

Digital Media Report, November 2018

Inland Empire Desert Region Consortium

December 20, 2018

Table of Contents

I. CAMPAIGN WEBSITE (READYSETCAREER.ORG)	3
SITE ACTIONS	3
SITE EXPLORATION	3
TOP SOURCES OF SITE EXPLORATION	3
II. NEWSCENTER (NEWS.READYSETCAREER.ORG)	4
SITE ACTIONS	4
SITE EXPLORATION	4
TOP SOURCES OF SITE EXPLORATION	4
III. DIGITAL ADVERTISING CAMPAIGN	5
OVERVIEW	5
DIGITAL CAMPAIGN HIGHLIGHTS – NOVEMBER 2018	5
CUSTOM DISPLAY DATA	6
GEOGRAPHY TOP 20 LOCATIONS BY CLICKS ON BANNER ADS	6
TOP DOMAIN PERFORMANCES FROM KEYWORD SEARCH RETARGETING	6
TOP 20 KEYWORD PERFORMANCE BY CLICKS & IMPRESSIONS	8
TOP RELATED CONTENT PERFORMANCE	8
PAY PER CLICK/SEM DATA	9
TOP 25 PERFORMING KEYWORDS	10
TEXT AD GROUP PERFORMANCE (GOOGLE ONLY)	11
MOBILE VS. DESKTOP TRAFFIC	11
SOCIAL MEDIA FACEBOOK/INSTAGRAM CAMPAIGN	12
CREATIVE REPORT	13
GEO-FENCE DISPLAY MOBILE ADS CAMPAIGN	14
YOUTUBE DATA ENGLISH	15
YOUTUBE DATA SPANISH	16

I. Campaign Website (readysetcareer.org)

November 1 – 30, 2018

Site Actions

Total Page Views: 5,547, 100%

- Home: 1,397, 22.8%
- Resources: 76, 1.59%
- Apply: 58, 0.95%
- Financial Aid: 53, 1.19%
- Contact: 28, 0.46%
- View Colleges: 16, 0.26%

Site Exploration

Most Viewed Pages and Average Time Spent

- Home, 1:05
- Resources, 5:55
- Apply, 2:39
- Contact, 0:46
- View colleges, 1:39

Top Sources of Site Exploration

- Digital Ad Campaign: 88.2%
- Direct: 11.8%

II. Newscenter (news.readysetcareer.org)

November 1 – 30, 2018

Site Actions

Total Page Views: 225, 100%

- Home: 53, 23.56%
- Building A Healthier Health Care System: 44, 19.56%
- Videos: 22, 9.78%
- In the News: 12, 5.33%
- Stories: 11, 4.89%
- Abundance of Opportunity Awaits Hospitality and Tourism Program Grads: 9, 4%

Site Exploration

Most Viewed Pages and Average Time Spent

- Building A Healthier Health Care System: :30
- Videos: 1:02
- In the News: 0:34
- Stories: 0:11
- Abundance of Opportunity Awaits Hospitality and Tourism Program Grads: 02:50

Top Sources of Site Exploration

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

- Digital Ad Campaign: 41%
- Direct: 59%

III. Digital Advertising Campaign

Overview

Digital Campaign Highlights – November 2018

Custom Display Campaign Overview

- Drove a total of 1,147 visits to the website
- Drove over 544k impressions.
- Average CPM (cost per thousand impressions) is \$4.59

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 1,103 visits to the website
- Drove 122 calls
- Average cost per visit \$3.63
- Average cost per contact is \$22
- CTR on the text ads above average 2.20%

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 2,500+ visits to the website
- Drove over 358k+ impressions
- Drove over 3,000 engagements
- Over 200+ completed views watched

Geo-Fencing Mobile Display Ads

- Drove 693 visits to the website
- Drove over 338k impressions
- Over 4,000 walk-ins onto campus from targeted locations
- Average CPM is \$5

