

interact

2-Year College Experts

Digital Media Report, July 2018

Inland Empire Desert Region Consortium

August 12, 2018

Table of Contents

- I. CAMPAIGN WEBSITE (READYSETCAREER.ORG) 4**
 - SITE ACTIONS 4
 - SITE EXPLORATION 4
 - TOP SOURCES OF SITE EXPLORATION 4
- II. NEWSCENTER (NEWS.READYSETCAREER.ORG) 5**
 - SITE ACTIONS 5
 - SITE EXPLORATION 5
 - TOP SOURCES OF SITE EXPLORATION 5
- III. DIGITAL ADVERTISING CAMPAIGN 6**
 - OVERVIEW 6**
 - DIGITAL CAMPAIGN HIGHLIGHTS – JULY 2018 6
 - SUMMARY 7**
 - CUSTOM DISPLAY CAMPAIGN SUMMARY 7
 - PPC CAMPAIGN SUMMARY 7
 - SOCIAL MEDIA CAMPAIGN SUMMARY 7
 - YOUTUBE SUMMARY 7
 - CUSTOM DISPLAY DATA 8**
 - GEOGRAPHY TOP 20 LOCATIONS BY CLICKS ON BANNER ADS 8
 - TOP AD ENGAGEMENT BY CLICKS & IMPRESSIONS 9
 - TOP 20 KEYWORD PERFORMANCE BY CLICKS & IMPRESSIONS 9
 - PAY PER CLICK/SEM DATA 10**
 - TOP 25 PERFORMING KEYWORDS 11
 - TEXT AD GROUP PERFORMANCE (GOOGLE ONLY) 11
 - MOBILE VS. DESKTOP TRAFFIC 12
 - SOCIAL MEDIA FACEBOOK/INSTAGRAM CAMPAIGN 13**
 - CREATIVE REPORT 14
 - YOUTUBE VIDEO ADS 14**
 - \$2,500 JULY 2018 (ENGLISH LANGUAGE) 14
 - \$1000 JULY 2018 (SPANISH LANGUAGE) 15
- IV. RADIO ADVERTISING CAMPAIGN 17**
 - PANDORA CAMPAIGN OVERVIEW 17

I. Campaign Website (readysetcareer.org)

July 1 – 31, 2018

Site Actions

Total Page Views: 7,111, 100%

- Home: 6,442, 90.57%
- Apply: 170, 2.39%
- Contact: 74, 1.04%
- Financial Aid: 51, .72%
- View Colleges: 51, .72%
- Resources: 47, .66%

Site Exploration

Most Viewed Pages and Average Time Spent

- Apply, 4:31
- View Colleges, 2:02
- Contact, 1:33
- Resources, 1:30
- Home, 1:21

Top Sources of Site Exploration

- Digital Ad Campaign: 79.95%
- Direct: 20.5%

II. Newscenter (news.readysetcareer.org)

July 1 – 30, 2018

Site Actions

Total Page Views: 453, 100%

- Home: 193, 42.6%
- In the News: 30, 6.62%
- Falling in love with a new career: 28, 6.18%
- Anthony Carranza: 24, 5.3%
- Farm to Table education readies community college students for culinary careers: 24, 5.3%
- Stories: 23, 5.08%

Site Exploration

Most Viewed Pages and Average Time Spent

- Home, 2:07
- Farm to Table education readies community college students for culinary careers, 1:45
- Stories, 1:26
- In the News, 0:34

Top Sources of Site Exploration

- Digital Ad Campaign: 69.97%
- Direct: 30.3%

III. Digital Advertising Campaign

Overview

Digital Campaign Highlights – July 2018

Custom Display Campaign Overview

- Drove a total of 1431 visits to the website
- Drove over 442k impressions.
- Average CPM (cost per thousand impressions) is \$4.52

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 1354 visits to the website
- Drove 94 calls
- Average cost per visit \$2.95
- Average cost per contact is \$27
- CTR on the text ads above average %

