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# Interact Communications

## Monthly Performance Report

04/01/2024 - 04/30/2024



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# Industry Benchmarks



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**CPM** = Cost Per Thousand Impressions

**CPC** = Cost Per Click

**CTR** = Click Through Rate On The Ad

### PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18-\$13 , **Your Average is \$1.74**

Average CTR is 6.21%, **Your Average is 6%**

Average Cost Per Contact is \$62, **Your Average is \$6**

### Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$14**

Average CPC Custom Audience \$1 - \$2 , **Your Average is \$0.45**

Average CTR is 1%, **Your Average is 3.15%**

### YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 35%, **Your Average is 61%**

Average cost per completed video view .20 cents, **Your Average is .03**

### TikTok Benchmarks , Industry Average & Your Average

Average CPM is \$10-\$15, **Your Average is \$10**

### Display Benchmarks , Industry Average & Your Average

Average CPM is \$15-\$20, **Your Average is \$6**

Average CTR is .17%, **Your Average is .23%**

### Snpachat Benchmarks , Industry Average & Your Average

Average CPM is \$20-\$30, **Your Average is \$28**

Average CTR is 1%, **Your Average is 2.41%**

## Total Campaign Metrics:

### Total Impressions:

1 , 8 3 5 , 2 1 4

### Total Visits:

2 1 , 5 2 4

### View-Through Ad Visits:

1 0 2

### Completed Video Views:

7 8 7 , 2 3 5



# Cumulative Chart

Platform	April	May	June	July	August	September	October	November	December	January	February	March	April	All-Time TOTAL
<b>Social Media: Facebook &amp; Instagram</b>														
Impressions	422,519	416,870	464,889	581,971	551,831	342,218	342,645	330,735	338,068	479,180	378,982	298,410	317,055	23,130,225
Clicks	3,062	2,522	2,769	3,180	3,222	2,977	2,795	2,714	2,986	4,081	5,053	10,162	9,993	250,033
<b>Digital Marketing - Display Ads</b>														
Impressions	647,239	676,206	613,423	546,648	561,475	428,832	521,601	510,756	504,725	471,222	442,925	509,744	508,847	63,973,060
Clicks	1,165	1,210	1,190	891	967	664	978	845	914	1,026	963	901	886	130,636
Cost Per Thousand Impressions (CP	\$5.88	\$5.97	\$6.68	\$6.19	\$6.05	\$7.97	\$6.83	\$7.24	\$6.18	\$6.95	\$6.31	\$7.05	\$6.92	\$7.40
Over the Top Video Views	24,081	19,299	18,395	14,940	16,141	15,571	15,048	15,596	16,680	16,703	13,999	15,054	14,864	930,315
<b>Pay Per Click- Main</b>														
Visits to Websites	2,671	2,537	3,963	4,461	3,698	3,604	3,398	3,794	4,107	5,253	3,817	2,691	2,867	184,746
Calls	8	21	20	20	37	28	21	24	19	15	14	30	20	5171
