

Digital Media Report, August 2018

Inland Empire Desert Region Consortium

September 15, 2018

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I. Campaign Website (readysetcareer.org)

August 1 – 31, 2018

Site Actions

Total Page Views: 6,234, 100%

- Home: 5,729, 91.9%
- Apply: 108, 1.73%
- Financial Aid: 59, .95%
- Contact: 44, .71%
- Resources: 43, .69%
- View Colleges: 31, .50%

Site Exploration

Most Viewed Pages and Average Time Spent

- View Colleges, 8:55
- Apply, 3:43
- Resources, 1:50
- Financial Aid, 1:38
- Home, 0:59

Top Sources of Site Exploration

- Digital Ad Campaign: 76.8%
- Direct: 23.2%

II. News Center (news.readysetcareer.org)

August 1 – 31, 2018

Site Actions

Total Page Views: 548, 100%

- Home: 101, 18.43%
- Success in 3-D: 87, 15.8%
- All Stories: 43, 7.85%
- CyberHubs: 40, 7.3%
- Community Colleges in Riverside and San Bernardino Counties are Working for You: 34, 6.2%
- Conditioned for Success, William Wood: 26, 4.74%

Site Exploration

Most Viewed Pages and Average Time Spent

- Conditioned for Success, William Wood, 5:46
- Community Colleges in Riverside and San Bernardino Counties are Working for You, 4:50

Top Sources of Site Exploration

- Digital Ad Campaign: 50%
- Direct: 50%

III. Digital Advertising Campaign

Overview

Digital Campaign Highlights – August 2018

Custom Display Campaign Overview

- Drove a total of 1161 visits to the website
- Drove over 400k impressions.
- Average CPM (cost per thousand impressions) is \$4.89

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 1228 visits to the website
- Drove 100 calls
- Average cost per visit \$3.26
- Average cost per contact is \$14
- CTR on the text ads above average 7.36%

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 1368 visits to the website
- Drove over 133k+ impressions
- Drove over 1700 engagements

YouTube English

- Drove over 63k completed video views
- Drove over 27k+ impressions
- 44% completed video view rate
- Average cost per completed video view .07 cents

YouTube Spanish

- Drove over 119k impressions
- Drove over 50k+ completed video views
- 42% completed video view rate
- Average cost per completed video view .02 cents

YouTube Industry Benchmarks

- Average completed video view rate is 15%
- Average cost per completed video view 10-15 cents

Summary

Custom Display Campaign Summary

The average CPM remains low, right about \$4, with the national average between \$8-\$12/CPM. This allows us to generate more impressions and drive more traffic to the site. Visits stayed healthy at over 1100 visits for August.

PPC Campaign Summary

The campaign is continuing to perform extremely well. August was the best performing month of all time, with an increase in the CTR on the text ads to 7%, and the cost per lead dropped from \$27 in July to \$14 in Aug (Google average for Education at \$63).

Social Media Campaign Summary

The campaign performed extremely well in August and held steady with results similar to July. We had over 1300 visits to the site and over 133k 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. We do recommend some new images/creatives so we don't experience banner fatigue. Other than that, 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. We'd recommend to increase the budget for Spanish first, as the average cost per completed video view is just 2 cents!

Custom Display Data

\$2,000 August 2018

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits
Riverside Desert Consortium Display April-June	Jul 31, 2018	Sep 02, 2018	\$2,000.00	\$2,000.00	408,976	\$4.89	1,161

Geography Top 20 Locations by Clicks on Banner Ads

Geography Region	Geography City	Performance Impressions	Performance Clicks
California	Riverside	27,769	39
California	Rancho Cucamonga	12,847	3
California	San Bernardino	7,954	9
California	Corona	7,206	15
California	Ontario	7,065	8
California	Moreno Valley	7,032	6
California	Temecula	6,781	13
California	Fontana	6,665	7
California	Hesperia	6,437	4
California	Murrieta	6,227	9
California	Riverside	38,782	137
California	San Bernardino	15,518	58
California	Fontana	14,586	59
California	Ontario	14,052	59
California	Corona	13,651	43
California	Moreno Valley	11,995	44
California	Rancho Cucamonga	10,059	42
California	Temecula	9,237	25
California	Hemet	8,264	42
California	Victorville	6,423	32
California	Murrieta	6,418	29