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%

Social Media Facebook/Instagram Campaign

- Drove 1548 visits to the website
- Drove over 125k+ impressions
- Drove over 1700 engagements

YouTube English

- Drove over 63k completed video views
- Drove over 26k+ impressions
- 40% completed video view rate

YouTube Spanish

- Drove over 89k impressions
- Drove over 37k+ completed video views
- 41% completed video view rate

Summary

Custom Display Campaign Summary

The average CPM decreased from June to July and dropped to under \$4, allowing us to generate more impressions (average is between \$8-\$12). Because of this, visits increased from 850 in June to over 1400 in July. Impressions were up and visits are up. 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. July outperformed June, with an increase in the CTR on the text ads, and the cost per lead dropped to \$27, (Google average for Education at \$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. Other than that, no other changes are recommended at this time.

Social Media Campaign Summary

The campaign performed extremely well in July with over 1500 visits to the site (increased from June of 1200 visits) and over 125k impressions (increase of June from 80k impressions). When we first launched the campaign we generated a little over 600 visits to the website, we have doubled the visits on the same budget. No changes are recommended at this time, the campaign is doing outstanding.

YouTube Summary

Both Spanish and English campaigns continue to perform outstanding. Both are driving very high engagement and the cost per completed view is extremely low. Because we are seeing such high engagement for this platform, a budget increase would benefit because we can increase brand exposure and student engagement.

Custom Display Data

\$2,000 July 2018

Campaign Name	Impressions	Clicks
Keyword Search Retargeting	1,313,178	4,685
Content Targeting	1,211,483	1,839
Website Remarketing	80,399	276

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits
Riverside Desert Consortium Display April-June	Jun 30, 2018	Jul 31, 2018	\$2,000.00	\$2,000.00	442,779	\$4.52	1,431

Geography Top 20 Locations by Clicks On Banner Ads

Region	City	Impressions	Clicks
California	Riverside	153,537	558
California	Riverside	150,237	220
California	San Bernardino	93,451	352
California	Fontana	84,917	313
California	Ontario	77,403	285
California	Fontana	72,126	129
California	Moreno Valley	69,993	254
California	San Bernardino	68,702	103
California	Corona	67,462	106
California	Corona	57,991	202
California	Ontario	57,866	82
California	Moreno Valley	54,595	76
California	Rancho Cucamonga	52,962	71
California	Rancho Cucamonga	48,385	155
California	Victorville	41,547	130
California	Hemet	41,121	154
California	Temecula	36,083	58
California	Hesperia	34,959	129
California	Murrieta	33,156	38
California	Victorville	32,397	49
California	Hemet	32,234	56

Top Ad Engagement by Clicks & Impressions

Campaign Name	Domain Name	Impressions	Clicks
Content Targeting	https://www.ratemymjob.com	136,614	161
Content Targeting	com.pinger.textfree	128,625	689
Content Targeting	com.digitalalchemy.calculator.freedecimal	126,527	205
Keyword Search Retargeting	https://outlook.live.com	71,072	159
Keyword Search Retargeting	com.steam.photoeditor	58,537	208
Keyword Search Retargeting	com.qisiemoji.inputmethod	51,448	176
Content Targeting	https://blend.minq.com	51,009	58
Keyword Search Retargeting	com.jiubang.go.music	50,517	302
Keyword Search Retargeting	com.latininput.keyboard	48,991	202
Content Targeting	com.gomo.calculator	45,085	57
Keyword Search Retargeting	com.jb.go.musicplayer.mp3player	42,029	167
Keyword Search Retargeting	com.jb.zcamera	32,891	174
Content Targeting	https://www.clipd.com	28,771	47
Keyword Search Retargeting	com.enflick.android.textnow	28,653	84
Content Targeting	com.dictionary	27,751	54
Keyword Search Retargeting	https://www.sbsun.com	20,473	66
Content Targeting	https://www.minq.com	19,630	23
Keyword Search Retargeting	com.jb.emoji.gokeyboard	14,546	44
Keyword Search Retargeting	best.deals.compare.coupons.discounts.tracker	14,305	92

