

# **Digital Media Report, September 2018**

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## **Inland Empire Desert Region Consortium**

October 23, 2018

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## I. Campaign Website (readysetcareer.org)

September 1 – 30, 2018

### Site Actions

Total Page Views: 4,470, 100%

- Home: 3,885, 86.9%
- Resources: 123, 2.75%
- Apply: 118, 2.64%
- Financial Aid: 53, 1.19%
- Contact: 51, 1.14%
- View Colleges: 41, .92%

### Site Exploration

Most Viewed Pages and Average Time Spent

- Resources, 4:48
- Gallery, 3:00
- Apply, 2:51
- Contact, 2:22
- View colleges, 1:42

### Top Sources of Site Exploration

- Digital Ad Campaign: 93.9%
- Direct: 6.1%

### III. Digital Advertising Campaign

#### Overview

#### Digital Campaign Highlights – September 2018

##### Custom Display Campaign Overview

- Drove a total of 962 visits to the website
- Drove over 470k impressions.
- Average CPM (cost per thousand impressions) is \$4.67

##### 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 1,227 visits to the website
- Drove 92 calls
- Average cost per visit \$3.26
- Average cost per contact is \$29
- CTR on the text ads above average 6.79%

##### 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 1,383 visits to the website
- Drove over 132k+ impressions
- Drove over 1,400 engagements
- Over 200 completed views watched

## Summary

### Custom Display Campaign Summary

The average CPM remains very low, right about \$4, with the national average between \$8-\$12/CPM. This is continuing to allow us to generate more impressions and drive more traffic to the site. Visits stayed healthy at over 960 visits for September.

### PPC Campaign Summary

The campaign is continuing to perform extremely well and all metrics remain above average. September CTR on the text ads stayed high at over 6% and the cost per lead remained below the national average at \$29 (Google average for Education at \$63). If possible, 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 continued to perform well in September and held steady with results similar to August. We had over 1,300 visits to the site and over 131k impressions, and over 200 people watched the video ad in full. 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.

## Custom Display Data

\$2,200 September 2018

| Campaign Name                                                  | From         | To           | Budget     | Spent  | Impressions  | CPM  | Visits  |                                                                                                                                                                         |
|----------------------------------------------------------------|--------------|--------------|------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Riverside Desert Consortium Display April-June</a> | Sep 02, 2018 | Oct 02, 2018 | \$2,200.00 | \$2,200.00                                                                                | <a href="#">470,837</a>                                                                         | <a href="#">\$4.67</a>                                                                  | <a href="#">962</a>                                                                        |   |

## Geography Top 20 Locations by Clicks On Banner Ads

| Region     | City             | Impressions | Clicks |
|------------|------------------|-------------|--------|
| California | Riverside        | 43,256      | 130    |
| California | Riverside        | 34,704      | 19     |
| California | San Bernardino   | 17,896      | 57     |
| California | Corona           | 16,044      | 46     |
| California | Fontana          | 15,259      | 36     |
| California | Hesperia         | 14,530      | 5      |
| California | Moreno Valley    | 13,949      | 52     |
| California | Ontario          | 12,660      | 40     |
| California | Rancho Cucamonga | 11,057      | 35     |
| California | Rancho Cucamonga | 10,677      | 1      |
| California | Victorville      | 10,645      | 1      |
| California | San Bernardino   | 8,955       | 4      |
| California | Hemet            | 8,443       | 28     |
| California | Temecula         | 8,248       | 27     |
| California | Corona           | 7,956       | 7      |
| California | Murrieta         | 7,788       | 19     |
| California | Victorville      | 7,239       | 30     |
| California | Temecula         | 7,137       | 4      |
| California | Perris           | 7,125       | 21     |
| California | Indio            | 6,992       | 23     |
| California | Hesperia         | 6,921       | 21     |