Geo-Fence Bench Industry Benchmark

- Average CPM (cost per thousand impressions) range \$5-\$8

YouTube Campaign English

- Drove over 47k+ impressions
- Drove over 22k completed video views and 47% completed video view rate
- Average cost per completed view is 8 cents

YouTube Campaign Spanish





- Drove over 286k+ impressions
- Drove over 123k completed video views and 43% completed video view rate
- Average cost per completed view is 1 cent

YouTube Industry Benchmarks

- Average competed video view rate is 15%
- Average cost per completed video view 5-8 cents

Custom Display Data

\$2,500 November 2018

Campaign Name	From	To	Budget	Spent 	Impressions 	CPM 	Visits 	
Riverside Desert Consortium Custom Display	Nov 02, 2018	Dec 01, 2018	\$2,500.00	\$2,500.00	544,920	\$4.59	1,147	 

Geography Top 20 Locations by Clicks On Banner Ads

Geography Region	Geography City	Performance Impressions	Performance Clicks
California	Riverside	47,928	118
California	San Bernardino	20,942	61
California	Corona	19,882	49
California	Fontana	19,461	43
California	Ontario	17,922	42
California	Moreno Valley	15,158	35
California	Rancho Cucamonga	11,965	31
California	Hemet	11,068	39
California	Hesperia	9,356	35
California	Temecula	9,158	17
California	Indio	9,147	29
California	Victorville	9,014	13
California	Murrieta	8,283	28
California	Palm Desert	8,221	27
California	Chino	7,646	19
California	Palm Springs	6,937	24
California	Lake Elsinore	6,694	20
California	Colton	6,669	17
California	Redlands	6,619	9
California	Rialto	6,610	19
California	Perris	6,535	16

Top Domain Performances from Keyword Search Retargeting

Domain Name	Performance Impressions	Performance Clicks
The Calculator	16,485	52
https://www.topixrewind.com	10,572	5
https://new.smalljoys.tv	9,513	7
http://topixrewind.com	8,992	3
https://www.buzznet.com	7,805	8
https://www.sparknotes.com	5,356	3
com.digitalchemistry.calculator.freedecimal	4,081	8
http://www.360daily.com	3,567	0
http://play.howstuffworks.com	2,882	1
com.dictionary	2,855	10
http://www.topixrewind.com	2,512	3
https://www.nitrotype.com	2,430	2
Musi Apple App	38,681	73
com.enflick.android.textnow	24,398	51
Happy Color Apple App	15,133	47
com.qisiemoji.inputmethod	12,614	47
Wordscapes Apple App	12,598	53

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	Performance Impressions	Performance Clicks
education_training_optimized_audience	346,308	959
college+course	1,585	1
college+degrees	642	2
community+college	519	0
career+college	368	1
find+me+a+job	343	1
college+application	333	0
business+class	302	1
city+college	271	0
college+class	260	0
career+opportunities	247	0
college+degree	204	0
college+degrees	169	0
higher+education	168	0
medical+jobs	161	0
junior+college	157	0
chaffey+college	154	0
city+college	101	0
college+admissions	87	0
online+colleges	56	0
community+colleges	47	0

Top Related Content Performance

Context Name	Performance Impressions	Performance Clicks
College Life	95,555	67
College Admission	51,542	31
Adult Education	30,575	75
Financial Aid Education	14,312	8
Drawing & Sketching Classes	15,793	50
Photography Classes	7,197	17
3D Graphics	3,668	5
Video Production Courses	1,257	3
Astrology	993	4
Net for Beginners	968	2

