

# **Digital Media Report, February 2019**

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## **Inland Empire Desert Regional Consortium**

**March 12, 2019**

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# Cumulative Results

February 2018 - February 2019

| Platform                                      | February | March     | April     | May       | June      | July      | August    | September | October | November | December | January | February | TOTAL      |
|---|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|----------|----------|---------|----------|------------|
| <b>Social Media: Facebook &amp; Instagram</b> |          |           |           |           |           |           |           |           |         |          |          |         |          |            |
| Impressions                                   | 80,000   | 89,000    | 86,976    | 872,000   | 81,292    | 125,314   | 133,703   | 128,521   | 248,725 | 358,186  | 393,166  | 387,508 | 409,034  | 3,393,425  |
| Engagements                                   | 1,576    | 504       | 3,132     | 6,241     | 4,413     | 1,548     | 1,368     | 1,383     | 2,214   | 2,573    | 2,732    | 2,775   | 2,829    | 33,288     |
| <b>Digital Marketing - Display Ads</b>        |          |           |           |           |           |           |           |           |         |          |          |         |          |            |
| Impressions                                   | 543,000  | 493,000   | 369,343   | 374,154   | 370,349   | 442,779   | 408,976   | 470,837   | 435,304 | 544,920  | 580,269  | 433,822 | 395,554  | 5,862,307  |
| Clicks  | 1,377    | 1,404     | 883       | 820       | 868       | 1,431     | 1,161     | 967       | 957     | 1,147    | 1,196    | 1,035   | 794      | 14,040     |
| <b>Geofence</b>                               |          |           |           |           |           |           |           |           |         |          |          |         |          |            |
| Visits to Website                             | 647      | 2,829     | 5,558     | 3,688     | 2,870     |           |           |           |         |          | 535      |         | 468      | 16595      |
| Impressions                                   | 296,000  | 2,500,000 | 5,500,000 | 5,300,000 | 3,600,000 |           |           |           |         |          | 341,045  |         | 264,696  | 17,801,741 |
| Average CPM                                   | \$5.06   | \$0.59    | \$0.49    | \$0.49    | \$0.74    |           |           |           |         |          | \$5.00   |         | \$5.67   | \$2.58     |
| <b>Pay Per Click</b>                          |          |           |           |           |           |           |           |           |         |          |          |         |          |            |
| Visits to Websites                            | 1341     | 1,523     | 1,619     | 1,444     | 1,613     | 1,354     | 1,228     | 1,227     | 1,080   | 1,103    | 1,236    | 1,063   | 1,001    | 16832      |
| Calls   | 68       | 44        | 28        | 33        | 47        | 94        | 100       | 92        | 115     | 122      | 106      | 50      | 40       | 939        |
| Average Cost per Visit                        | \$2.98   | \$2.63    | \$2.47    | \$2.77    | \$2.43    | \$2.95    | \$3.26    | \$3.26    | \$3.70  | \$3.63   | \$3.24   | \$3.76  | \$4.00   | \$3.16     |
| Average Cost per Contact                      | \$56.00  | \$83.00   | \$44.00   | \$50.00   | \$31.00   | \$27.00   | \$14.00   | \$29.85   | \$26.14 | \$22.86  | \$26.85  | \$19.70 | \$24.24  | \$34.97    |
| Click Thru Rate                               | 5.15%    | 4.59%     | 4.99%     | 4.58%     | 4.97%     |           | 7.36%     | 6.79%     | 5.00%   | 6.15%    | 5.83%    | 4.34%   | 3.96%    | 5.31%      |
| <b>YouTube Marketing - English</b>            |          |           |           |           |           |           |           |           |         |          |          |         |          |            |
| Impressions                                   |          |           | 108,407   | 61,835    | 61,521    | 63,652    | 63,804    |           | 38,989  | 47,915   | 58,740   | 88,900  | 56,843   | 650606     |
| Completed Views                               |          |           | 60,392    | 34,408    | 31,807    | 26,053    | 27,831    |           | 19,427  | 22,742   | 26,101   | 42,290  | 26,157   | 317,208    |
| Clicks  |          |           |           |           | 111       | 141       | 128       |           | 49      | 46       | 99       | 198     | 111      | 883        |
| <b>YouTube Marketing - Spanish</b>            |          |           |           |           |           |           |           |           |         |          |          |         |          |            |
| Impressions                                   |          |           |           | 68,166    | 79,831    | 86,569    | 119,843   |           | 281,421 | 286,294  | 254,267  | 395,874 | 322,296  | 1894561    |
| Completed Views                               |          |           |           | 32,305    | 34,547    | 35,781    | 50,125    |           | 118,116 | 123,700  | 111,449  | 182,594 | 143,641  | 832258     |
| Clicks  |          |           |           | 132       | 178       | 215       | 261       |           | 520     | 502      | 570      | 1,088   | 891      | 4357       |
| <b>Website Traffic</b>                        |          |           |           |           |           |           |           |           |         |          |          |         |          |            |
| Total Page Views                              | 683      | 9,342     | 11,190    | 10,200    | 9,243     | 7,111     | 6,234     | 4,470     | 4,057   | 5,547    | 7,003    | 5,649   | 4,837    | 85566      |
| Apply Clicks                                  | 93       | 209       | 191       | 127       | 197       | 170       | 108       | 118       | 73      | 58       | 66       | 86      | 48       | 1544       |
| Contact Us Clicks                             | 31       | 115       | 94        | 24        | 69        | 74        | 44        | 51        | 69      | 28       | 8        | 15      | 3        | 625        |
| Average Time Spent (on Home Page)             | 2:19     | 2:19      | 2:12      | 1:08      | 1:53      | 1:21      | 0:59      | 2:51      | 1:29    | 1:05     | 0:31     | 1:43    | 2:04     | 1:41       |
| <b>Newscenter Traffic</b>                     |          |           |           |           |           |           |           |           |         |          |          |         |          |            |
| Total Page Views                              |          |           |           |           | 567       | 453       | 548       | 325       |         | 225      |          |         |          | 2118       |
| Average Time Spent (on Home Page)             |          |           |           |           | 2:37      | 2:07      | 0:59      | 0:59      |         | 2:06     |          |         |          | 1:45       |
| <b>Pandora Marketing</b>                      |          |           |           |           |           |           |           |           |         |          |          |         |          |            |
| Total Impressions                             |          |           | 1,635,480 | 1,635,152 | 1,635,382 | 1,635,664 | 8,177,426 |           |         |          |          |         |          | 14,719,104 |
| <b>E-Newsletter</b>                           |          |           |           |           |           |           |           |           |         |          |          |         |          |            |
| Average open rate                             | 63.50%   |           |           | 39.60%    |           |           | 84.90%    |           |         |          |          |         |          | 62.67%     |
| Average click-through rate                    | 7%       |           |           | 6%        |           |           | 5%        |           |         |          |          |         |          | 6.00%      |