## Top Domain Performances from Keyword Search Retargeting

| Top App Or Domain Performance For Keywords | Impressions | Clicks |
|--------------------------------------------|-------------|--------|
| Musi Apple                                 | 35,562      | 66     |
| http://bostonherald.com                    | 28,570      | 0      |
| com.enflick.android.textnow                | 16,030      | 55     |
| http://play.howstuffworks.com              | 12,280      | 3      |
| com.qisiemoji.inputmethod                  | 7,362       | 26     |
| Wordscapes Apple                           | 7,095       | 39     |
| Happy Color Apple                          | 6,539       | 15     |
| https://www.tickld.com                     | 6,536       | 5      |
| Jigsaw Puzzle Apple                        | 6,494       | 18     |
| http://thewhisptext.com                    | 6,455       | 5      |
| The Calculator                             | 5,874       | 22     |
| Solitaire Apple                            | 4,723       | 31     |
| com.peoplefun.wordcross                    | 4,538       | 12     |
| http://maa.org                             | 4,251       | 0      |
| Text Now Apple                             | 3,642       | 10     |
| http://nbc4i.com                           | 3,437       | 0      |
| com.talkatone.android                      | 3,343       | 10     |

## 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 Retargeting        | Impressions | Clicks |
|---------------------------------------|-------------|--------|
| education_training_optimized_audience | 273,141     | 867    |
| find+me+a+job                         | 4,551       | 11     |
| college+course                        | 3,639       | 7      |
| career+opportunities                  | 2,407       | 4      |
| college+degrees                       | 1,300       | 1      |
| business+class                        | 1,090       | 0      |
| junior+college                        | 455         | 1      |
| higher+education                      | 390         | 0      |
| college+degree                        | 351         | 2      |
| college+class                         | 282         | 0      |
| community+college                     | 269         | 0      |
| college+degrees                       | 208         | 0      |
| college+courses                       | 164         | 1      |
| medical+jobs                          | 145         | 0      |
| chaffey+college                       | 135         | 0      |
| city+college                          | 93          | 0      |
| college+admissions                    | 89          | 0      |
| career+college                        | 87          | 0      |
| city+college                          | 81          | 0      |
| college+classes                       | 76          | 0      |
| college+degree                        | 73          | 0      |

## Top Related Content Performance

| Top Edu Content Performance | Impressions | Clicks |
|-----------------------------|-------------|--------|
| College Admission           | 90,545      | 19     |
| College Life                | 65,653      | 37     |
| Adult Education             | 21,214      | 34     |
| Financial Aid               | 18,715      | 12     |
| Studying Business           | 172         | 0      |

# Pay Per Click/SEM Data

\$4,000 September 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                               |
|-----------------------------------------------------------|--------------------|-------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------|---------------------------------------------------|-------------------------------------------------------------------------------------------------|----------------------|----------------------------------------------------------------|--------------------------------------------------------------------------------|--------------------------------------------------------|
| <b>Riverside Inland Empire Desert Consortium PPC 2018</b> | 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                                                |
|                                                           | \$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                                                                                              | 161                  | 222                                                            | 1.5                                                                            | \$24.84                                                |
|                                                           | \$4,000.00         | Sept              | 18,084                                                                                      | 1,227                                                                               | 6.79                                                    | \$3.26                                                    | 92                                              | 1                                                 | 41                                                                                              | 134                  | 170                                                            | 1.7                                                                            | \$29.85                                                |
| <b>TOTALS:</b>                                            | <b>\$32,000.00</b> | <b>129,483</b>    | <b>213,381</b>                                                                              | <b>11,349</b>                                                                       | <b>5.32</b>                                             | <b>\$2.82</b>                                             | <b>506</b>                                      | <b>10</b>                                         | <b>510</b>                                                                                      | <b>1,026</b>         | <b>1,989</b>                                                   | <b>1.5</b>                                                                     | <b>\$31.19</b>                                         |
|                                                           |                    |                   |                                                                                             |                                                                                     | (Above Average)                                         |                                                           |                                                 |                                                   |                                                                                                 |                      |                                                                | (First Page)                                                                   |                                                        |