Average Cost per Visit	\$2.11	\$2.22	\$1.42	\$1.26	\$1.35	\$1.39	\$1.47	\$1.32	\$1.22	\$0.95	\$1.31	\$1.86	\$1.74	\$2.28
Average Cost per Contact	\$8.76	\$7.86	\$7.67	\$5.36	\$5.63	\$4.08	\$6.56	\$6.91	\$6.48	\$5.54	\$5.64	\$5.69	\$6.23	\$14.97
Click Thru Rate	4.95%	4.02%	3.71%	4.27%	3.97%	4.05%	4.04%	3.85%	4.27%	5.18%	8.43%	6.82%	6.26%	5.68%
<b>Pay Per Click- Programs</b>														
Visits to Websites				1,290	1,697	1,387	1,385	1,448	1,620	2,065	2,829	2,006	1,564	17,291
Calls				17	31	19	3	9	5	13	8	8	3	116
Average Cost per Visit				\$2.48	\$1.89	\$2.31	\$2.31	\$2.21	\$1.98	\$1.55	\$1.13	\$1.60	\$2.05	\$1.95
Average Cost per Contact				\$14.88	\$12.45	\$15.76	\$17.02	\$21.77	\$17.02	\$13.62	\$7.69	\$9.38	\$4.11	\$13.37
Click Thru Rate				5.69%	4.59%	4.59%	4.13%	4.12%	4.30%	5.08%	7.30%	7.31%	6.87%	5.40%
<b>YouTube Marketing - English</b>														
Impressions	61,243	53,568	54,040	59,286	66,015	59,939	60,192	55,269	126,957	122,607	86,555	83,880	85,347	5,174,028
Completed Views	32,446	27,441	28,700	29,864	36,058	33,407	34,453	31,039	69,528	67,704	49,011	47,369	48,621	2,570,230
Clicks	35	28	31	42	27	32	21	20	32	28	21	19	25	4,536
Cost Per View	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04	\$0.04	\$0.04	\$0.06
<b>YouTube Marketing - Spanish</b>														
Impressions	47,447	47,979	45,612	45,390	51,387	47,960	57,316	41,950	67,913	91,862	74,076	72,365	73,126	9,546,768
Completed Views	27,386	27,011	26,579	24,913	29,829	27,892	34,751	25,224	41,493	56,709	45,563	43,943	45,008	4,548,181
Clicks	46	53	39	42	26	29	40	25	29	23	22	26	37	21,077
Cost Per View	\$0.03	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04	\$0.03	\$0.04	\$0.04	\$0.03	\$0.03	\$0.03	\$0.03	\$0.03
<b>Snapchat</b>														
Impressions	83,539	87,668	66,000	70,166	57,647	59,250	77,632	55,836	54,551	98,427	95,763	83,428	72,150	13,540,644
Swipe-Ups	2,496	2,253	2,303	2,207	1,916	2,117	2,479	1,781	2,097	2,888	2,464	1,904	1,736	18,4120
Cost Per Thousand Impressions (CP	\$24.35	\$23.30	\$31.07	\$27.37	\$34.53	\$31.35	\$26.37	\$36.25	\$38.14	\$20.75	\$21.31	\$24.76	\$28.46	\$16.04
Cost Per Swipe-Up (CPSU)	\$0.81	\$0.91	\$0.89	\$0.87	\$1.04	\$0.87	\$0.83	\$1.14	\$0.99	\$0.71	\$0.83	\$1.08	\$1.18	\$0.95
<b>TikTok - English</b>														
Impressions	297,025	291,739	292,830	341,194	289,179	295,630	335,360	323,871	356,107	438,805	351,669	274,849	270,752	16,70601
Video Views	264,512	104,547	261,754	309,791	284,514	291,952	331,814	320,433	351,905	429,022	346,049	272,469	267,119	15,13811
Clicks	2,504	2,330	2,212	2,815	3,285	2,598	3,080	2,648	3,515	5,919	3,479	2,514	4,154	17,912
Cost Per Thousand Impressions (CPM)	\$9.88	\$10.02	\$9.77	\$8.62	\$10.35	\$9.98	\$8.85	\$9.15	\$8.26	\$6.78	\$8.48	\$10.83	\$10.87	\$9.70