## I. Campaign Website (readysetcareer.org)

February 1 – February 28, 2019

### Site Actions

Total Page Views: 4,837, 100%

- Home: 891, 18.4%
- Resources: 52, 1.08%
- Apply: 48, .99%
- Financial Aid 21, .43%
- Employers: 20, .41%
- View Colleges: 19, .39%

### Site Exploration

Most Viewed Pages and Average Time Spent

- Resources, 2:23
- Home, 2:04
- Apply, 1:41
- View Colleges, 1:34
- Employers, 0:23
- Financial Aid, 0:15

### Top Sources of Site Exploration

- Digital Ad Campaign: 97.7%
- Direct: 2.3%

## II. Digital Advertising Campaign

### Overview

#### Digital Campaign Highlights – February 2019

##### Custom Display Campaign Overview

- Drove a total of 794 visits to the website
- Drove over 395,000 impressions.
- Average CPM (cost per thousand impressions) is \$5

##### 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 1001 visits to the website
- Drove over 165 total leads
- Average cost per visit \$3.76
- Average cost per contact is \$24
- CTR on the text ads above average 3.96%

##### PPC Campaign Benchmark for Google Trends In Education in CA

- Average cost per visit for is \$4.50
- Average cost per contact is \$72
- Average CTR on the text ads is 3.5%

##### Social Media Facebook/Instagram Campaign

- Drove over 2,800 visits to the website
- Drove over 409,000 impressions
- Drove over 3100 engagements
- 634 completed views watched

##### YouTube Campaign English

- Drove over 56,000 impressions
- Drove over 26,000 completed video views
- 46% completed video view rate
- Average cost per contact is 6 cents

##### YouTube Campaign Spanish

- Drove over 322,000 impressions
- Drove over 143,000 completed video views
- 44% completed video view rate
- Average cost per contact is 1 cents

##### YouTube Industry Benchmarks

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

##### Geo-Fencing Mobile Display Ads

- Drove over 468 visits to the website
- Over 264,000 impressions
- 937 walk-ins onto campus from targeted locations
- Average CPM is \$5

## **Geo-Fence Industry Benchmarks**

- Average CTR between 20-25%
- Average CPM (cost per thousand impressions range \$5-\$8)