## Web Event Summary Of Pages Visited

| Page URL Visited                | Clicks/Visits |
|---------------------------------|---------------|
| Contact Us Submitted            | 1             |
| *Palo Apply Now clicked         | 1             |
| *Victor Apply Now clicked       | 1             |
| *Jacinto Apply Now clicked      | 1             |
| *Copper Apply Now clicked       | 2             |
| *Bernardino Apply Now clicked   | 2             |
| *Crafton Apply Now clicked      | 3             |
| *Norco Apply Now clicked        | 3             |
| *Desert Apply Now clicked       | 3             |
| *Riverside Apply Now clicked    | 5             |
| *Chaffey Apply Now clicked      | 5             |
| *Financial aid near you clicked | 6             |
| *Moreno Apply Now clicked       | 6             |
| *Barstow Apply Now clicked      | 10            |
| Resources                       | 10            |
| Contact Us                      | 15            |
| View Colleges                   | 22            |
| Financial Aid                   | 30            |
| Annlv                           | 44            |

# Top 25 Performing Keywords

| 25 PERFORMING KEYWORDS            |
|-----------------------------------|
| chaffey college                   |
| Crafton Hills College             |
| Riverside City College            |
| Barstow Community College         |
| Mt San Jacinto College            |
| Norco College                     |
| Copper Mountain College           |
| College Of The Desert             |
| Moreno Valley College             |
| Palo Verde College                |
| emt paramedic certificate         |
| cosmetology class                 |
| community college program         |
| nursing associates degree         |
| San Bernardino College            |
| automotive technology certificate |
| community colleges near me        |
| radiologic technology class       |
| nursing certificate               |
| cosmetology college class         |
| paramedic class                   |
| teaching certification            |
| firefighter degree                |
| certificate in child development  |
| emt i class                       |

## Text Ad Group Performance (Google Only)

| Ad Group                                | Text Ad                                                                                                    | Impressions | Clicks | CTR   | Avg Pos | Publisher |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------|-------------|--------|-------|---------|-----------|
| General Ad Group                        | CA Community CollegesReal World Training In High Tech Degree Fields. Learn About Our Degree Programs.      | 3,887       | 458    | 11.78 | 2.1     | Google    |
| General Ad Group                        | Community College ProgramsLearn More About Degree & Certificate Programs. Sign Up Today. Real World Ready. | 1,881       | 156    | 8.29  | 2.4     | Google    |
| Medical Nursing                         | Medical and Nursing ProgramsEarn An Associate Of Science & Get Real World Career Ready. Apply Today.       | 2,169       | 77     | 3.55  | 3.7     | Google    |
| General Ad Group                        | CA Community CollegesEarn A Certificate or Associate Degree & Be Workforce Ready. Apply Today.             | 778         | 48     | 6.17  | 2.3     | Google    |
| Aeronautics Aviation Automotive         | California Community CollegesApply For A Degree & Get Real World Ready. Learn More About Our Programs Now. | 237         | 12     | 5.06  | 3.1     | Google    |
| Outdoor Architecture                    | Community College ProgramsEarn A Degree or Certificate & Get Ahead In The Workforce. Apply Today.          | 232         | 12     | 5.17  | 3.2     | Google    |
| Child Development                       | Community College DegreesEarn An Associate Degree In Early Childhood Development. Learn                    | 66          | 4      | 6.06  | 3.5     | Google    |
| Outdoor Architecture                    | California Community CollegesEarn A Certificate In Culinary Arts, Photography & More. Get Career Ready.    | 76          | 4      | 5.26  | 3.1     | Google    |
| Accounting Finance Business Real Estate | California Community CollegesGet Career Ready With An Associate Degree In Business, Finance Or             | 71          | 2      | 2.82  | 2.8     | Google    |
| Aeronautics Aviation Automotive         | Community College ProgramsEarn A Certificate or Degree & Get Ahead In The Workforce. Apply Today.          | 33          | 2      | 6.06  | 3.2     | Google    |

