = I Love Cars (Audio)
- CA = Culinary Arts (Audio)
- BR = Born Ready (Audio)
- MTFAJ = 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



129 clicks
Mobile Audio Platform
I Love Cars Audio Clip



103 clicks
Mobile Audio Platform
I Love Cars Audio Clip



100 clicks
Mobile Audio Platform
I Love Cars Audio Clip