## Custom Display Data

\$2,000 February 2019

| Campaign Name                              | From         | To           | Budget     | Spent      | Impressions | CPM    | Visits |  |
|--|--------------|--------------|------------|------------|-------------|--------|--------|--|
| Riverside Desert Consortium Custom Display | Jan 29, 2019 | Mar 02, 2019 | \$2,000.00 | \$2,000.00 | 395,554     | \$5.06 | 794    |  |

## Top Domain Performances from Keyword Search Retargeting

| Targeting Tactic  | Domain Performance                   | Impressions | Clicks |
|-------------------|--------------------------------------|-------------|--------|
| Keyword Targeting | https://mail.yahoo.com               | 20,210      | 48     |
| Content Targeting | https://www.typing.com               | 15,127      | 13     |
| Content Targeting | https://talk.collegeconfidential.com | 13,889      | 38     |
| Keyword Targeting | com.enflick.android.textnow          | 13,344      | 47     |
| Content Targeting | http://www.universityfox.com         | 10,435      | 7      |
| Keyword Targeting | https://www.graduatez.com            | 10,350      | 36     |
| Keyword Targeting | https://people.com                   | 10,252      | 70     |
| Keyword Targeting | com.peoplefun.wordcross              | 5,100       | 11     |
| Keyword Targeting | Sudoku Apple                         | 5,014       | 18     |
| Content Targeting | https://www.shmoop.com               | 3,906       | 1      |
| Content Targeting | https://living.alot.com              | 3,259       | 5      |
| Keyword Targeting | com.pinger.textfree                  | 3,012       | 5      |
| Keyword Targeting | https://247sports.com                | 2,848       | 3      |
| Keyword Targeting | https://m.accuweather.com            | 2,599       | 1      |
| Content Targeting | https://www.nickiswift.com           | 2,482       | 1      |
| Keyword Targeting | com.link.messages.sms                | 2,435       | 16     |
| Content Targeting | https://ktla.com                     | 2,245       | 1      |
| Keyword Targeting | https://www.reddit.com               | 2,183       | 1      |
| Content Targeting | https://www.citationmachine.net      | 2,111       | 0      |
| Keyword Targeting | Word With Friends Apple              | 2,080       | 14     |

## 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 | 199,151     | 674    |
| business+class                        | 7,055       | 4      |
| college+class                         | 5,597       | 6      |
| college+course                        | 4,384       | 6      |
| college+degrees                       | 3,206       | 2      |
| career+college                        | 3,135       | 0      |
| community+college                     | 2,489       | 11     |
| college+degree                        | 2,122       | 31     |
| college+admissions                    | 1,720       | 5      |
| city+college                          | 1,672       | 1      |
| higher+education                      | 1,536       | 9      |
| junior+college                        | 1,427       | 21     |
| junior+college                        | 1,243       | 0      |
| college+degrees                       | 1,183       | 76     |
| chaffey+college                       | 930         | 0      |
| city+college                          | 911         | 198    |
| medical+jobs                          | 725         | 21     |
| college+classes                       | 697         | 44     |
| college+courses                       | 576         | 55     |
| college+courses                       | 567         | 8      |
| career+transition                     | 525         | 4      |

## Top Related Content Performance

| Top Related Content Performance | Impressions | Clicks |
|---------------------------------|-------------|--------|
| College Admission               | 100,262     | 53     |
| Financial Aid Education         | 36,507      | 25     |
| Adult Education                 | 25,141      | 45     |

## Pay Per Click/SEM Data

\$4,000 February 2019

Online Marketing Initiatives 2019  
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 2019</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        | Jan               | 24,495  | 1,063   | 4.34  | \$3.76  | 50  | 3   | 150   | 203                  | 210  | 1.5  | \$19.70  |
|   | \$4,000.00        | Feb               | 25,295  | 1,001   | 3.96  | \$4.00  | 40  | 3   | 122   | 165                  | 178  | 1.9  | \$24.24  |
|   |                   |                   |   |   |   |   |   |   |   |                      |  |  |  |
|   |                   |                   |   |   |   |   |   |   |   |                      |  |  |  |
| <b>TOTALS:</b>  | <b>\$8,000.00</b> | <b>0</b>          | <b>49,790</b>   | <b>2,064</b>  | <b>4.15</b>   | <b>\$3.88</b>   | <b>90</b>                                       | <b>6</b>  | <b>272</b>  | <b>368</b>           | <b>388</b>   | <b>1.7</b>   | <b>\$21.74</b>   |
|   |                   |                   |   |   | (Above Average)   |   |   |   |   |                      |  | (First Page)   |  |