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	1,102,609	4,284
career+websites	115,059	220
online+Community+college+courses	22,714	54
find+me+a+job	19,084	38
job+search+sites	15,537	24
career+opportunities	9,139	20
medical+jobs	5,818	15
college+degrees	2,469	6
online+colleges	2,373	1
city+college	1,608	1
online college courses	1,366	1
college+degree	1,143	1
city+college	1,062	0
business+class	931	1
college+course	928	3
online+colleges	898	2
community+college	861	0
norco+college	801	1
college+class	750	0
college+admissions	581	0
norco+college	568	1

Pay Per Click/SEM Data

\$4,000 July 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
	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)
Riverside Inland Empire Desert Consortium PPC 2018													
	\$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
	\$4,000.00	July	22,912	1,354	5.91	\$2.95	94	0	54	148	222	1.6	\$27.03
TOTALS:	\$24,000.00	129,483	178,607	8,894	4.98	\$2.70	314	9	408	731	1,597	1.5	\$32.83
					(Above Average)							(First Page)	

Web Event Summary Of Pages Visited

Page URL Visited	Clicks/Visits
Bernardino Apply Now clicked	1
*Palo Apply Now clicked	1
*Desert Apply Now clicked	2
*Norco Apply Now clicked	2
*Copper Apply Now clicked	2
*Jacinto Apply Now clicked	3
*Financial aid near you clicked	5
*Moreno Apply Now clicked	8
*Chaffey Apply Now clicked	8
*Riverside Apply Now clicked	8
*Crafton Apply Now clicked	9
*Barstow Apply Now clicked	10
Resources	12
View Colleges	17
Financial Aid	21
Contact Us	39
Apply	74

Top 25 Performing Keywords

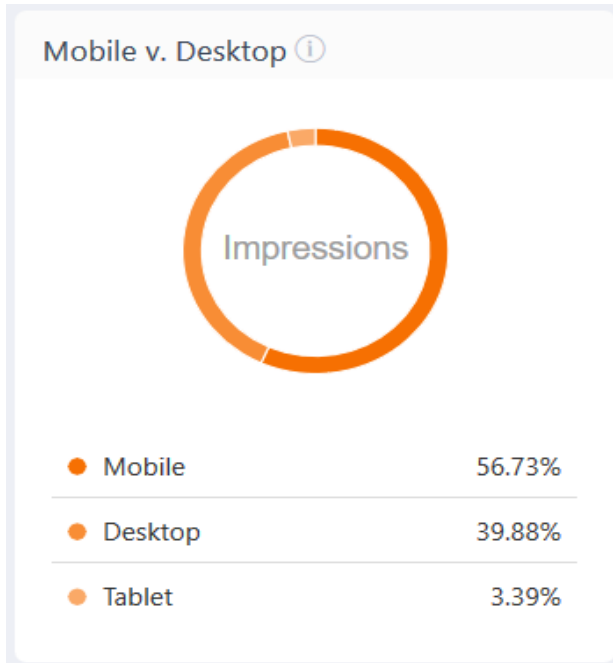
25 PERFORMING KEYWORDS

Mt San Jacinto College
Crafton Hills College
Barstow Community College
Riverside City College
chaffey college
Moreno Valley College
College Of The Desert
Copper Mountain College
San Bernardino College
community college
Norco College
radiologic technology class
college admissions
food preparation certificate
cosmetology certificate
Palo Verde College
paramedic class
college application
teaching certificate
community colleges programs
firefighter degree
los angeles community college
building inspection certificate
electrician certificate
dental hygiene class

Text Ad Group Performance (Google Only)