# Cumulative Chart

Platform	April	May	June	July	August	September	October	November	December	January	February	March	April	All-Time TOTAL
<b>Website Traffic</b>														
Total Page Views	29,103	10,551	21,698	30,979	29,798	34,840	42,032	42,446	55,507	69,342	34,953	34,741	26,028	1,348,804
Apply Clicks	387	239	713	939	1,531	1,116	1,122	906	1,052	1,650	3,520	2,790	1,491	29,329
Average Time Spent (on Home Page)	1:35	1:36	:13	:40	0:06	:18	:15	:16	:30	:14	:19	:29	:09	1:30
<b>Newscenter Traffic</b>														
Total Page Views	321	483	304	111	675	630	1,513	584	812	508	3,569	849	1,481	38878
Average Time Spent (on Home Page)	1:07	2:33	2:55	:36	:28	:33	:12	:31	:20	1:01	:44	:32	:20	1:52
<b>E-Newsletter</b>														
Average open rate														60.53%
Average click-through rate														8.69%
Unique Open	32%	32%	30%	52%	29%	30%	36%	30%	39%	29%	25%	22%	63%	26%
Clicks	17%	11%	19%	9%	15%	11%	3%	6%	3%	4%	13%	3%	2%	12%
<b>Employer-Newsletter</b>														
Unique Open	13%		12%		20%		33%		45%		11%		14%	18%
Clicks	2%		2%		2%		6%		1%		1%		0%	9%
<b>Employer-Newsletter - Julie's List</b>														
Unique Open	23%		22%		27%		35%		37%		17%		22%	22%
Clicks	3%		1%		2%		4%		0%		1%		0%	13%
<b>Counselor-Newsletter</b>														
Unique Open		42%				55%		23%		26%		8%		33%
Clicks		6%				6%		10%		7%		19%		8%



# PPC



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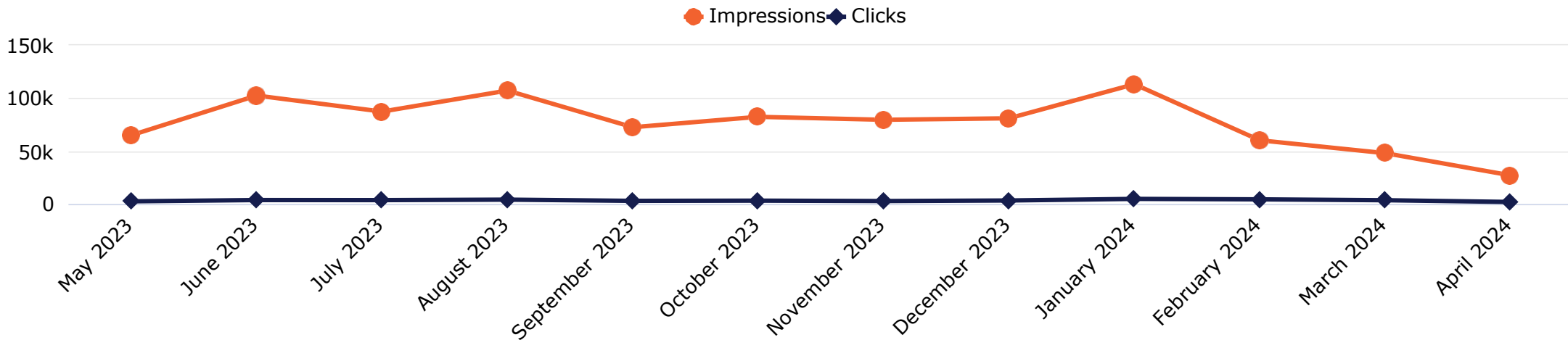
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# PPC Performance

Online Marketing Initiatives 2024  
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 Cost Per Contact
Riverside Inland Empire Desert Consortium PPC 2024	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 fom submits	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
	\$5,000.00	Jan-24	101,461	5,253	5.18	\$0.95	15	1	886	902	3,694	\$5.54
	\$5,000.00	Feb-24	45,277	3,817	8.43	\$1.31	14	3	870	887	3,643	\$5.64
	\$5,000.00	Mar-24	39,432	2,691	6.82	\$1.86	30	3	846	879	2,243	\$5.69
	\$5,000.00	Apr-24	45,763	2,867	6.26	\$1.74	20	1	781	802	2,228	\$6.23
<b>TOTALS:</b>	<b>\$20,000.00</b>		<b>231,933</b>	<b>14,628</b>	<b>6.31</b>	<b>\$1.37</b>	<b>79</b>	<b>8</b>	<b>3,383</b>	<b>3,470</b>	<b>11,808</b>	<b>\$5.76</b>