## Page Visits

| Top Page Visits                  | Total Visits/Clicks To Page |
|----------------------------------|-----------------------------|
| *Palo college link clicked       | 1                           |
| *Bernardino Apply Now clicked    | 1                           |
| *Copper college link clicked     | 1                           |
| *Jacinto Apply Now clicked       | 1                           |
| *Victor Apply Now clicked        | 1                           |
| *Crafton college link clicked    | 2                           |
| *Crafton Apply Now clicked       | 4                           |
| *Riverside Apply Now clicked     | 4                           |
| *Moreno Apply Now clicked        | 4                           |
| *Norco college link clicked      | 7                           |
| *Jacinto college link clicked    | 8                           |
| *Desert college link clicked     | 9                           |
| *Bernardino college link clicked | 10                          |
| Financial Aid                    | 10                          |
| *Moreno college link clicked     | 10                          |
| *Victor college link clicked     | 11                          |
| Resources                        | 12                          |
| *Riverside college link clicked  | 14                          |
| *Barstow college link clicked    | 14                          |
| View Colleges                    | 16                          |
| Apply                            | 18                          |
| *Chaffey college link clicked    | 20                          |

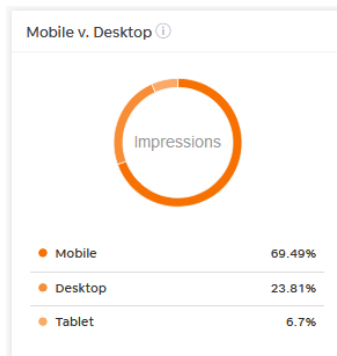


## Top 25 Performing Keywords

### 25 PERFORMING KEYWORDS

|   |
|---|
| emt training                            |
| firefighter degree                      |
| cosmetology certificate                 |
| building inspection certificate         |
| nursing associates degree               |
| community colleges                      |
| Crafton Hills College                   |
| cosmetology degree                      |
| OSHA Certification                      |
| Barstow Community College               |
| community college to university         |
| OSHA certification online               |
| early childhood education certification |
| teacher certification                   |
| online college courses                  |
| associates degrees                      |
| degree in child development             |
| early childhood education class         |
| certificate in real estate              |
| photography class                       |
| firefighter program                     |
| Mt San Jacinto College                  |
| paramedic training                      |
| dental assisting class                  |
| aviation maintenance certificate        |

## Mobile Vs. Desktop Performance



## Text Ad Group Performance (Google Only)

| Ad Group Name                           | Text Ad   | Impressions | Visits | CTR  | Avg Position | Wp Name |
|---|---|-------------|--------|------|--------------|---------|
| Medical Nursing                         | Medical and Nursing Programs Earn An Associate Of Science & Get Real World Career Ready. Apply Today.       | 5,202       | 170    | 3.27 | 3.9          | Google  |
| General Ad Group                        | CA Community Colleges Real World Training In High Tech Degree Fields. Learn About Our Degree Programs.      | 1,320       | 105    | 7.95 | 2.6          | Google  |
| General Ad Group                        | Community College Programs Learn More About Degree & Certificate Programs. Sign Up Today. Real World Ready. | 2,233       | 95     | 4.25 | 2.9          | Google  |
| General Ad Group                        | CA Community Colleges Earn A Certificate or Associate Degree & Be Workforce Ready. Apply Today.             | 1,809       | 65     | 3.59 | 2.7          | Google  |
| Child Development                       | Community College Programs Earn A Degree or Certificate & Get Ahead In The Workforce. Apply Today.          | 1,198       | 52     | 4.34 | 3.2          | Google  |
| Child Development                       | California Community Colleges Apply For A Degree & Get Real World Ready. Learn More About Our Programs Now. | 1,233       | 49     | 3.97 | 3.0          | Google  |
| Outdoor Architecture                    | California Community Colleges Earn A Certificate In Culinary Arts, Photography & More. Get Career Ready.    | 622         | 48     | 7.72 | 3.0          | Google  |
| Accounting Finance Business Real Estate | California Community Colleges Get Career Ready With An Associate Degree In Business, Finance Or Accounting. | 762         | 27     | 3.54 | 3.3          | Google  |
| Digital Media                           | CA Community Colleges Study Mobile App Development, Digital Gaming, 3D Gaming & More. Apply Now.            | 753         | 24     | 3.19 | 3.5          | Google  |
| Accounting Finance Business Real Estate | Community College Programs Earn An Associate Degree In Your Field of Interest. Learn More & Apply Today.    | 571         | 20     | 3.50 | 3.3          | Google  |