Top Domain Performances from Keyword Search Retargeting

Top Domain Performance For Keyword Search Retargeting	Performance Impressions	Performance Clicks
com.enflick.android.textnow	23,224	122
com.digitalchemistry.calculator.freedecimal	15,058	33
https://www.tickld.com	8,549	7
http://bostonherald.com	6,383	0
com.dictionary	5,615	11
http://social.diply.com	4,316	2
https://play.howstuffworks.com	3,383	1
https://www.symbaloo.com	3,259	0
http://dailybreeze.com	3,232	0
http://buffalonews.com	3,197	0
https://www.cram.com	3,041	1
http://abovethelaw.com	2,929	0
http://statesman.com	2,812	0
http://bizbash.com	2,749	0
https://www.enotes.com	2,569	3
http://shein.com	2,511	0
com.talkatone.android	25,809	62

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.

Top Keyword Search Performance	Performance Impressions	Performance Clicks
education_training_optimized_audience	228,808	897
find+me+a+job	11,879	35
career+opportunities	6,676	20
college+course	5,209	12
online+college+courses	3,387	5
college+degrees	3,169	10
college+degree	2,020	3
chaffey+college	900	1
business+class	873	0
community+college	688	0
higher+education	471	2
college+degrees	420	0
college+class	373	0
medical+jobs	361	1
college+degree	353	0
junior+college	264	0
city+college	243	0
college+admissions	223	0
college+courses	138	0
career+college	128	0
technician+jobs	119	1

Top Related Content Performance

Top Content Related Performance	Performance Impressions	Performance Clicks
Adult Education	73,167	202
Studying Business	39,853	2
College Admission	30,591	11
College Life	21,574	6
Financial Aid Education	4,539	4
Community College Content	22,893	115
Cellphones	21,823	74

Pay Per Click/SEM Data

\$4,000 August 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
	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, and 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	32467	1,619	4.99	\$2.47	28	0	61	89	302	1.8	\$44.94
	\$4,000.00	May	31560	1444	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
	\$4,000.00	Aug	16,690	1,228	7.36	\$3.26	100	0	61	272	222	1.5	\$14.71
TOTALS:	\$28,000.00	129,483	195,297	10,122	5.18	\$2.77	414	9	469	1,003	1,819	1.5	\$27.92

Web Event Summary Of Pages Visited

Page URL Visited	Clicks/Visits
*Palo Apply Now clicked	1
*Victor Apply Now clicked	1
*Desert Apply Now clicked	3
*Moreno Apply Now clicked	3
*Bernardino Apply Now clicked	3
*Norco Apply Now clicked	3
*Jacinto Apply Now clicked	4
*Barstow Apply Now clicked	4
*Copper Apply Now clicked	5
*Crafton Apply Now clicked	8
*Financial aid near you clicked	10
*Riverside Apply Now clicked	11
Resources	15
*Chaffey Apply Now clicked	15
View Colleges	15
Contact Us	37
Financial Aid	62
Apply	72

Top 25 Performing Keywords

25 PERFORMING KEYWORDS
Crafton Hills College
Mt San Jacinto College
chaffey college
Barstow Community College
Riverside City College
Copper Mountain College
College Of The Desert
Moreno Valley College
Norco College
San Bernardino College
Palo Verde College
emt paramedic certificate
radiologic technology class
community colleges near me
paramedic class
certificate in child development
teaching certificate
nursing class San Bernardino
food preparation certificate
firefighter training
los angeles community college
emt i class
automotive technology certificate
cosmetology certificate
esthetician certificate

Text Ad Group Performance (Google Only)

