

Digital Media Report, January 2019

Inland Empire/Desert Regional Consortium

February 19, 2019

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Campaign Website (readysetcareer.org)

January 1-January 31, 2019

Site Actions

Total Page Views: 5,649, 100%

- Home: 1,138, 20.15%
- Resources: 62, 1.10%
- Apply: 86, 1.53%
- Gallery: 29, .51%
- View Colleges: 28, .50%
- Financial Aid: 24, .42%

Site Exploration

Most Viewed Pages and Average Time Spent

- Resources, 6:04
- Apply, 4:02
- View Colleges, 2:22
- Home, 1:43
- Contact, 1:34
- Apply, 1:23

Top Sources of Site Exploration

- Digital Ad Campaign: 97.8%
- Direct: 2.2%

II. Digital Advertising Campaign

Overview

Digital Campaign Highlights – January 2019

Custom Display Campaign Overview

- Drove a total of 1,035 visits to the website
- Drove over 433k impressions
- Average CPM (cost per thousand impressions) is \$4.61

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 1,063 visits to the website
- Drove over 203 total leads
- Average cost per visit is \$3.76
- Average cost per contact is \$19
- CTR on the text ads is above average at 4.34%

PPC Campaign Benchmark for Google Trends in Education in CA

- Average cost per visit 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 2,700 visits to the website
- Drove over 387+ impressions
- Drove over 2,900 engagements
- Drove over 200 completed views watched

YouTube Campaign English

- Drove over 88,000 impressions
- Drove over 42,000 completed video views
- 47% completed video view rate
- Average cost per contact is 5 cents

YouTube Campaign Spanish

- Drove over 395,000 impressions
- Drove over 182,000 completed video views
- 46% completed video view rate
- Average cost per contact is 1 cent

YouTube Industry Benchmarks

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

Custom Display Data

\$2,000 January 2019

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits
Riverside Desert Consortium Custom Display	Dec 29, 2018	Jan 29, 2019	\$2,000.00	\$2,000.00	433,822	\$4.61	1,035
Campaign Tactic					Impressions	Clicks	eCPM
Keyword Search Retargeting					288,354	903	\$3.56
Content/Behavioral Targeting					150,328	147	\$6.82

Top Domain Performances from Keyword Search Retargeting

Campaign Tactic	Top Domain Performance	Impressions	Clicks
Keyword Search Retargeting	https://www.classmates.com	39,124	114
Keyword Search Retargeting	com.enlick.android.textnow	21,297	54
Keyword Search Retargeting	com.picsart.studio	18,490	42
Content Targeting	https://www.foxnews.com	16,448	73
Keyword Search Retargeting	Wordscapes Apple App	12,111	75
Content Targeting	https://www.typing.com	9,201	5
Keyword Search Retargeting	Jigsaw Puzzle Apple App	9,109	24
Keyword Search Retargeting	com.peoplefun.wordcross	8,184	10
Keyword Search Retargeting	com.link.messages.sms	4,536	9
Content Targeting	http://www.universityfox.com	4,506	6
Content Targeting	https://ktla.com	4,307	6
Keyword Search Retargeting	http://www.typing.com	3,861	14
Keyword Search Retargeting	com.pinger.textfree	3,167	18
Keyword Search Retargeting	Jigsaw Puzzle Android	3,148	3
Keyword Search Retargeting	Solitaire Apple App	2,931	21
Keyword Search Retargeting	com.talkatone.android	2,931	3
Keyword Search Retargeting	com.dailymail.online	2,697	29
Keyword Search Retargeting	com.apalon.myclockfree	2,548	4
Keyword Search Retargeting	com.pt.wshhp	2,455	21
Content Targeting	https://www.shmoop.com	2,129	0
Content Targeting	https://www.lawenforcementtoday	2,082	1

Top 20 Keyword Performance by Clicks & Impressions

Someone searches a keyword on Google, Yahoo, or Bing and is served the ad later as they surf the internet.