Ad Group Name	Impressions	Visits	CTR	Avg Position
General Ad Group	19327	1233	6.4%	2.5
Medical Nursing	2031	66	3.2%	3.8
Outdoor Architecture	380	23	6.1%	2.7
Child Development	362	13	3.6%	3.6
Accounting Finance Business Real Estate	417	7	1.7%	4.0
Digital Media	151	7	4.6%	3.6
Aeronautics Aviation Automotive	168	4	2.4%	2.7

Mobile Vs. Desktop Traffic

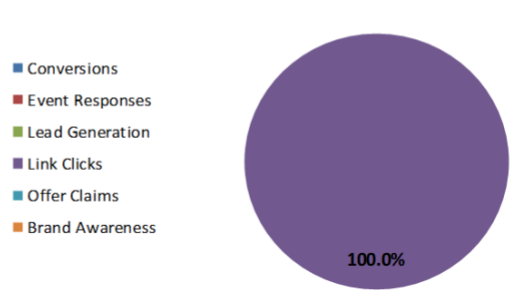
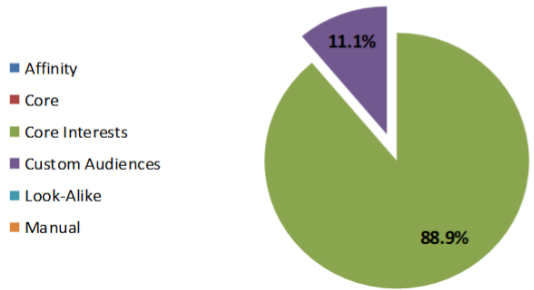


Social Media Facebook/Instagram Campaign

\$2,000 July 2018

Campaign Name	From	To	Budget	Spent	Impressions	Visits
Riverside Desert Consortium Social Media April-Aug	Jun 28, 2018	Jul 29, 2018	\$2,000.00	\$2,000.00	125,314	1548

Ad Set Targeting Type Campaign Objective



Engagement

All-Time	Clicks	Page Likes	Post Likes	Conversions	Post Shares	Comments
	1,548	8	117	0	3	2

Clicks

Day	Clicks
Saturday	224
Friday	230
Thursday	242
Wednesday	198
Tuesday	220
Monday	177
Sunday	257

Conversions

Day	Conversions
Saturday	0
Friday	0
Thursday	0
Wednesday	0
Tuesday	0
Monday	0
Sunday	0

Page Likes

Day	Page Likes
Saturday	0
Friday	1
Thursday	0
Wednesday	1
Tuesday	3
Monday	1
Sunday	2

Post Shares

Day	Post Shares
Saturday	0
Friday	0
Thursday	0
Wednesday	0
Tuesday	2
Monday	0
Sunday	1

Post Likes

Day	Post Likes
Saturday	10
Friday	25
Thursday	11
Wednesday	17
Tuesday	10
Monday	22
Sunday	22

Comments

Day	Comments
Saturday	0
Friday	0
Thursday	1
Wednesday	0
Tuesday	0
Monday	1
Sunday	0