Pay Per Click/SEM Data

\$4,000 November 2018

Online Marketing Initiatives 2018
Ads running on Google, Yahoo and Bing

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Apply Button Clicked	Total Leads	Web Events	Average Page Position	Average Cost Per Contact
Riverside Inland Empire Desert Consortium PPC 2018	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Total clicks on the "apply now button" as a contact since we can't track the final form submits	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average page position on page 1 of search engine results page for all keywords	Average cost per contact (calls, end form submissions)
	\$4,000.00	Feb-18	26,018	1,341	5.15	\$2.98	68	3	102	173	261	1.5	\$23.12
	\$4,000.00	Mar-18	33,201	1,523	4.59	\$2.63	44	4	67	115	303	1.4	\$34.78
	\$4,000.00	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
	\$4,000.00	Oct	21,619	1,080	5.00	\$3.70	115	1	37	153	139	1.3	\$26.14
	\$4,000.00	Nov	17,948	1,103	6.15	\$3.63	122	4	49	175	70	1.3	\$22.86
TOTALS:	\$40,000.00	129,483	252,948	13,532	5.35	\$2.96	743	15	596	1,354	2,198	1.5	\$29.54

Web Event Summary Of Pages Visited

Page URL Visited	Clicks/Visits
Contact Us Submitted	1
View Colleges	1
*Jacinto Apply Now clicked	1
*Crafton Apply Now clicked	2
Contact Us	3
Resources	4
Apply	9
Apply Now Clicked	49

Top 25 Performing Keywords

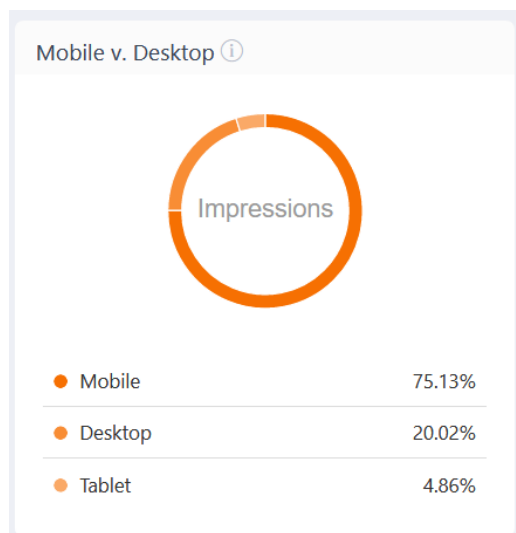
25 PERFORMING KEYWORDS

Crafton Hills College
Norco College
Mt San Jacinto College
Barstow Community College
Riverside City College
Copper Mountain College
cosmetology college class
food service class
psychiatric technician certificate
Moreno Valley College
real estate class
career college
College Of The Desert
Palo Verde College
community colleges
culinary arts college class
paramedic training
nursing associates degree
restaurant management certificate
firefighter degree
emt training
cosmetology class
community colleges around me
degree in child development

Text Ad Group Performance (Google Only)

Ad Group Name	Text Ad	Impressions	Visits	CTR	Avg Position	Wp Name
General Ad Group	CA Community CollegesReal World Training In High Tech Degree Fields. Learn About Our Degree Programs.	2,664	300	11.26	2.4	Google
General Ad Group	CA Community CollegesEarn A Certificate or Associate Degree & Be Workforce Ready. Apply Today.	1,285	102	7.94	2.5	Google
Medical Nursing	Medical and Nursing ProgramsEarn An Associate Of Science & Get Real World Career Ready. Apply Today.	2,003	70	3.49	3.9	Google
General Ad Group	Community College ProgramsLearn More About Degree & Certificate Programs. Sign Up Today. Real World Ready.	1,136	67	5.90	2.6	Google
General Ad Group	CA Community CollegesEarn A Certificate or Associate Degree & Be Workforce Ready. Apply Today.	662	32	4.83	2.5	Yahoo Bing Search
Child Development	Community College ProgramsEarn A Degree or Certificate & Get Ahead In The Workforce. Apply Today.	341	16	4.69	3.6	Google
Child Development	California Community CollegesApply For A Degree & Get Real World Ready. Learn More About Our Programs Now.	284	10	3.52	3.1	Google
Accounting Finance Business Real Estate	CA Community CollegesApply For A Degree & Get Real World Ready. Learn More About Our Programs Now.	325	8	2.46	3.3	Google
Accounting Finance Business Real Estate	Community College ProgramsEarn An Associate Degree In Your Field of Interest. Learn More & Apply Today.	295	8	2.71	3.3	Google
Accounting Finance Business Real Estate	California Community CollegesGet Career Ready With An Associate Degree In Business, Finance Or Accounting.	187	7	3.74	3.2	Google