Ad Group Name	Wp Name	Text Ad	Impressions	Visits	CTR	Avg Position
General Ad Group	Google	CA Community CollegesReal World Training In High Tech Degree Fields. Learn About Our Degree Programs.	4,951	640	12.93	2.0
General Ad Group	Google	Community College ProgramsLearn More About Degree & Certificate Programs. Sign Up Today. Real World Ready.	2,735	211	7.71	2.5
General Ad Group	Yahoo Bing Search	CA Community CollegesEarn A Certificate or Associate Degree & Be Workforce Ready. Apply Today.	2,527	123	4.87	2.4
General Ad Group	Google	CA Community CollegesEarn A Certificate or Associate Degree & Be Workforce Ready. Apply Today.	1,066	88	8.26	2.2
Medical Nursing	Google	Medical and Nursing ProgramsEarn An Associate Of Science & Get Real World Career Ready. Apply Today.	1,367	54	3.95	3.7
General Ad Group	Yahoo Bing Search	CA Community CollegesReal World Training In High Tech Degree Fields. Learn About Our Degree Programs.	754	32	4.24	2.6
General Ad Group	Yahoo Bing Search	Community College ProgramsLearn More About Degree & Certificate Programs. Sign Up Today. Real World Ready.	550	16	2.91	2.7
Aeronautics Aviation Automotive	Google	California Community CollegesApply For A Degree & Get Real World Ready. Learn More About Our Programs Now.	201	13	6.47	3.4

Mobile Vs. Desktop Traffic

Mobile v. Desktop ⓘ



● Mobile	67.46%
● Desktop	29.24%
● Tablet	3.3%

Average Call Length

Average Call Length

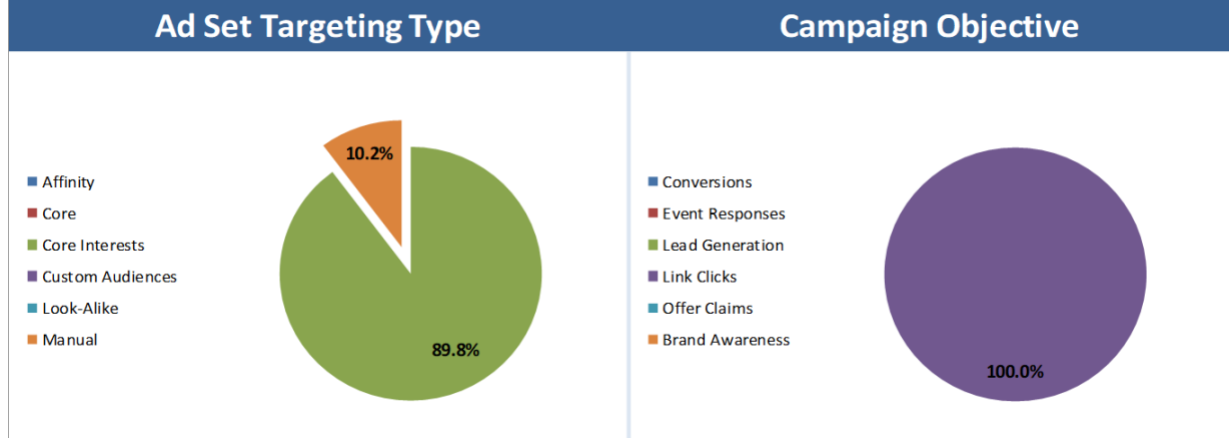


● 2min or more	6.90%
● 1min to 2min	12.93%
● 30secs to 1min	16.38%
● 30secs or less	63.79%

Social Media Facebook/Instagram Campaign

\$2,000 August 2018

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits
Riverside_Desert_Consortium_Social_Media_April-Aug	Jul 29, 2018	Aug 28, 2018	\$2,000.00	\$2,000.00	133,703	\$14.96	1,368



Engagement

All-Time	Clicks	Page Likes	Post Likes	Conversions	Post Shares	Comments
	1,368	7	117	0	2	1