05/01/2023 - 04/30/2024



# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
Riverside City College	18.23%
online colleges	7.15%
Barstow Community College	9.91%
chaffey college	4.64%
online courses	5.54%
College Of The Desert	3.54%
college application	5.75%
college degrees	6.68%
Victor Valley Community College	5.87%
Riverside Community College	9.12%
Moreno Valley College	4.36%
Crafton Hills College	4.23%
associate of science	8.96%
Mt San Jacinto College	4.69%
Norco College	4.47%
gerontology class	11.54%
community college to university	7.53%
online degrees	6.22%
college classes	6.63%
Copper Mountain College	2.69%

## WEB EVENTS - CONTINUED

04/01/2024 - 04/30/2024

Event Name	Event Count
Apply	852
Contact Us	230
*Barstow college link clicked	194
Career Resources	146
*Jacinto college link clicked	136
*Crafton college link clicked	44
*Medical/Nursing	35
*Norco college link clicked	32
*Chaffey Apply Now clicked	28
*Chaffey college link clicked	26
*Riverside Apply Now clicked	25
*Aeronautics/Aviation/Auto...	23

## WEB EVENTS - CONTINUED

04/01/2024 - 04/30/2024

Event Name	Event Count
*Crafton Apply Now clicked	23
*San Bernardino Valley Col...	22
*Accounting/Finance/Busi...	21
*Energy/Construction and ...	21
*Information Communicati...	21
*Copper Apply Now clicked	18
*Desert college link clicked	18
*Advanced Manufacturing	17
*Digital Media	17
*Desert Apply Now clicked	16
*Riverside City College Clic...	16
View Colleges	12





## AD PERFORMANCE

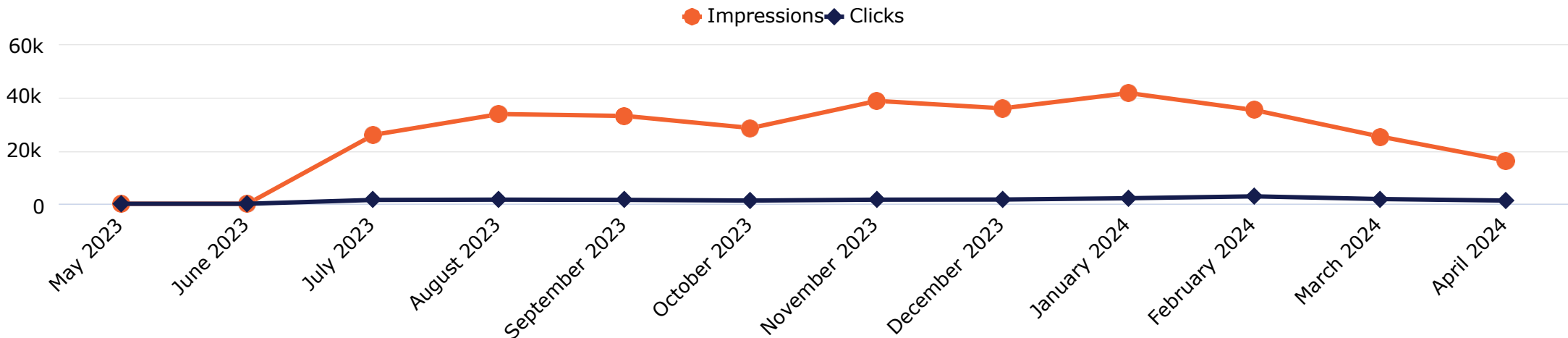
Ad Group	Impressions	Clicks	CTR
General Ad Group	25,682	2,023	7.88%
Dual Enrollment	52	3	5.77%
<b>Total</b>	<b>25,734</b>	<b>2,026</b>	<b>7.87%</b>