Mobile Vs. Desktop Traffic



Social Media Facebook/Instagram Campaign

\$5,000 November 2018

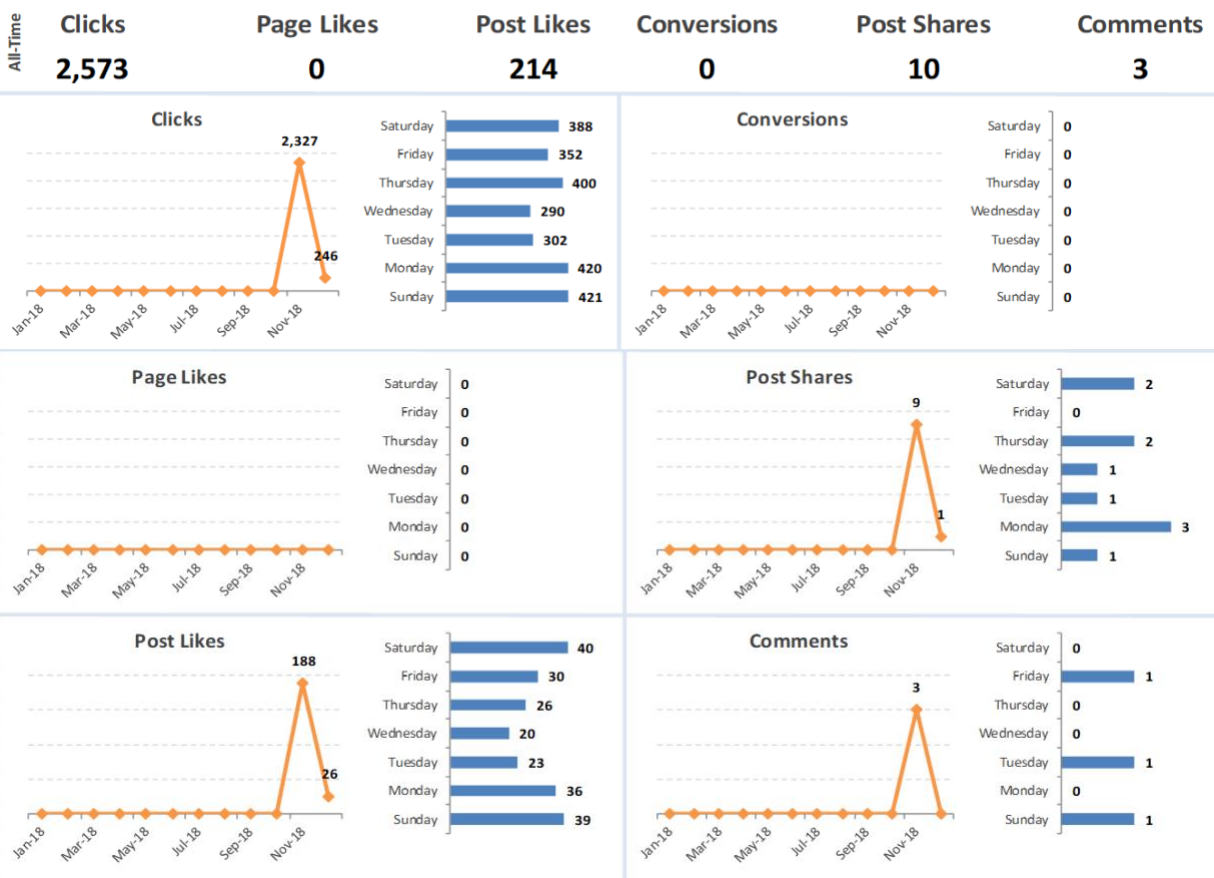
Riverside Desert Consortium Facebook & Insta