## Mobile Vs. Desktop Traffic

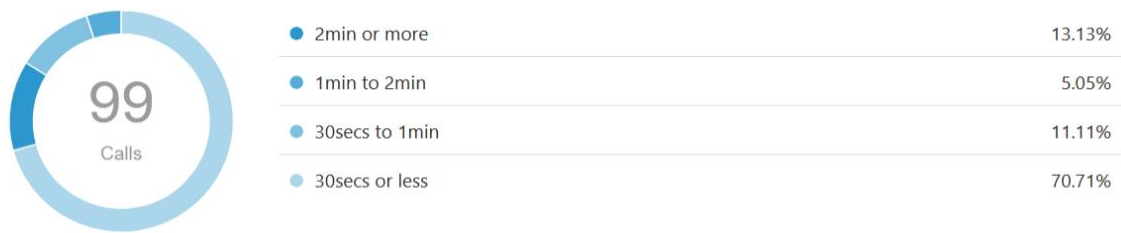
Mobile v. Desktop ⓘ



|           |        |
|-----------|--------|
| ● Mobile  | 69.63% |
| ● Desktop | 26.85% |
| ● Tablet  | 3.52%  |

# Average Call Length

Average Call Length



# Social Media Facebook/Instagram Campaign

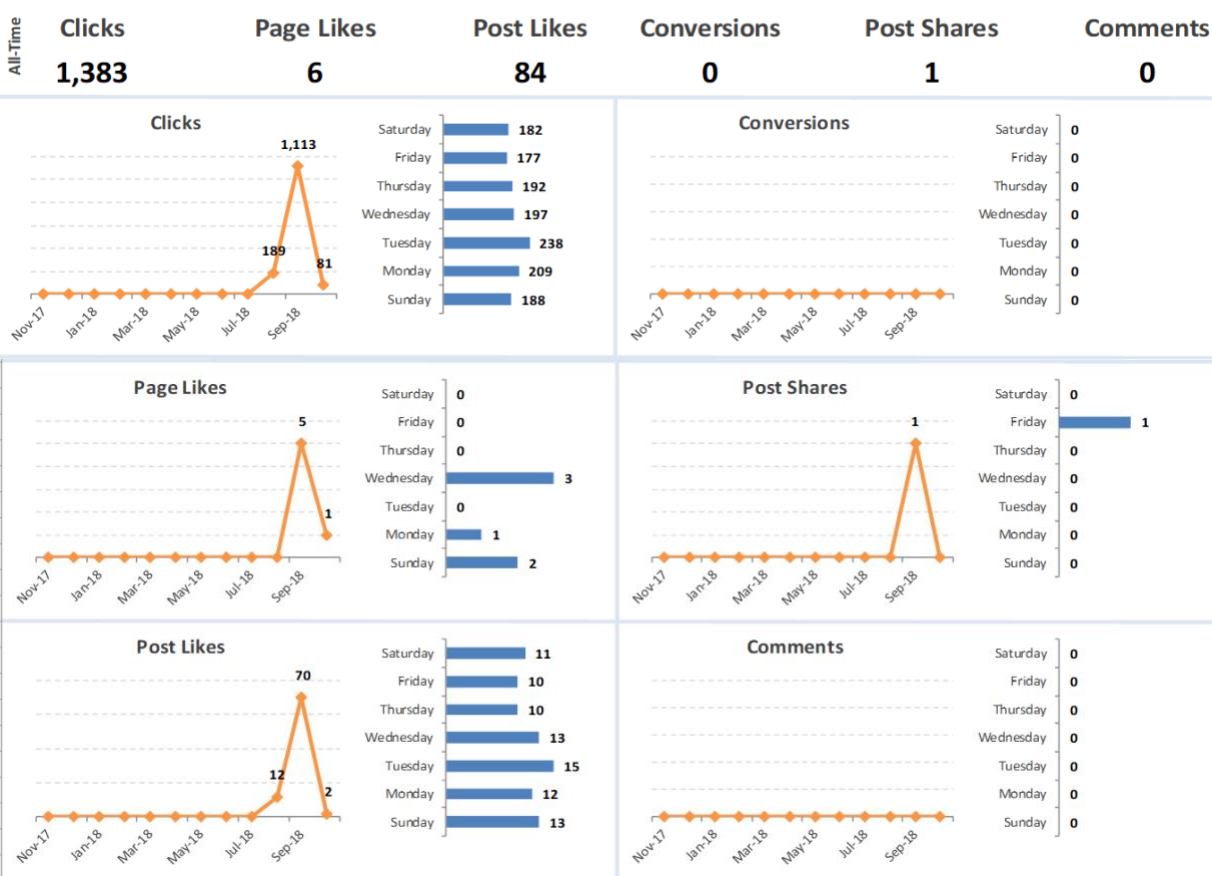
\$2,000 September 2018

| Campaign Name                                     | From         | To           | Budget     | Spent <sup>?</sup> | Impressions <sup>?</sup> | CPM <sup>?</sup> | Visits <sup>?</sup> |  |
|---------------------------------------------------|--------------|--------------|------------|--------------------|--------------------------|------------------|---------------------|--|
| Riverside Desert Consortium Facebook & Insta Sept | Aug 28, 2018 | Oct 02, 2018 | \$2,000.00 | \$2,000.00         | 128,521                  | \$15.56          | 1,345               |  |

- Affinity
- Core
- Core Interests
- Custom Audiences
- Look-Alike
- Manual

- Conversions
- Event Responses
- Lead Generation
- Link Clicks
- Offer Claims
- Brand Awareness