# Social Media Facebook/Instagram Campaign

\$4,000 February 2019

Riverside Desert Consortium Facebook & Insta

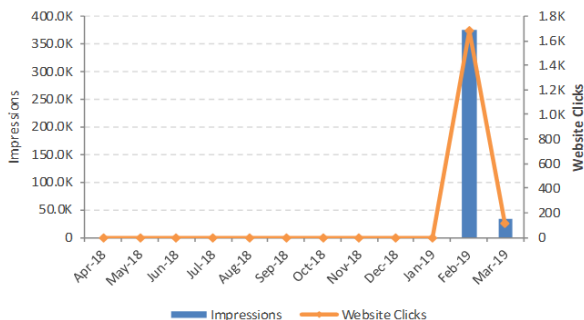
Facebook Performance

## Performance

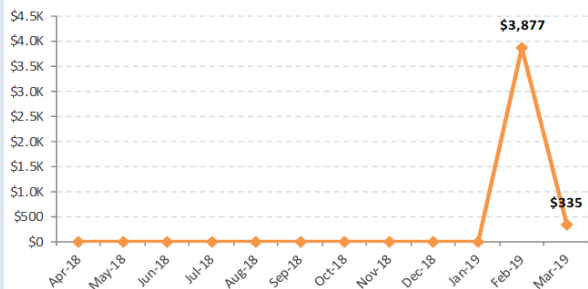
All-Time  
**Impressions**  
**409,034**

**Ad Spend**  
**\$4,212**

### Impressions vs Website Clicks



### Ad Spend



## Engagement

All-Time  
**Clicks**  
**2,852**

**Page Likes**  
**0**

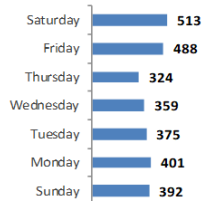
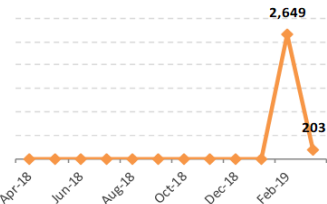
**Post Likes**  
**238**

**Conversions**  
**0**

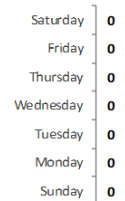
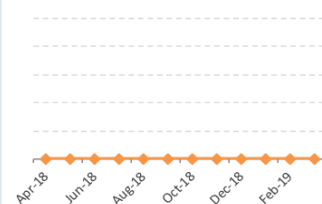
**Post Shares**  
**7**

**Comments**  
**2**

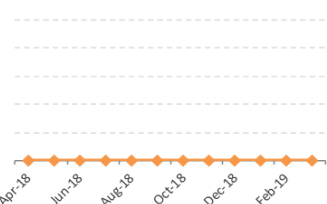
### Clicks



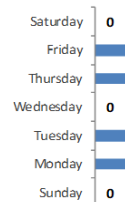
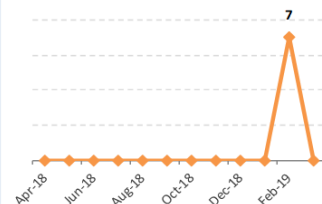
### Conversions



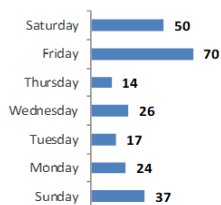
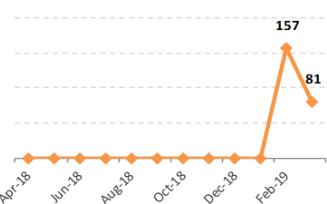
### Page Likes



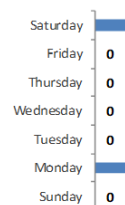
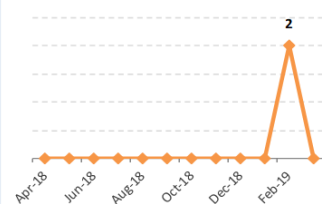
### Post Shares