Facebook Performance

Performance



Engagement



Creative Report

Ad Set Name	Ad Name	Platform	Placement	Device Platform	Impressions	Link Clicks	Clicks (All)	CTR	Post Reactions	Post Comments	Post Shares	Video Watches at 100%
High School Students	November Ready 1	Facebook	Feed: News Feed	Desktop	22		0	0.00%				
High School Students	November Ready 1	Facebook	Feed: News Feed	Mobile	14525	48	84	0.58%	2			
High School Students	November Ready 1	Instagram	Feed: News Feed	Mobile	7160	9	15	0.21%	21			1
High School Students	November Ready 2	Facebook	Feed: News Feed	Desktop	59		0	0.00%				
High School Students	November Ready 2	Facebook	Feed: News Feed	Mobile	73587	235	472	0.64%	14			
High School Students	November Ready 2	Instagram	Feed: News Feed	Mobile	15369	14	30	0.20%	32			2
High School Students	November Ready 3	Facebook	Feed: News Feed	Desktop	15		0	0.00%				
High School Students	November Ready 3	Facebook	Feed: News Feed	Mobile	5858	23	45	0.77%	1			
High School Students	November Ready 3	Instagram	Feed: News Feed	Mobile	10353	6	17	0.16%	18			
High School Students	November Ready 4	Facebook	Feed: News Feed	Desktop	36		0	0.00%				
High School Students	November Ready 4	Facebook	Feed: News Feed	Mobile	6234	17	34	0.55%	3			
High School Students	November Ready 4	Instagram	Feed: News Feed	Mobile	6800	9	20	0.29%	6			1
High School Students - Spanish	Carousel 1	Facebook	Feed: News Feed	Desktop	14		0	0.00%				
High School Students - Spanish	Carousel 1	Facebook	Feed: News Feed	Mobile	6328	36	66	1.04%				
High School Students - Spanish	Carousel 1	Instagram	Feed: News Feed	Mobile	416		0	0.00%	1			
High School Students - Spanish	Carousel 1	Messenger	Messenger Inbox	Mobile	7039	10	10	0.14%				
High School Students - Spanish	Carousel 2	Facebook	Feed: News Feed	Desktop	3		0	0.00%				
High School Students - Spanish	Carousel 2	Facebook	Feed: News Feed	Mobile	1232	10	16	1.30%				
High School Students - Spanish	Carousel 2	Instagram	Feed: News Feed	Mobile	42		0	0.00%				
High School Students - Spanish	Carousel 2	Messenger	Messenger Inbox	Mobile	3381	4	4	0.12%				
High School Students - Spanish	Students 1 - Workforce Rea	Facebook	Feed: News Feed	Mobile	39		0	0.00%				
High School Students - Spanish	Students 1 - Workforce Rea	Instagram	Feed: News Feed	Mobile	42		0	0.00%				
High School Students - Spanish	Students 1 - Workforce Rea	Messenger	Messenger Inbox	Mobile	367		0	0.00%				
High School Students - Spanish	Students 2 - Real-World Rea	Facebook	Feed: News Feed	Desktop	1		0	0.00%				
High School Students - Spanish	Students 2 - Real-World Rea	Facebook	Feed: News Feed	Mobile	1574	6	7	0.44%				
High School Students - Spanish	Students 2 - Real-World Rea	Instagram	Feed: News Feed	Mobile	544	1	1	0.18%	3			
High School Students - Spanish	Students 2 - Real-World Rea	Messenger	Messenger Inbox	Mobile	703		0	0.00%				
High School Students - Spanish	Students 3 - Career Ready	Facebook	Feed: News Feed	Mobile	832	1	5	0.60%				
High School Students - Spanish	Students 3 - Career Ready	Instagram	Feed: News Feed	Mobile	45		0	0.00%				
High School Students - Spanish	Students 3 - Career Ready	Messenger	Messenger Inbox	Mobile	691	2	2	0.29%				
High School Students - Spanish	Video - Spanish	Facebook	Feed: News Feed	Desktop	1		0	0.00%				
High School Students - Spanish	Video - Spanish	Facebook	Feed: News Feed	Mobile	36069	166	317	0.88%	13		1	99
High School Students - Spanish	Video - Spanish	Instagram	Feed: News Feed	Mobile	861	4	6	0.70%	16			2
High School Students - Spanish	Video 1 - Brandy	Facebook	Feed: News Feed	Desktop	2		0	0.00%				1
High School Students - Spanish	Video 1 - Brandy	Facebook	Feed: News Feed	Mobile	32151	148	331	1.03%	14		1	75
High School Students - Spanish	Video 1 - Brandy	Instagram	Feed: News Feed	Mobile	1329	4	6	0.45%	22			2
High School Students - Spanish	Video 1 - Ruben	Facebook	Feed: News Feed	Mobile	7321	45	76	1.04%	4			17
High School Students - Spanish	Video 1 - Ruben	Instagram	Feed: News Feed	Mobile	209	1	1	0.48%				1