# PPC Programs Performance

Online Marketing Initiatives 2024  
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 Cost Per Contact
	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Total clicks on the "apply now button" as a contact since we can't track the final fom submits	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
<b>Riverside Inland Empire Desert Consortium PPC 2024</b>	\$3,200.00	Jan-24	40,664	2,065	5.08	\$1.55	13	1	221	235	626	\$13.62
	\$3,200.00	Feb-24	38,753	2,829	7.30	\$1.13	8	3	301	312	1,615	\$10.26
	\$3,200.00	Mar-24	27,438	2,006	7.31	\$1.60	8	4	329	341	1,865	\$9.38
	\$3,200.00	Apr-24	22,767	1,564	6.87	\$2.05	3	4	771	778	1,178	\$4.11
<b>TOTALS:</b>	<b>\$12,800.00</b>		<b>129,622</b>	<b>8,464</b>	<b>6.53</b>	<b>\$1.51</b>	<b>32</b>	<b>12</b>	<b>1,622</b>	<b>1,666</b>	<b>5,284</b>	<b>\$7.68</b>

05/01/2023 - 04/30/2024



# Top Keywords & Page Visits

**TOP KEYWORDS**

Keyword	CTR
Rad tech program	12.07%
nursing college	6.49%
ultrasound technician schools	10.06%
esthetician class	12.83%
nursing program courses	6.21%
technical college	4.37%
firefighter program	13.79%
nearby community colleges	2.50%
schools for ultrasound tech	6.32%
manicuring class	12.09%
emt program	6.99%
cosmetology class	8.29%
child development certificate	11.51%
teacher certification	5.14%
medical assistant degree	4.58%
paramedic training	7.73%
criminal justice class	7.02%
teacher certificate	9.09%
culinary arts class	7.45%
paralegal studies class	6.25%

**WEB EVENTS - CONTINUED** 04/01/2024 - 04/30/2024

Event Name	Event Count
*Apply Page	403
*Mt. San Jacinto College- C...	146
*Resources Page	104
*Barstow Community Colle...	93
*Chaffey College- College ...	59
*Riverside City College- Col...	56
*College of the Desert- Coll...	55
*San Bernardino Valley Coll...	40
*Moreno Valley College- Co...	38
* Crafton Hills College- Coll...	36
*Norco College- College Pr...	31
*Victor Valley College- Coll...	23

**WEB EVENTS - CONTINUED** 04/01/2024 - 04/30/2024

Event Name	Event Count
*Palo Verde College- Colleg...	15
*Barstow Community Colle...	13
*View Colleges Page	11
*Chaffey College - Apply N...	10
*College of the Desert - Ap...	9
*Copper Mountain College ...	8
*Crafton Hills College - App...	7
*Moreno Valley College - A...	5
*Future Student Resources...	3
*San Bernardino Valley Coll...	3
*Mt. San Jacinto College - ...	1
*Norco College - Apply No...	1



## AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Medical / Nursing	10,357	874	8.44%
General Ad Group	3,229	157	4.86%
Child Development	604	56	9.27%
Outdoor / Architecture	347	54	15.56%
Accounting / Finance / Business / Real Estate	522	39	7.47%
Digital Media -	86	6	6.98%
Aeronautics / Aviation / Automotive	17	1	5.88%
<b>Total</b>	<b>15,162</b>	<b>1,187</b>	<b>7.83%</b>