### Post Likes



### Comments



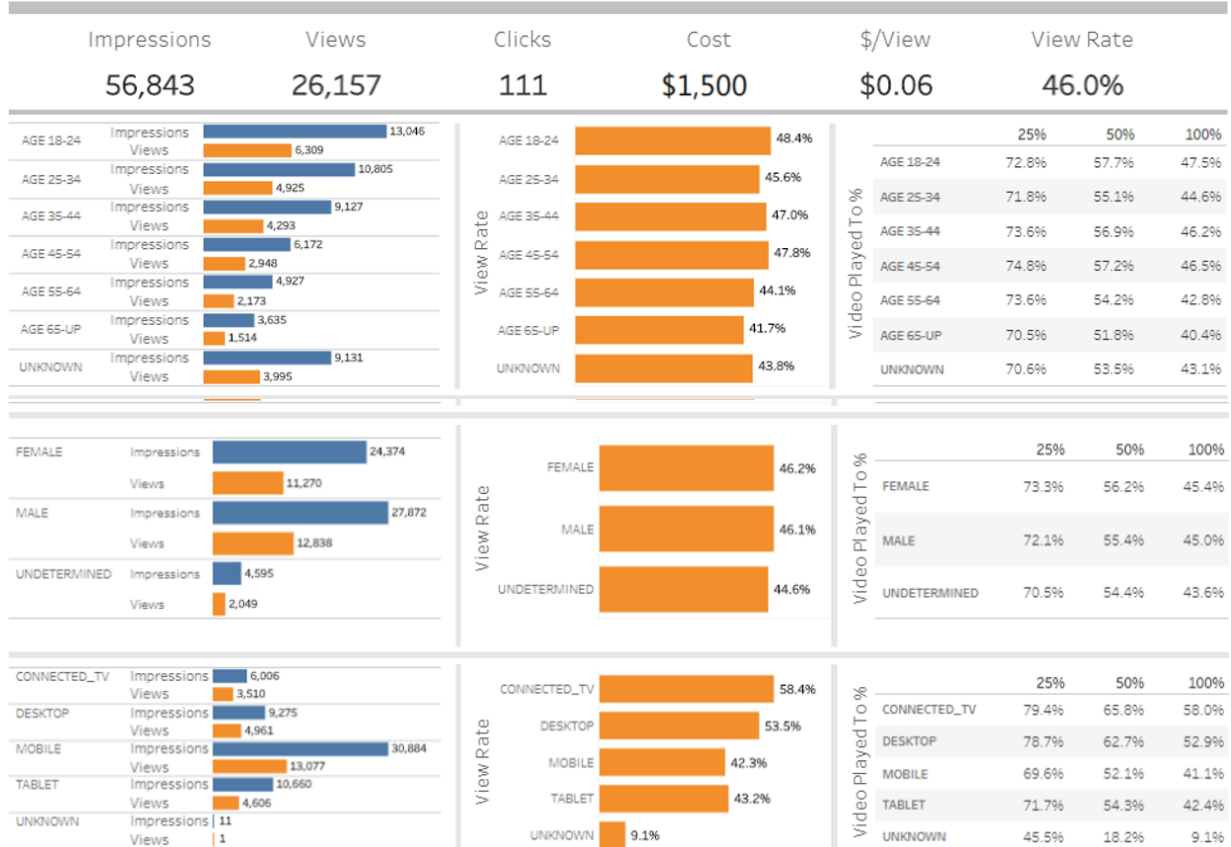
## Creative Report

| Ad Set Name                    | Ad Name                        | Impressions | Link Clicks | Clicks (All) | CTR   | Post Reactions | Comments | Shares | Video Plays |
|--------------------------------|--------------------------------|-------------|-------------|--------------|-------|----------------|----------|--------|-------------|
| High School Students           | Inland Pre roll                | 8324        | 20          | 31           | 0.37% | 50             |          |        | 305         |
| High School Students           | November Ready 1               | 20834       | 61          | 105          | 0.50% | 6              |          |        |             |
| High School Students           | November Ready 2               | 32384       | 125         | 176          | 0.50% | 17             |          |        |             |
| High School Students           | November Ready 3               | 47554       | 175         | 262          | 0.56% | 13             |          | 4      |             |
| High School Students           | November Ready 4               | 26667       | 103         | 166          | 0.60% | 7              |          |        |             |
| High School Students - Spanish | Carousel 1                     | 30668       | 124         | 180          | 0.60% | 10             |          | 1      |             |
| High School Students - Spanish | Carousel 2                     | 14357       | 70          | 92           | 0.60% | 1              |          |        |             |
| High School Students - Spanish | Inland Pre roll                | 2536        | 4           | 12           | 0.50% | 7              |          |        | 145         |
| High School Students - Spanish | Students 1 - Workforce Ready   | 1664        | 9           | 11           | 0.66% | 1              |          |        |             |
| High School Students - Spanish | Students 2 - Real-World Ready. | 42868       | 203         | 300          | 0.70% | 7              |          |        |             |
| High School Students - Spanish | Students 3 - Career Ready.     | 19165       | 75          | 109          | 0.60% | 1              |          |        |             |
| High School Students - Spanish | Video - Spanish                | 17146       | 51          | 90           | 0.50% | 21             |          |        | 56          |
| High School Students - Spanish | Video 1 - Brandy               | 57475       | 176         | 337          | 0.60% | 43             | 1        |        | 104         |
| High School Students - Spanish | Video 1 - Ruben                | 8042        | 29          | 53           | 0.67% | 11             | 1        |        | 19          |
| Parents                        | COLLEGE READY                  | 2460        | 6           | 17           | 0.70% | 2              |          |        |             |
| Parents                        | Inland Pre roll                | 503         | 1           | 4            | 0.80% |                |          |        | 1           |
| Parents                        | Next-Gen READY                 | 3938        | 19          | 33           | 0.84% |                |          |        |             |
| Retargeting                    | Inland Pre roll                | 46          |             | 0            | 0%    |                |          |        | 1           |
| Retargeting                    | November Ready 1               | 3652        | 21          | 38           | 1%    |                |          |        |             |
| Retargeting                    | November Ready 2               | 1937        | 9           | 17           | 0.88% |                |          |        |             |
| Retargeting                    | November Ready 3               | 8409        | 64          | 98           | 1.20% | 4              |          |        |             |
| Retargeting                    | November Ready 4               | 1406        | 8           | 16           | 1.10% | 1              |          |        |             |
| Veterans                       | Inland Pre roll                | 981         | 7           | 8            | 0.80% | 10             |          |        | 3           |
| Veterans                       | November Ready 1               | 6376        | 37          | 73           | 1.10% | 4              |          | 1      |             |
| Veterans                       | November Ready 2               | 3712        | 20          | 38           | 1%    | 7              |          |        |             |
| Veterans                       | November Ready 3               | 42366       | 351         | 542          | 1.30% | 15             |          | 1      |             |
| Veterans                       | November Ready 4               | 3564        | 24          | 44           | 1%    |                |          |        |             |