Parents	COLLEGE READY	Facebook	Feed: News Feed	Desktop	2		0	0.00%				
Parents	COLLEGE READY	Facebook	Feed: News Feed	Mobile	1884	5	10	0.53%				
Parents	COLLEGE READY	Instagram	Feed: News Feed	Mobile	19		0	0.00%	1			
Parents	Next-Gen READY	Facebook	Feed: News Feed	Desktop	23		0	0.00%				
Parents	Next-Gen READY	Facebook	Feed: News Feed	Mobile	26477	126	227	0.86%	4			
Parents	Next-Gen READY	Instagram	Feed: News Feed	Mobile	123	1	1	0.81%	1			
Retargeting	November Ready 1	Facebook	Feed: News Feed	Desktop	30		0	0.00%				
Retargeting	November Ready 1	Facebook	Feed: News Feed	Mobile	16345	92	145	0.89%	5			3
Retargeting	November Ready 1	Instagram	Feed: News Feed	Mobile	368	1	3	0.82%	2			
Retargeting	November Ready 2	Facebook	Feed: News Feed	Desktop	47		0	0.00%				
Retargeting	November Ready 2	Facebook	Feed: News Feed	Mobile	24014	80	163	0.68%	5			
Retargeting	November Ready 2	Instagram	Feed: News Feed	Mobile	411	3	4	0.97%				
Retargeting	November Ready 3	Facebook	Feed: News Feed	Desktop	5		0	0.00%				
Retargeting	November Ready 3	Facebook	Feed: News Feed	Mobile	4208	17	34	0.81%	4			
Retargeting	November Ready 3	Instagram	Feed: News Feed	Mobile	620	2	2	0.32%	3		1	
Retargeting	November Ready 4	Facebook	Feed: News Feed	Desktop	1		0	0.00%				
Retargeting	November Ready 4	Facebook	Feed: News Feed	Mobile	1717	4	7	0.41%	1			
Retargeting	November Ready 4	Instagram	Feed: News Feed	Mobile	56		0	0.00%				
Veterans	November Ready 1	Facebook	Feed: News Feed	Desktop	10		0	0.00%				
Veterans	November Ready 1	Facebook	Feed: News Feed	Mobile	13304	91	132	0.99%	4			
Veterans	November Ready 1	Instagram	Feed: News Feed	Mobile	256	3	3	1.17%	2			
Veterans	November Ready 2	Facebook	Feed: News Feed	Desktop	10		0	0.00%				
Veterans	November Ready 2	Facebook	Feed: News Feed	Mobile	16939	112	172	1.02%	2			
Veterans	November Ready 2	Instagram	Feed: News Feed	Mobile	1142	4	12	1.05%	5		1	
Veterans	November Ready 3	Facebook	Feed: News Feed	Desktop	2		0	0.00%				
Veterans	November Ready 3	Facebook	Feed: News Feed	Mobile	5240	44	61	1.16%	2			
Veterans	November Ready 3	Instagram	Feed: News Feed	Mobile	2298	8	16	0.70%	3			2
Veterans	November Ready 4	Facebook	Feed: News Feed	Mobile	1224	11	14	1.14%				
Veterans	November Ready 4	Instagram	Feed: News Feed	Mobile	157		2	1.27%				