# Display



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# Display Performance

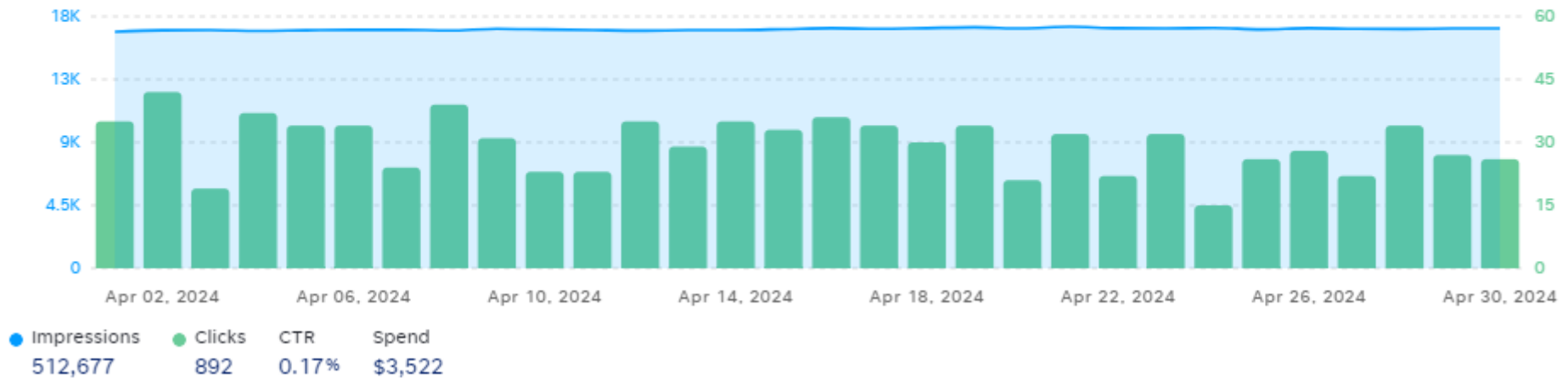
Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD  Riverside Inland Empire   Display	508,847	886	\$6.92	0	\$3,522.35
<b>Total</b>	<b>508,847</b>	<b>886</b>	<b>\$6.92</b>	<b>0</b>	<b>\$3,522.35</b>

## Display Activity by Date

Date ▼	Impressions ↕	Clicks ↕	Website Visits (Viewthrough) ↕	CTR ↕	CPC ↕	CPM ↕	Spend ↕	Walk-ins ↕	CPW ↕	Video Views ↕	100% watched ↕
Total	512,677	892	38	0.17%	\$3.95	\$6.87	\$3,522.35	40	\$88.06	14,864	14,478

### IMPRESSIONS AND CLICKS

Your ads drove 892 clicks in this 30 day period.



# Display Competitor Performance

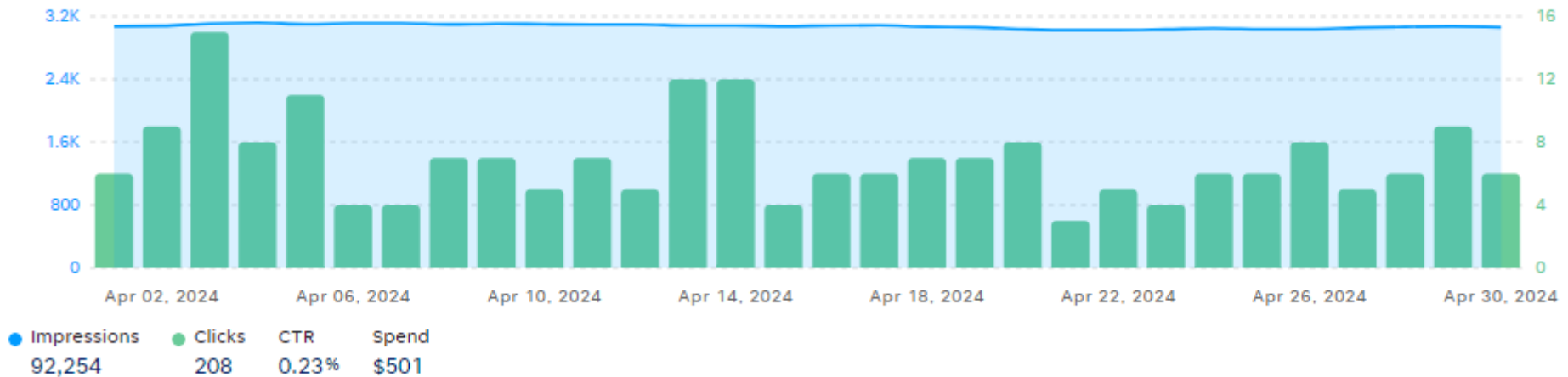
Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display (Legacy) Competitor   Riverside/Inlan...	92,254	208	\$5.40	0	\$498.19
<b>Total</b>	<b>92,254</b>	<b>208</b>	<b>\$5.40</b>	<b>0</b>	<b>\$498.19</b>

Display Activity by Date

Date	Impressions	Clicks	Website Visits (Viewthrough)	CTR	CPC	CPM	Spend	Walk-ins	CPW	Video Views	100% watched
Total	92,254	208	2	0.23%	\$2.41	\$5.43	\$500.98	0	\$0.00	0	0

IMPRESSIONS AND CLICKS

Your ads drove 208 clicks in this 30 day period.