Creative Report

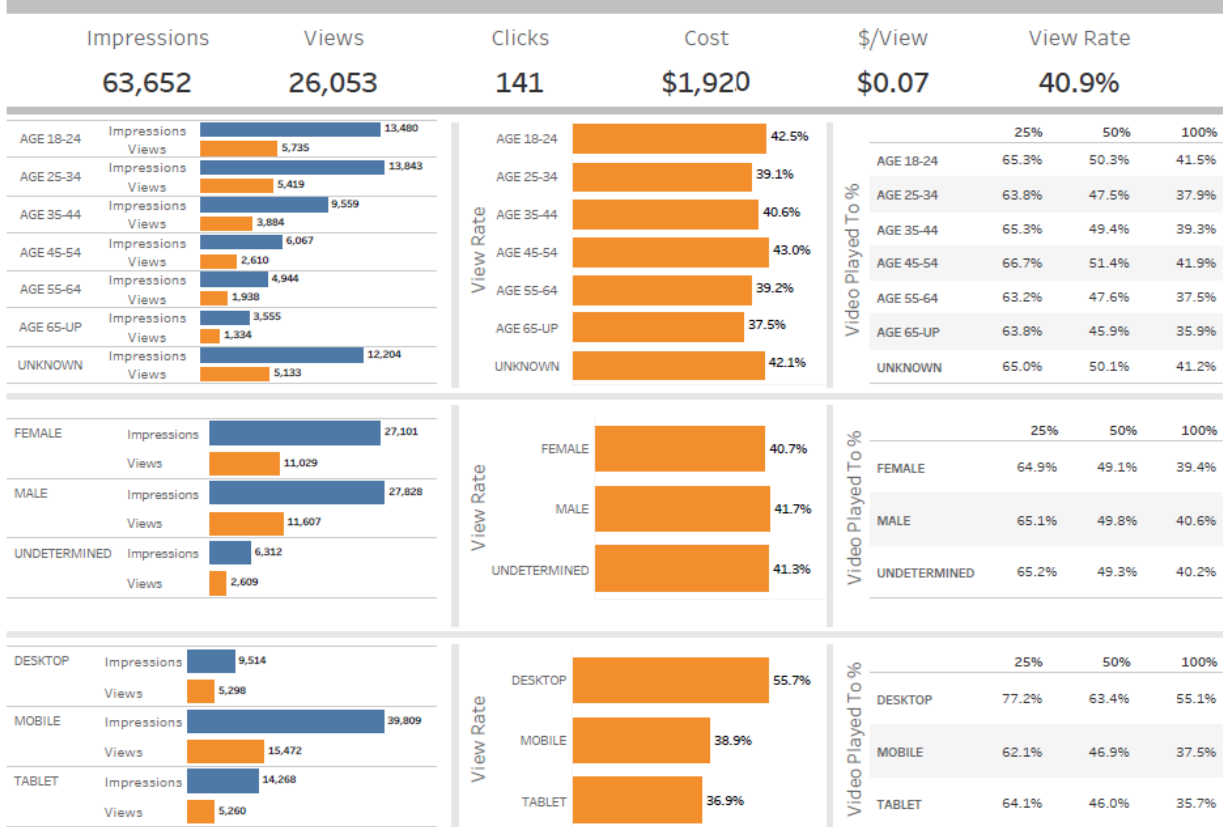
Ad Set Name	Ad Name	Impressions	Link Clicks	CTR (Link Clicks)	Clicks	Page Likes	Post				
							Reactions	Comments	Shares	Conversions	Video Plays
Retargeting	Retargeting 1 - Business Ready.	48	1	2.10%	1						
Retargeting	Carousel 2	1247	19	1.50%	23						
Retargeting	Video 1 - Brandy	5533	78	1.41%	108						26
Retargeting	Carousel 1	6633	91	1.40%	108	2	3	1			
Veterans	Veterans 2 - College Ready.	655	9	1.40%	11						
Retargeting	Retargeting 3 - Born Ready	75	1	1.30%	1						
High School Students	Video 1 - Ruben	6532	71	1.09%	110			33			24
High School Students - Spanish	Video 1 - Ruben	2451	26	1.06%	36			4			8
High School Students - Spanish	Video - Spanish	8677	88	1%	132			15		1	55
High School Students	Video 1 - Brandy	19933	194	0.97%	303			31		1	55
High School Students - Spanish	Video 1 - Brandy	11186	107	0.96%	167			13			33
High School Students - Spanish	Carousel 2	3693	34	0.92%	45						
High School Students - Spanish	Carousel 1	4895	42	0.86%	54					1	
Retargeting	Video 1 - Ruben	813	7	0.86%	9						4
High School Students	Carousel 1	12844	100	0.78%	136	2	3				
Veterans	Veterans 1 -Life Ready.	1680	13	0.77%	22						
High School Students	Students 1 - Workforce Ready	145	1	0.69%	2						
High School Students	Students 3 - Career Ready.	2017	13	0.64%	22						
High School Students	Carousel 2	7755	44	0.57%	71	2	6				
High School Students	Students 2 - Real-World Ready.	1720	9	0.52%	15						
High School Students - Spanish	Students 3 - Career Ready.	608	3	0.49%	5			1			
Veterans	Video 10 - Brandy	2485	10	0.40%	17			1			2
High School Students - Spanish	Students 2 - Real-World Ready.	1664	6	0.36%	11	1	1				
Veterans	Carousel 1	3852	14	0.36%	21						
Parents	Next-Gen READY	14362	46	0.32%	74	1					
Parents	COLLEGE READY	3622	11	0.30%	20			2			
Veterans	Video 1 - Ruben	1689	4	0.24%	8						1
Veterans	Carousel 2	2718	5	0.18%	15			2			
High School Students - Spanish	Students 1 - Workforce Ready	127	0	0	1			1			
Retargeting	Retargeting 2 - Tech Ready.	54	0	0	0						