Geo-Fence Display Mobile Ads Campaign

\$2,000 November 2018

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
Riverside/Inland Empire GeoFence	Oct 31, 2018	Dec 02, 2018	\$2,000.00	\$2,000.00	338,088	\$5.92	693	

Top Performing Ads Based On Impressions/Clicks

Top Domain Performance	Performance Impressions	Performance Clicks
Musi Apple	36006	70
com.enflick.android.textnow	27137	62
com.qisiemoji.inputmethod	24707	113
mobi.ifunny	23306	28
com.pixel.art.coloring.color.number	18942	31
iFunny Apple	13128	13
com.metropcs.metrozone	6808	7
com.pinger.textfree	4438	8
com.peoplefun.wordcross	3910	7
com.weather.weather	3884	6
kika Keyboard Apple	3862	11
com.talkatone.android	3513	5
Happy Color Apple	3200	6
theChive apple	3189	5
Text Free Apple	2975	0
bubbles.offline	2637	6
com.easybrain.sudoku.android	2515	15
com.myfitnesspal.android	2302	1
com.thehive	2236	3
com.europosit.pixelcoloring	2029	1
com.apalon.myclockfree	1913	4

Top 20 Performing Apps Based On Impressions/Clicks

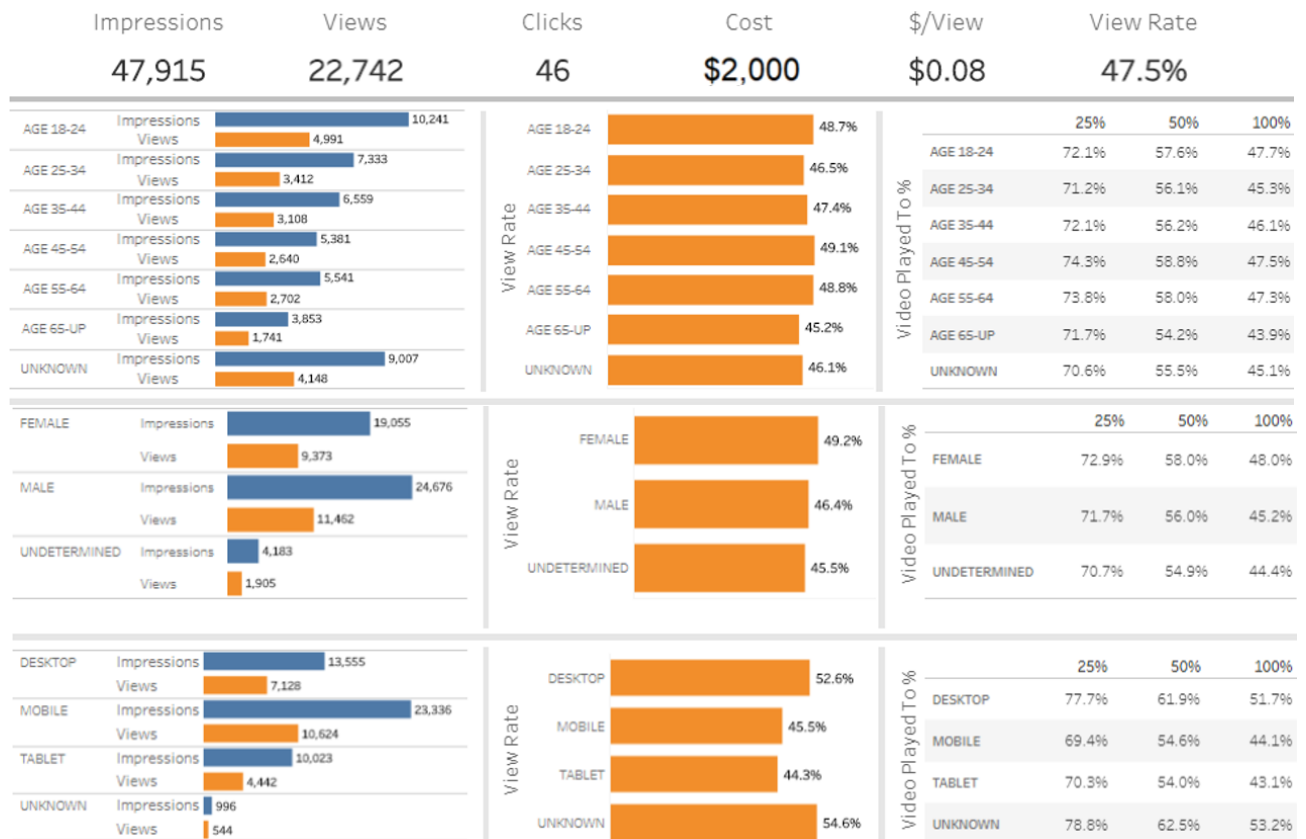
Top Location Performance	Impressions	Clicks	Conversions Clickthrough Visits	Conversions Viewthrough Visits	Conversions Weighted Actions
Redlands Adventist Academy: 130 Tennessee St.É	29370	94	0	4	4
Hesperia Christian School: 16775 Olive St	16722	34	1	187	188
Hope Academy Charter: 1055 Bloomington Ave	16145	30	1	86	87
Middle College High School: 1260 W. Esperanza St.	11691	19	9	1584	1593