# YouTube Data English

\$1,500 February 2019

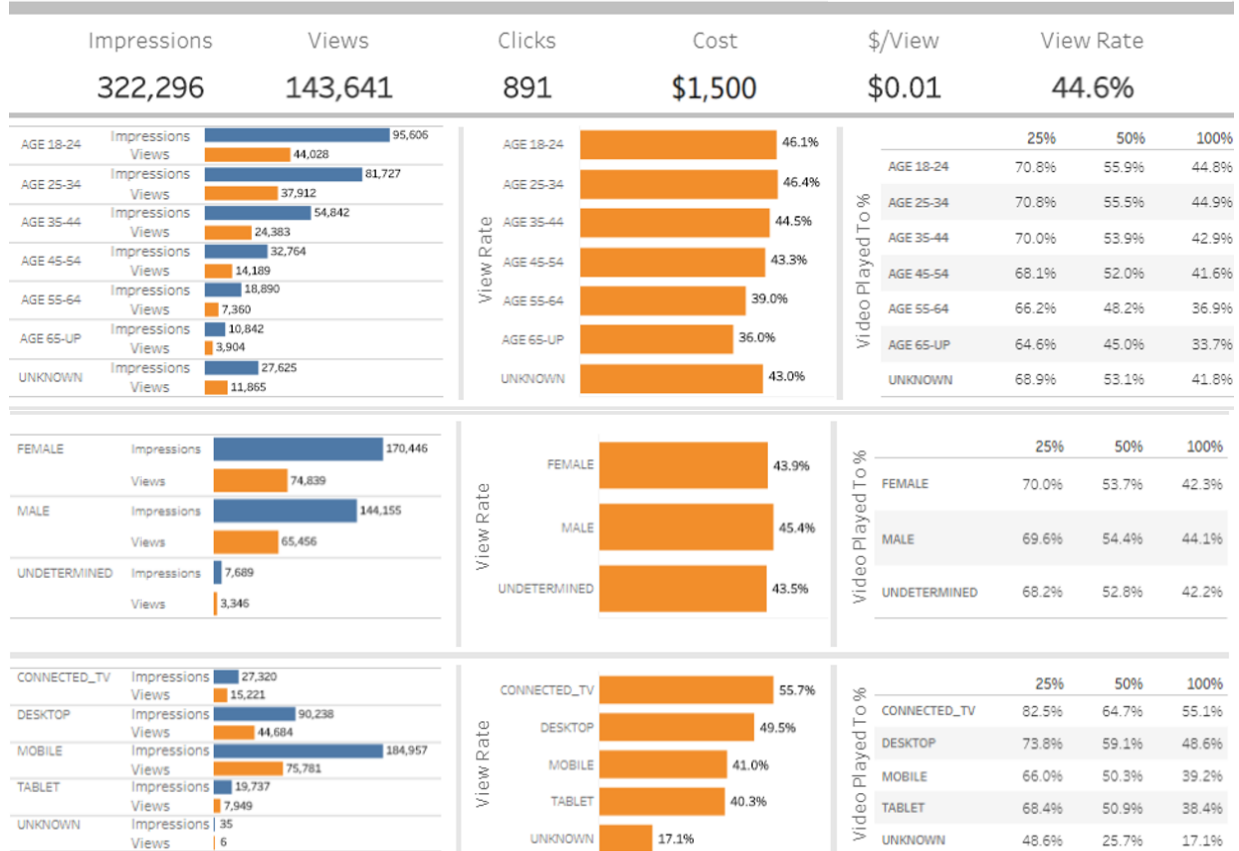
## Riverside/Inland Empire YouTube English