Ad Set Name	Ad Name	Device		Impressions	Link Clicks	CTR	Clicks (All)	Page Likes	Post		Post	
		Platform	Platform						Reactions	Comments	Post Shares	Video Watches at 100%
High School Students - Spanish	Video 1 - Brandy	Instagram	Mobile	36	3	8.30%	3		4			
Retargeting	Carousel 1	Facebook	Desktop	32	1	3.12%	1					
High School Students	Video 1 - Ruben	Instagram	Mobile	302	9	2.08%	9		30			
Retargeting	Retargeting 1 - Business Ready.	Facebook	Mobile	48	1	1.55%	1					
Retargeting	Carousel 2	Facebook	Mobile	1228	19	1.41%	23					
Retargeting	Video 1 - Brandy	Facebook	Mobile	5526	78	1.40%	108	1		1		26
Veterans	Veterans 2 - College Ready.	Facebook	Mobile	645	9	1.36%	11					
Retargeting	Carousel 1	Facebook	Mobile	6599	90	1.33%	107	2	3	1		
Retargeting	Retargeting 3 - Born Ready	Facebook	Mobile	75	1	1.30%	1					
High School Students - Spanish	Video - Spanish	Instagram	Mobile	79	1	1.25%	1		10			
High School Students	Video 1 - Brandy	Instagram	Mobile	319	4	1.07%	4		19			
High School Students - Spanish	Video 1 - Ruben	Facebook	Mobile	2436	26	1%	36		2			8
High School Students - Spanish	Video - Spanish	Facebook	Mobile	8596	87	1%	131		5		1	55
High School Students	Video 1 - Ruben	Facebook	Mobile	6221	62	0.98%	101		3			23
High School Students - Spanish	Students 2 - Real-World Ready.	Instagram	Mobile	102	1	0.97%	2					
High School Students	Video 1 - Brandy	Facebook	Mobile	19601	190	0.93%	299		12		1	55
High School Students - Spanish	Video 1 - Brandy	Facebook	Mobile	11149	104	0.93%	164		9			33
High School Students - Spanish	Carousel 2	Facebook	Mobile	3668	34	0.87%	45					
High School Students - Spanish	Carousel 1	Facebook	Mobile	4848	42	0.86%	54				1	
Retargeting	Video 1 - Ruben	Facebook	Mobile	812	7	0.80%	9					4
Veterans	Veterans 1 -Life Ready.	Facebook	Mobile	1629	13	0.79%	22					
High School Students	Carousel 1	Facebook	Mobile	12659	100	0.69%	136	2	2			
High School Students	Students 1 - Workforce Ready	Facebook	Mobile	145	1	0.65%	2					
High School Students	Students 3 - Career Ready.	Facebook	Mobile	1997	13	0.57%	22					
High School Students	Carousel 2	Facebook	Mobile	7673	44	0.54%	71	2	5			
High School Students	Students 2 - Real-World Ready.	Facebook	Mobile	1674	9	0.53%	15					
High School Students - Spanish	Students 3 - Career Ready.	Facebook	Mobile	566	3	0.41%	4					
Veterans	Video 1 - Brandy	Facebook	Mobile	2465	10	0.37%	17					2
Veterans	Carousel 1	Facebook	Mobile	3762	14	0.37%	21					
Parents	Next-Gen READY	Instagram	Mobile	271	1	0.32%	1					
Parents	Next-Gen READY	Facebook	Mobile	13916	45	0.32%	73	1				
High School Students - Spanish	Students 2 - Real-World Ready.	Facebook	Mobile	1561	5	0.31%	9	1	1			
Parents	COLLEGE READY	Facebook	Mobile	3194	10	0.30%	19		2			
Parents	COLLEGE READY	Instagram	Mobile	397	1	0.25%	1					
Veterans	Video 1 - Ruben	Facebook	Mobile	1679	4	0.24%	8					1
Veterans	Carousel 2	Facebook	Mobile	2620	5	0.19%	15		2			