Top Keyword Performance - Search Retargeting	Impressions	Clicks
education_training_optimized_audience	284,623	896
college+course	1,115	4
college+degrees	856	1
college+degrees	380	1
college+class	221	0
community+college	200	0
business+class	191	0
city+college	154	0
college+degree	125	0
career+college	84	0
college+admissions	76	0
junior+college	70	0
medical+jobs	69	0
higher+education	68	1
city+college	55	0
career+opportunities	41	0
technician+jobs	41	0
college+courses	36	0
chaffey+college	30	0
community+colleges	30	0
college+courses	27	0

Top Related Content Performance

Campaign Tactic	Impressions	Clicks	eCPM
Keyword Search Retargeting	288,354	903	\$3.56
Content/Behavioral Targeting	150,328	147	\$6.82

Pay Per Click/SEM Data

\$4,000 January 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
Riverside Inland Empire Desert Consortium PPC 2019	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

Page Visits

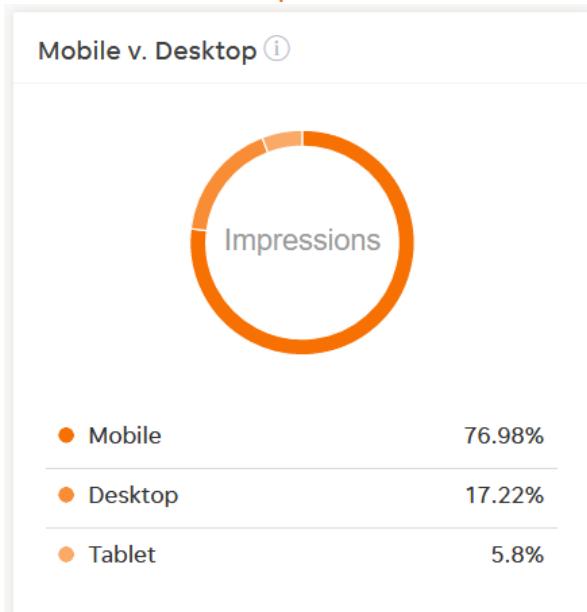
Top Page Visits	
*Jacinto Apply Now clicked	1
*Copper Apply Now clicked	1
*Moreno Apply Now clicked	1
*Victor Apply Now clicked	1
*Norco Apply Now clicked	2
*Riverside Apply Now clicked	2
*Desert Apply Now clicked	3
Contact Us	3
*Victor college link clicked	5
*Copper college link clicked	5
*Bernardino Apply Now clicked	5
*Barstow college link clicked	7
*Norco college link clicked	7
*Desert college link clicked	7
*Crafton Apply Now clicked	8
Financial Aid	8
Resources	8
*Chaffey Apply Now clicked	9
*Moreno college link clicked	9
*Crafton college link clicked	9
*Bernardino college link clicked	12
View Colleges	15
*Jacinto college link clicked	15
*Riverside college link clicked	17
*Chaffey college link clicked	24
Apply	28

Top 25 Performing Keywords

25 PERFORMING KEYWORDS

Crafton Hills College
Barstow Community College
chaffey college
cosmetology certificate
emt training
career college
cosmetology degree
culinary arts college class
nursing associates degree
community colleges
firefighter degree
restaurant management certificate
diagnostic medical sonography certificate
psychiatric technician certificate
Moreno Valley College
photography class
teacher certification
firefighter program
Copper Mountain College
certificate in real estate
dental assisting class
OSHA certification online
online college courses
Mt San Jacinto College