Creative Report

Ad Set	Ad Name	Impressions	Link Clicks	Website CTR	Clicks	Page Likes	Post Likes	Comments	Post Shares	Conversions	Video Plays 100%
Retargeting	Carousel 2	1688	28	1.66%	29						
Veterans	Veterans 2 - College Ready.	715	11	1.54%	12						
Retargeting	Video 1 - Brandy	7783	110	1.40%	141		1				55
Veterans	Veterans 1 -Life Ready.	1499	19	1.27%	24	1					
High School Students	Students 2 - Real-World Ready.	1766	22	1.25%	27						
Retargeting	Carousel 1	3585	44	1.22%	50						
High School Students - Spanish	Video 1 - Brandy	12330	99	0.80%	143		12	1			28
High School Students - Spanish	Video 1 - Ruben	2538	20	0.79%	32		4				9
High School Students	Video 1 - Brandy	21707	156	0.72%	243		39				52
Retargeting	Video 1 - Ruben	552	4	0.72%	8						3
High School Students	Video 1 - Ruben	5833	39	0.67%	63		34				12
High School Students - Spanish	Video - Spanish	8715	58	0.67%	98		7		2		38
High School Students	Students 3 - Career Ready.	3336	21	0.63%	28		1				
High School Students - Spanish	Students 2 - Real-World Ready.	1607	10	0.62%	15						
High School Students - Spanish	Carousel 1	4924	30	0.61%	45	1					
High School Students - Spanish	Carousel 2	3956	22	0.56%	27		1				
Parents	COLLEGE READY	5388	30	0.56%	49		4				
High School Students	Students 1 - Workforce Ready	185	1	0.54%	2						
High School Students	Carousel 2	11257	56	0.49%	89	1	1				
Parents	Next-Gen READY	12505	54	0.43%	101	1	6				
High School Students	Carousel 1	9434	39	0.41%	72	2	6				
Veterans	Carousel 2	3303	13	0.39%	22						
Veterans	Carousel 1	3689	14	0.38%	23	1					
Veterans	Video 1 - Brandy	2528	8	0.32%	13						6
High School Students - Spanish	Students 3 - Career Ready.	1466	3	0.20%	7						
Veterans	Video 1 - Ruben	1287	1	0.07%	5		1				4
High School Students - Spanish	Students 1 - Workforce Ready	84		0	0						
Retargeting	Retargeting 1 - Business Ready.	15		0	0						
Retargeting	Retargeting 2 - Tech Ready.	5		0	0						
Retargeting	Retargeting 3 - Born Ready	11		0	0						