YouTube Video Ads \$1,920 July 2018 - English Language

- Drove over 63k impressions
- Drove over 26k+ completed video views
- 40% completed video view rate

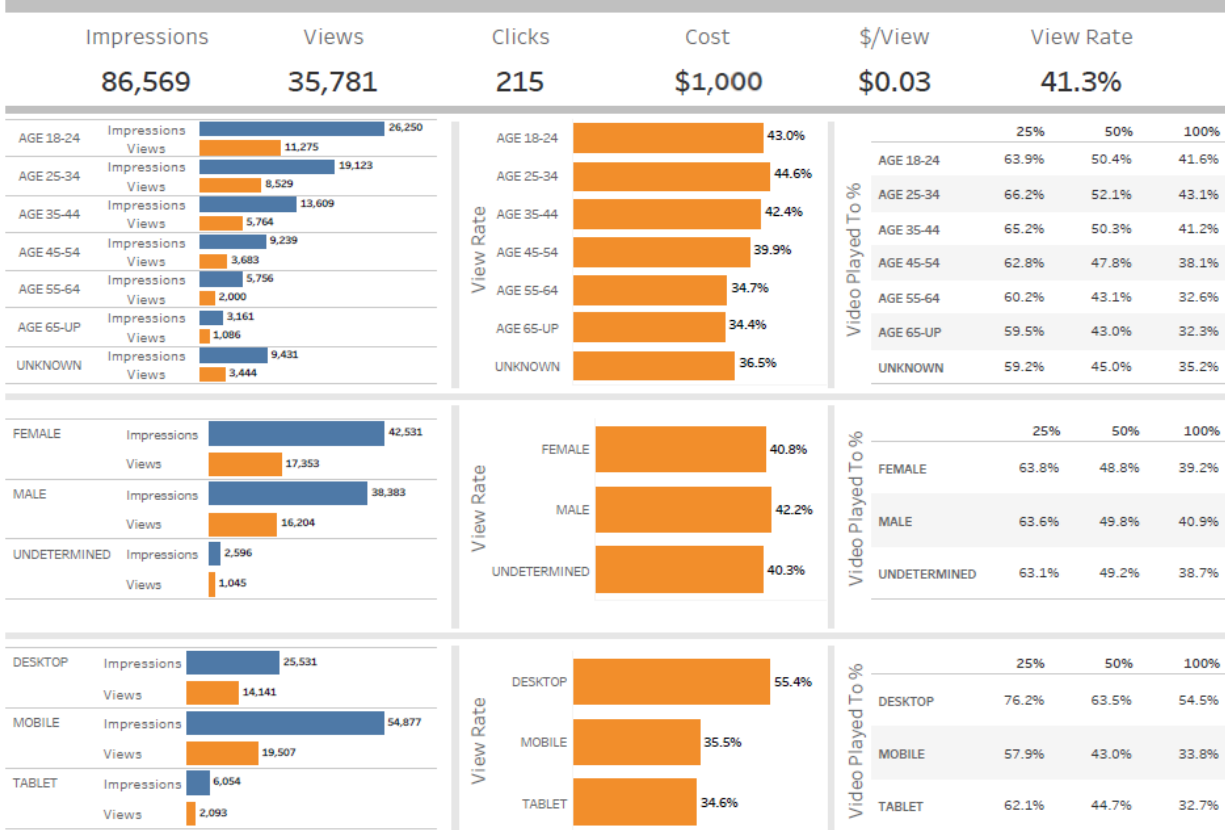
Riverside/Inland Empire Consortium YouTube English Ma..