# YouTube Data Spanish

\$1,500 February 2019

## Riverside/Inland Empire Spanish YouTube



## Geo-Fencing

\$1,500 February 2019

### College Campus Conversions

- Click Through Conversion – Someone who clicked the ad, and then later walked into a conversion zone.
- View Through Conversion – Someone who was shown an ad, and then walked into a conversion zone
- Weighted Actions – The sum of the two above

| Campaign Name   | From         | To           | Budget     | Spent      | Impressions | CPM    | Visits |  |
|---|--------------|--------------|------------|------------|-------------|--------|--------|--|
| <a href="#">Riverside/Inland Empire Consortium GeoFence</a> | Jan 30, 2019 | Feb 27, 2019 | \$1,500.00 | \$1,500.00 | 264,696     | \$5.67 | 468    |  |

## College Tracked Conversions

| College Conversion Performance - Tracked On Campus Walk-Ins                   | Conversions Weighted Actions |
|---|------------------------------|
| College of the Desert 43-500 Monterey Ave Palm Desert CA                      | 18                           |
| Crafton Hills College, 11711 Sand Canyon Road, Yucaipa, CA, USA               | 22                           |
| Moreno Valley College, 16130 Lasselle Street, Moreno Valley, CA, USA          | 16                           |
| Chaffey Community College 5885 Haven Ave Rancho Cucamonga CA                  | 381                          |
| Mt. San Jacinto College 1499 N State St San Jacinto CA 92583                  | 157                          |
| Palo Verde College 1 College Dr Blythe CA                                     | 2                            |
| Norco College, 2001 3rd Street, Norco, CA, USA                                | 27                           |
| Riverside City College, 4800 Magnolia Avenue, Riverside, CA, USA              | 254                          |
| Barstow Community College, 2700 Barstow Road, Barstow, CA, USA                | 38                           |
| San Bernadino Valley College 701 S Mt Vernon Ave San Bernardino CA 92410      | 22                           |
| Victor Valley Community College, 18422 Bear Valley Road, Victorville, CA, USA | 30                           |

## Location Performance

| Location Performance                                       | Performance Impressions | Performance Clicks |
|--|-------------------------|--------------------|
| Montclair High School: 4725 Benito St                      | 13640                   | 25                 |
| Fontana High School: 9453 Citrus Ave                       | 3836                    | 9                  |
| Yucaipa High School Ninth Grade Campus: 33000 Yucaipa Blvd | 3367                    | 9                  |
| Redlands Adventist Academy: 130 Tennessee St. E            | 3261                    | 6                  |
| Apple Valley Christian School: 22230 Ottawa Rd             | 2812                    | 3                  |
| Cajon High School: 1200 W Hill Dr                          | 2808                    | 2                  |
| Valley Adventist Christian School: 12649 Indian St         | 2787                    | 4                  |
| San Jacinto High School: 500 Idyllwild Dr                  | 2626                    | 4                  |
| San Bernardino High School: 1850 N E St                    | 2611                    | 3                  |
| Chino High School: 5472 Park Place E                       | 2569                    | 6                  |
| Wilmer Amina Carter High School: 2630 N Linden Ave         | 2484                    | 2                  |
| Etiwanda High School: 13500 Victoria St                    | 2352                    | 3                  |
| Sultana High School: 17311 Sultana St                      | 2065                    | 2                  |
| Eleanor Roosevelt High School: 7447 Scholar Way            | 1875                    | 4                  |
| Rancho Cucamonga High School: 11801 Lark Dr                | 1767                    | 3                  |
| Colony High School: 3850 E Riverside Dr                    | 1742                    | 2                  |
| Vista Del Lago High School: 15150 Lasselle St              | 1685                    | 4                  |
| Ontario High School: 901 W Francis St                      | 1667                    | 2                  |
| Alta Loma High School: 8880 Base Line Rd                   | 1640                    | 3                  |
| Colton High School: 777 W Valley Blvd                      | 1491                    | 3                  |
| Washington High School: 900 E C St                         | 1481                    | 2                  |