Liberty Christian Academy: Po Box 517	11141	29	0	8	8
San Jacinto High School: 500 Idyllwild Dr	9757	10	0	321	321
Upland High School: 565 W 11th St	7854	11	0	5	5
Rialto High School: 595 S Eucalyptus Ave	6730	14	1	84	85
Wilmer Amina Carter High School: 2630 N Linden Ave	6399	16	0	19	19
Central High School: 405 North Second Ave.É	6374	9	0	112	112
Ontario High School: 901 W Francis St	5518	11	1	2	3
San Bernardino High School: 1850 N E St	5399	16	0	42	42
Alta Vista Public: 689 W 2nd St	4948	9	1	50	51
Canyon Springs High School: 23100 Cougar Canyon Rd	4281	11	0	6	6
Alta Loma High School: 8880 Base Line Rd	4076	9	0	0	0
Yucaipa High School Ninth Grade Campus: 33000 Yucaipa Blvd	4023	4	0	12	12
Riverside Gateway to College: 4800 Magnolia Ave	3966	3	3	673	676
Crown Ridge Academy: 3030 Del Rosa Ave.	3823	16	1	13	14
Rancho Cucamonga High School: 11801 Lark Dr	3820	5	0	0	0
Chino High School: 5472 Park PlaceÉ	3634	9	0	0	0
Desert Mountain Community Day: 15733 1st St	3300	8	0	6	6
Hemet High School: 41701 Stetson Ave	3231	9	0	26	26
Montclair High School: 4725 Benito St	3210	12	0	1	1
Ontario Christian School: 931 W. Philadelphia St.	3205	4	0	7	7

YouTube Data English

\$2,000 November 2018

Riverside/Inland Empire YouTube English

REACHLOCAL
PART OF THE 2YEAH TEAM



YouTube Data Spanish

\$2,000 November 2018

Riverside/Inland Empire Spanish YouTube

REACHLOCAL
PART OF THE SAN JOAQUIN VALLEY