\$1,000 in July - Spanish Language

- Drove over 89k impressions
- Drove over 37k+ completed video views
- 41% completed video view rate

Riverside/Inland Empire Consortium Spanish YouTube



IV. Radio Advertising Campaign Pandora Campaign Overview

\$20,000 July 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	07/01/2018	07/31/2018	647,621	654,223	101.02%	839	0.13%	75,987	8.61
Mobile Audio :30 with Standard Companion Banner - Audio	Plan 1 Hispanic	07/01/2018	07/31/2018	80,953	81,832	101.09%	85	0.10%	27,133	3.02
Mobile Audio :30 with Standard Companion Banner - Audio	Plan 1 African American	07/01/2018	07/31/2018	80,953	81,777	101.02%	125	0.15%	28,548	2.86
Total				1,619,054	1,635,664	101.03%	1,049	0.13%	126,086	6.49

Creative Name	Ad Comments	Start Date	End Date	Impressions Delivered	Clicks	CTR	Reach	Frequency
MA_ILC_G01	Plan 1	07/01/2018	07/31/2018	92,849	114	0.12%	40,361	2.30
MA_ILC_G02	Plan 1	07/01/2018	07/31/2018	93,583	119	0.13%	40,482	2.31
MA_ILC_G03	Plan 1	07/01/2018	07/31/2018	93,172	136	0.15%	40,419	2.31
MA_ILC_G04	Plan 1	07/01/2018	07/31/2018	93,088	121	0.13%	40,487	2.30
MA_CA_G01	Plan 1	07/01/2018	07/31/2018	93,570	110	0.12%	40,436	2.31
MA_CA_G03	Plan 1	07/01/2018	07/31/2018	93,827	121	0.13%	40,773	2.30
MA_CA_G05	Plan 1	07/01/2018	07/31/2018	94,137	118	0.13%	40,799	2.31
MA_BR_H01	Plan 1 Hispanic	07/01/2018	07/31/2018	16,458	18	0.11%	10,855	1.52
MA_BR_H02	Plan 1 Hispanic	07/01/2018	07/31/2018	16,428	20	0.12%	10,876	1.51
MA_BR_H03	Plan 1 Hispanic	07/01/2018	07/31/2018	16,242	15	0.09%	10,672	1.52
MA_BR_H04	Plan 1 Hispanic	07/01/2018	07/31/2018	16,343	22	0.14%	10,863	1.50
MA_BR_H05	Plan 1 Hispanic	07/01/2018	07/31/2018	16,363	11	0.07%	10,897	1.50
MA_MTFAJ_AA01	Plan 1 African American	07/01/2018	07/31/2018	16,718	19	0.11%	11,226	1.49
MA_MTFAJ_AA02	Plan 1 African American	07/01/2018	07/31/2018	16,137	20	0.12%	10,822	1.49
MA_MTFAJ_AA03	Plan 1 African American	07/01/2018	07/31/2018	16,268	31	0.19%	10,849	1.50
MA_MTFAJ_AA04	Plan 1 African American	07/01/2018	07/31/2018	16,407	31	0.19%	10,962	1.50
MA_MTFAJ_AA05	Plan 1 African American	07/01/2018	07/31/2018	16,247	24	0.15%	10,987	1.48
Total				817,832	1,049	0.13%	126,086	6.49

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



136 clicks
Mobile Audio Platform
I Love Cars Audio Clip



121 clicks
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