Mobile vs. Desktop Performance



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.	3,412	250	7.33	2.7	Google
Child Development	Community College DegreesEarn An Associate Degree In Early Childhood Development. Learn More & Apply.	292	20	6.85	3.2	Google
Outdoor Architecture	California Community CollegesEarn A Certificate In Culinary Arts, Photography & More. Get Career Ready.	764	37	4.84	3.4	Google
General Ad Group	CA Community CollegesEarn A Certificate or Associate Degree & Be Workforce Ready. Apply Today.	3,168	150	4.73	2.8	Google
Accounting Finance Business Real Estate	Community College ProgramsEarn An Associate Degree In Your Field of Interest. Learn More & Apply Today.	831	38	4.57	3.3	Google
Outdoor Architecture	Community College ProgramsEarn A Degree or Certificate & Get Ahead In The Workforce. Apply Today.	1,499	68	4.54	3.5	Google
General Ad Group	Community College ProgramsLearn More About Degree & Certificate Programs. Sign Up Today. Real World Ready.	2,748	122	4.44	2.9	Google
Accounting Finance Business Real Estate	California Community CollegesGet Career Ready With An Associate Degree In Business, Finance Or Accounting.	782	30	3.84	3.2	Google
Medical Nursing	CA Medical Community CollegesView Our Medical & Nursing Programs. Get Real World Training & Be Career Ready.	863	33	3.82	3.1	Google
Aeronautics Aviation Automotive	Community College DegreesEarn An Associate Degree In Automotive Tech, Aeronautics or Aviation. Apply Now.	55	2	3.64	2.9	Google

Social Media Facebook/Instagram Campaign

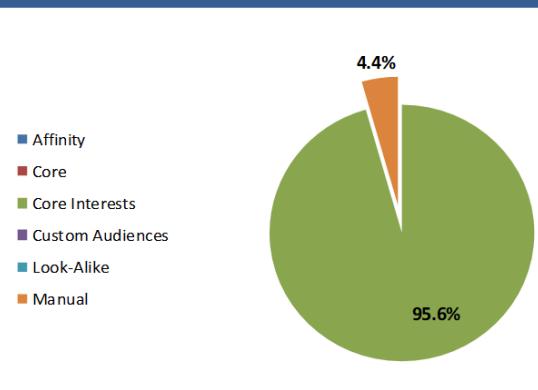
\$4,000 January 2019

Engagement

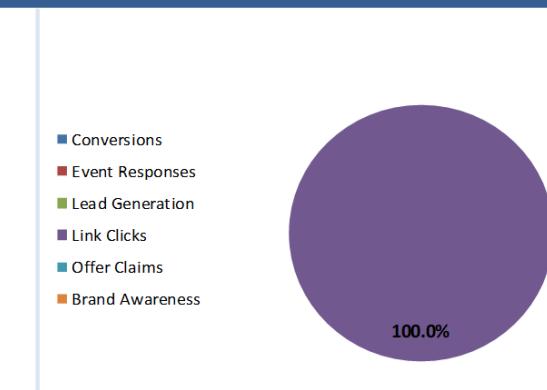
All-Time	Clicks	Page Likes	Post Likes	Conversions	Post Shares	Comments
	2,775	0	189	0	5	4