## Engagement



## Creative Report

| Ad Set Name               | Ad Name                        | Platform  | Device  | Impressions | Link Clicks | Clicks (All) | CTR   | Engagement | Video Watches at 100% |
|---------------------------|--------------------------------|-----------|---------|-------------|-------------|--------------|-------|------------|-----------------------|
| High School Students      | Video 1 - Brandy               | Facebook  | Mobile  | 15896       | 113         | 189          | 1.20% | 11         | 49                    |
| Retargeting               | Video 1 - Brandy               | Facebook  | Mobile  | 8690        | 98          | 140          | 1.60% | 3          | 56                    |
| High School Students - Sp | Video 1 - Brandy               | Facebook  | Mobile  | 8917        | 87          | 110          | 1.20% | 3          | 19                    |
| High School Students      | Carousel 1                     | Facebook  | Mobile  | 14079       | 64          | 98           | 0.69% | 3          |                       |
| Retargeting               | Carousel 1                     | Facebook  | Mobile  | 4904        | 60          | 72           | 1.50% | 1          |                       |
| High School Students - Sp | Video - Spanish                | Facebook  | Mobile  | 10031       | 59          | 99           | 0.98% | 6          | 43                    |
| High School Students      | Video 1 - Ruben                | Facebook  | Mobile  | 5868        | 55          | 89           | 1.50% | 3          | 20                    |
| Parents                   | Next-Gen READY                 | Facebook  | Mobile  | 9253        | 47          | 82           | 0.89% | 3          |                       |
| High School Students - Sp | Carousel 1                     | Facebook  | Mobile  | 6170        | 37          | 59           | 0.95% | 1          |                       |
| Veterans                  | Veterans 1 - Life Ready.       | Facebook  | Mobile  | 3573        | 36          | 48           | 1.30% |            |                       |
| High School Students      | Carousel 2                     | Facebook  | Mobile  | 8548        | 33          | 68           | 0.79% |            |                       |
| High School Students      | Students 2 - Real-World Ready. | Facebook  | Mobile  | 3355        | 24          | 34           | 1%    | 1          |                       |
| High School Students - Sp | Carousel 2                     | Facebook  | Mobile  | 3431        | 24          | 34           | 0.99% |            |                       |
| Retargeting               | Carousel 2                     | Facebook  | Mobile  | 1494        | 24          | 28           | 1.90% | 1          |                       |
| High School Students      | Students 3 - Career Ready.     | Facebook  | Mobile  | 3283        | 19          | 30           | 0.91% |            |                       |
| High School Students - Sp | Video 1 - Ruben                | Facebook  | Mobile  | 2049        | 17          | 24           | 1.20% |            | 5                     |
| Parents                   | COLLEGE READY                  | Facebook  | Mobile  | 3778        | 16          | 30           | 0.79% |            |                       |
| Veterans                  | Video 1 - Brandy               | Facebook  | Mobile  | 3070        | 14          | 26           | 0.85% |            | 7                     |
| Veterans                  | Carousel 1                     | Facebook  | Mobile  | 3512        | 13          | 23           | 0.65% |            |                       |