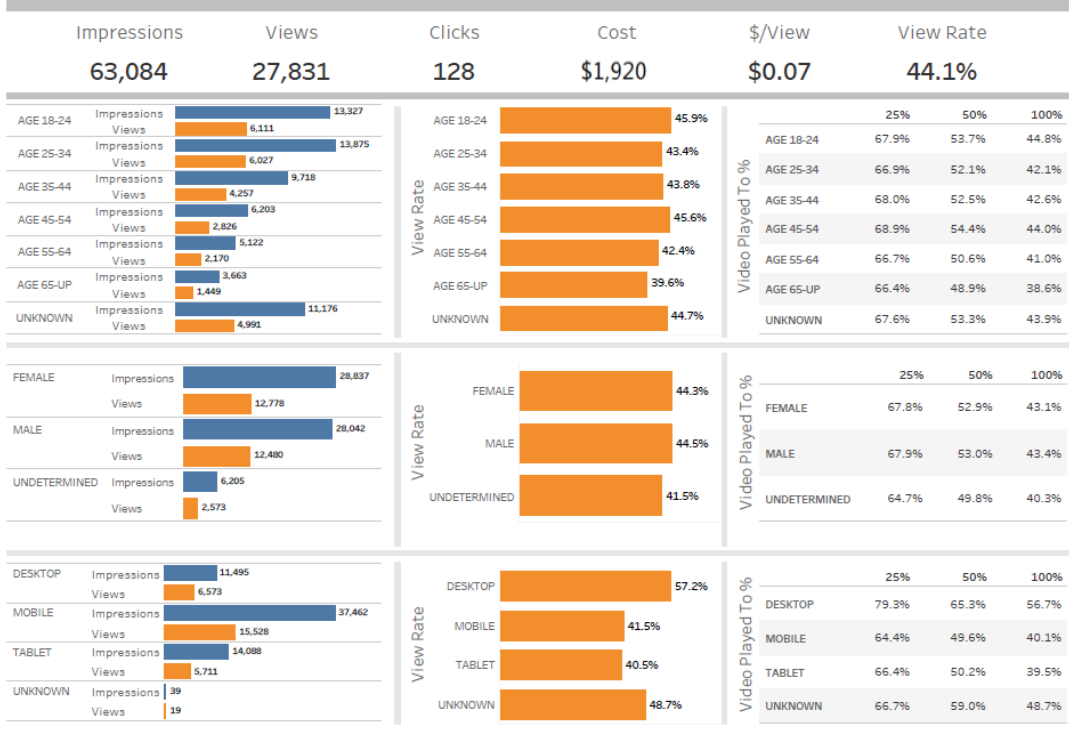
Ad Set Name	Ad Name	Platform	Device	Ad Set Name2	Impressions	Link Clicks	CTR	Clicks (All)	Page Likes	Post Reactions	Comments	Video Watches at 100%
High School Students - Spanish	Video 1 - Brandy	Instagram	Mobile	High School Students - Spanish	38	2	5.30%	2		6		
High School Students - Spanish	Video 1 - Ruben	Instagram	Mobile	High School Students - Spanish	34		2.90%	1		3		
Parents	COLLEGE READY	Instagram	Mobile	Parents	81	2	2.50%	2		4		
Retargeting	Video 1 - Brandy	Facebook	Mobile	Retargeting	7776	110	1.80%	141		1		55
Veterans	Veterans 2 - College Ready.	Facebook	Mobile	Veterans	705	11	1.70%	12				
Veterans	Veterans 1 -Life Ready.	Facebook	Mobile	Veterans	1386	18	1.70%	23	1			
High School Students	Students 2 - Real-World Ready.	Facebook	Mobile	High School Students	1557	21	1.70%	26				
Retargeting	Carousel 2	Facebook	Mobile	Retargeting	1660	28	1.70%	29				
High School Students	Video 1 - Brandy	Instagram	Mobile	High School Students	275	3	1.50%	4		21		
High School Students	Video 1 - Ruben	Instagram	Mobile	High School Students	441	5	1.40%	6		32		2
Retargeting	Video 1 - Ruben	Facebook	Mobile	Retargeting	552	4	1.40%	8				3
Retargeting	Carousel 1	Facebook	Mobile	Retargeting	3543	44	1.40%	50				
High School Students - Spanish	Video 1 - Ruben	Facebook	Mobile	High School Students - Spanish	2504	20	1.20%	31		1		9
High School Students	Students 1 - Workforce Ready	Facebook	Mobile	High School Students	181	1	1.10%	2				
High School Students	Video 1 - Ruben	Facebook	Mobile	High School Students	5390	34	1.10%	57		2		10
High School Students - Spanish	Video - Spanish	Facebook	Mobile	High School Students - Spanish	8661	58	1.10%	98		7		38
High School Students - Spanish	Video 1 - Brandy	Facebook	Mobile	High School Students - Spanish	12290	97	1.10%	141		6	1	28
High School Students	Video 1 - Brandy	Facebook	Mobile	High School Students	21411	153	1.10%	239		18		52
High School Students - Spanish	Students 2 - Real-World Ready.	Facebook	Mobile	High School Students - Spanish	1447	10	1%	15				
Veterans	Veterans 1 -Life Ready.	Instagram	Mobile	Veterans	106	1	0.94%	1				
High School Students - Spanish	Carousel 1	Facebook	Mobile	High School Students - Spanish	4857	30	0.93%	45	1			
Parents	COLLEGE READY	Facebook	Mobile	Parents	5277	28	0.89%	47				
High School Students	Students 3 - Career Ready.	Facebook	Mobile	High School Students	3324	21	0.84%	28		1		
High School Students	Carousel 2	Facebook	Mobile	High School Students	11083	56	0.80%	89	1	1		
Parents	Next-Gen READY	Facebook	Mobile	Parents	12441	54	0.80%	101	1	3		
High School Students	Carousel 1	Facebook	Mobile	High School Students	9258	39	0.77%	71	2	4		
Veterans	Carousel 2	Facebook	Mobile	Veterans	3163	13	0.70%	22				
High School Students	Carousel 1	Instagram	Mobile	High School Students	145		0.69%	1		2		
High School Students - Spanish	Carousel 2	Facebook	Mobile	High School Students - Spanish	3917	22	0.69%	27		1		
Veterans	Carousel 1	Facebook	Mobile	Veterans	3570	14	0.64%	23	1			
Veterans	Video 1 - Brandy	Facebook	Mobile	Veterans	2523	8	0.52%	13				6
High School Students	Students 2 - Real-World Ready.	Instagram	Mobile	High School Students	205	1	0.49%	1				
High School Students - Spanish	Students 3 - Career Ready.	Facebook	Mobile	High School Students - Spanish	1432	3	0.48%	7				
Veterans	Video 1 - Ruben	Facebook	Mobile	Veterans	1272	1	0.39%	5				4