Ad Set Targeting Type



Campaign Objective



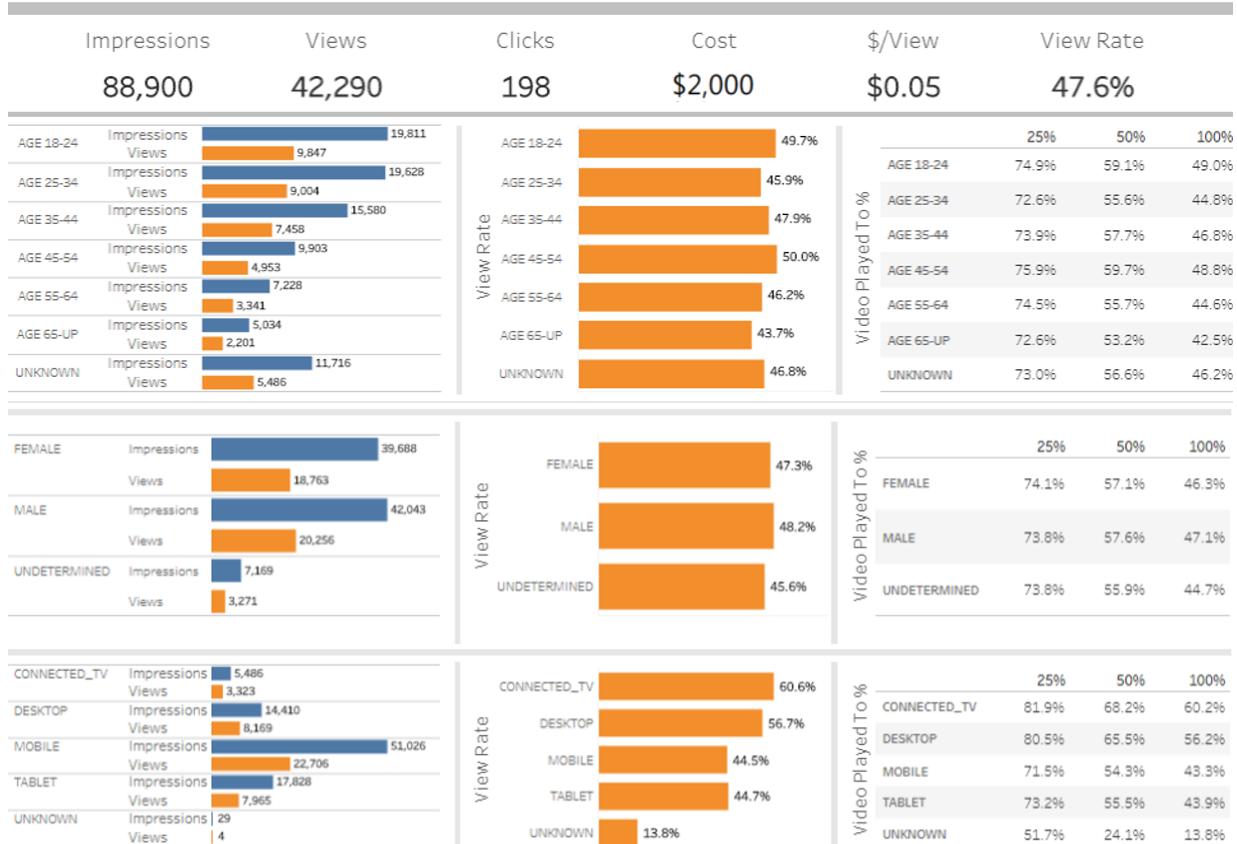
Creative Report

Ad Set Name	Ad Name	Impressions	Link Clicks	Clicks (All)	CTR	Post Reactions	Comments	Shares	Video Plays
High School Students	November Ready 1	32306	76	158	0.50%	16			
High School Students	November Ready 2	71290	171	353	0.50%	20	1	1	
High School Students	November Ready 3	41417	142	225	0.50%	24			2
High School Students	November Ready 4	18691	37	97	0.52%	10			
High School Students - Spanish	Carousel 1	22541	52	123	0.55%	6	1		
High School Students - Spanish	Carousel 2	5734	10	24	0.42%				
High School Students - Spanish	Students 1 - Workforce Ready	881	2	4	0.45%	3			
High School Students - Spanish	Students 2 - Real-World Ready.	10462	49	75	0.72%	3			
High School Students - Spanish	Students 3 - Career Ready.	6451	17	28	0.43%				
High School Students - Spanish	Video - Spanish	29931	114	207	0.70%	23			101
High School Students - Spanish	Video 1 - Brandy	42234	172	316	0.75%	39	1		88
High School Students - Spanish	Video 1 - Ruben	8340	42	80	0.96%	15			24
Parents	COLLEGE READY	3455	15	21	0.61%	1			
Parents	Next-Gen READY	12423	64	105	0.80%	2			
Retargeting	November Ready 1	5920	37	73	1.20%				
Retargeting	November Ready 2	5150	20	36	0.70%	1			
Retargeting	November Ready 3	5111	50	75	1.50%	4			
Retargeting	November Ready 4	887	9	13	1.50%	2			
Veterans	November Ready 1	18058	130	216	1.20%	5	1	1	
Veterans	November Ready 2	15158	99	152	1%	7			
Veterans	November Ready 3	28278	236	355	1.30%	8		1	
Veterans	November Ready 4	2790	24	39	1.40%				

YouTube Data English

\$2,000 January 2019

Riverside/Inland Empire YouTube English



YouTube Data Spanish

\$2,000 January 2019

Riverside/Inland Empire Spanish YouTube