| Veterans                  | Veterans 2 - College Ready.    | Facebook  | Mobile  | 1192        | 12          | 14           | 1.20% |            |                       |
| High School Students      | Video 1 - Brandy               | Instagram | Mobile  | 674         | 11          | 11           | 1.60% | 27         | 2                     |
| High School Students - Sp | Students 3 - Career Ready.     | Facebook  | Mobile  | 1360        | 7           | 10           | 0.74% |            |                       |
| Retargeting               | Video 1 - Ruben                | Facebook  | Mobile  | 982         | 7           | 10           | 1%    | 2          | 6                     |
| Veterans                  | Carousel 2                     | Facebook  | Mobile  | 2213        | 6           | 14           | 0.63% | 1          |                       |
| High School Students      | Video 1 - Ruben                | Instagram | Mobile  | 343         | 5           | 7            | 2%    | 10         |                       |
| Parents                   | COLLEGE READY                  | Instagram | Mobile  | 37          | 3           | 3            | 8.10% |            |                       |
| Veterans                  | Video 1 - Ruben                | Facebook  | Mobile  | 1616        | 3           | 9            | 0.55% | 1          | 2                     |
| High School Students - Sp | Students 2 - Real-World Ready. | Facebook  | Mobile  | 1300        | 2           | 2            | 0.15% |            |                       |
| High School Students      | Carousel 1                     | Instagram | Mobile  | 233         | 1           | 2            | 0.86% |            |                       |
| High School Students      | Students 1 - Workforce Ready   | Facebook  | Mobile  | 172         | 1           | 3            | 1.70% |            |                       |
| High School Students      | Students 2 - Real-World Ready. | Facebook  | Desktop | 19          | 1           | 1            | 5.30% |            |                       |
| High School Students      | Students 2 - Real-World Ready. | Instagram | Mobile  | 255         | 1           | 2            | 0.78% |            |                       |
| High School Students - Sp | Carousel 2                     | Instagram | Mobile  | 91          | 1           | 1            | 1.10% | 1          |                       |
| High School Students - Sp | Students 1 - Workforce Ready   | Facebook  | Mobile  | 145         | 1           | 2            | 1.40% |            |                       |
| High School Students - Sp | Video - Spanish                | Instagram | Mobile  | 60          | 1           | 1            | 1.70% | 3          | 1                     |
| High School Students - Sp | Video 1 - Brandy               | Instagram | Mobile  | 129         | 1           | 1            | 0.78% | 5          |                       |
| High School Students - Sp | Video 1 - Ruben                | Instagram | Mobile  | 20          | 1           | 1            | 5%    | 1          |                       |
| Retargeting               | Retargeting 2 - Tech Ready.    | Facebook  | Mobile  | 25          | 1           | 1            | 4%    |            |                       |
| Retargeting               | Retargeting 3 - Born Ready     | Facebook  | Mobile  | 56          | 1           | 1            | 1.80% |            |                       |
| Veterans                  | Video 1 - Brandy               | Instagram | Mobile  | 51          | 1           | 1            | 1.90% | 1          |                       |