YouTube Video Ads

\$2,500 August 2018 (English Language)

- Drove over 63k impressions
- Drove over 27k+ completed video views
- 44% completed video view rate
- Average cost per completed video view .07 cents

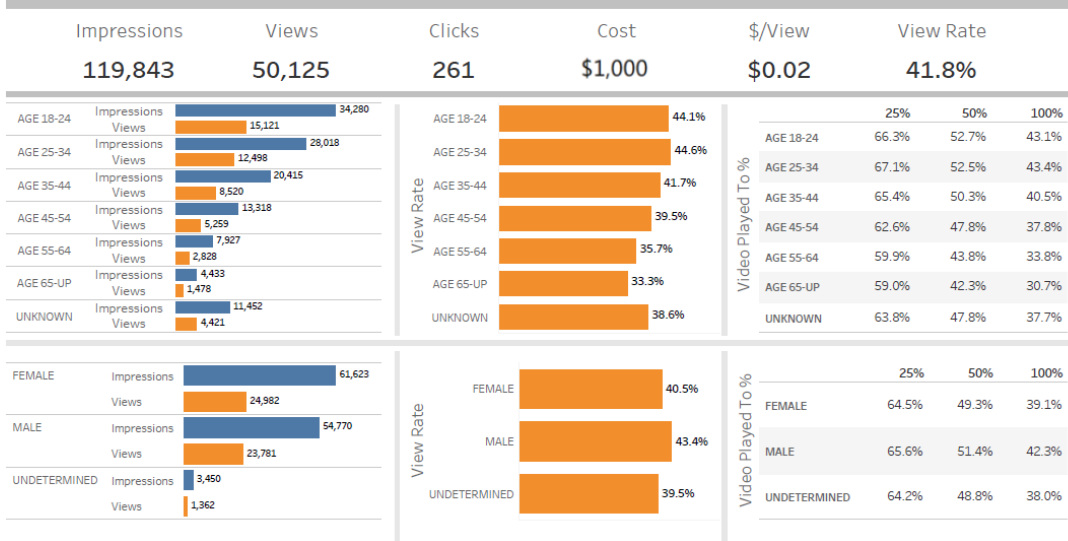
Riverside/Inland Empire Consortium YouTube English Ma..



\$1000 August 2018 (Spanish Language)

- Drove over 119k impressions
- Drove over 50k+ completed video views
- 42% completed video view rate
- Average cost per completed video view .02 cents

Riverside/Inland Empire Consortium Spanish YouTube



IV. Radio Advertising Campaign Pandora Campaign Overview

\$20,000 August 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

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	08/01/2018	08/31/2018	647,621	654,267	101.03%	763	0.12%	71,855	9.11
Mobile Audio :30 with Standard Companion Banner - Audio	Plan 1 Hispanic	08/01/2018	08/31/2018	80,953	81,782	101.02%	69	0.08%	25,417	3.22
Mobile Audio :30 with Standard Companion Banner - Audio	Plan 1 African American	08/01/2018	08/31/2018	80,953	81,831	101.08%	116	0.14%	27,145	3.01
Total				8,095,270	8,177,426	101.01%	4,907	0.12%	230,542	17.74