# Facebook & Instagram



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## *Why Are These Metrics Important?*

**Impressions** - The number of times your ads were on screen.

**CPM** - The average cost for 1,000 impressions.

**Link Clicks** - The number of clicks on your ad that linked the user to your destination URL.

**Clicks (All)** - The number of clicks on your ads. This includes any interaction with your ad (i.e. link clicks, post engagement, etc.).

**Clicks (All) CTR** - The percentage of times an interaction occurred on your ad.

**Page Likes** - The number of likes on your Facebook Page attributed to your ads.

**Post Reactions** - The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad or Angry

**Post Shares** - The number of shares of your ads. People can share your ads or posts on their own or friends' Timelines, in groups and on their own Pages.

**Post Comments** - The number of comments on your ads.

**Post Saves** - The number of times your ad was saved.

**Video 100% Views** - The number of times your video was played at 100% of its length, including plays that skipped to this point.

# Facebook & Instagram Performance

317,055

Impressions  
▲ 18,645

\$4,507.72

Cost  
▼ \$-110.90

\$14.22

CPM  
▼ \$-1.26

9,993

Clicks  
▼ -169

\$0.45

CPC  
▼ \$-0.00

3.15%

Clicks (All) CTR  
▼ -7.45%

79

Post Reactions  
▲ 243.48%

7

Post Saves  
▲ 40.00%

1,990

Video 100% Views  
▲ 81.07%

75,327

Post Engagements  
▲ 40.72%

TOP-PERFORMING AD SETS

Ad Set Name	Impressions	Link Clicks	Clicks (All)	Clicks (All) CTR	Page Likes	Post Reactions	Post Saves	Video 100% Views	Post Comments	Post Engagements
Education, Online Learning, 18-50	76,803	1,689	2,428	3.16%	0	24	1	471	0	19,358
Retargeting	219,538	4,969	6,831	3.11%	0	48	5	1,370	1	50,555
Some College, HS Grads, Adult Learners, 18-50	20,714	438	734	3.54%	0	7	1	149	0	5,414
<b>Total</b>	<b>317,055</b>	<b>7,096</b>	<b>9,993</b>	<b>3.15%</b>	<b>0</b>	<b>79</b>	<b>7</b>	<b>1,990</b>	<b>1</b>	<b>75,327</b>

# Facebook & Instagram Performance

**TOP PERFORMING ADS**

Adset Name	Ad Name	Ad Preview URL	Impressions	Inline link clicks	Clicks	Action: Page Likes	Action: Post Reactions	Action: Post Comments	On-Site Conversion: Post Save	Video 100% Views	CTR	Post Engagements
Retargeting	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	88,559	1,753	2,211	0	18	0	1	281	2.50%	23,875
Retargeting	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	66,767	1,908	2,302	0	12	0	1	283	3.45%	8,673
Retargeting	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	60,965	1,240	2,228	0	18	1	3	800	3.65%	17,439
Education, Online Learning...	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	45,805	947	1,232	0	10	0	0	150	2.69%	12,749
Education, Online Learning...	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	26,129	605	1,037	0	14	0	1	298	3.97%	5,985
Some College, HS Grads, A...	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	9,977	207	396	0	3	0	1	107	3.97%	2,801
Some College, HS Grads, A...	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	7,544	151	212	0	3	0	0	27	2.81%	2,233
Education, Online Learning...	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	4,561	126	145	0	0	0	0	22	3.18%	555
Retargeting	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	3,247	68	90	0	0	0	0	6	2.77%	568
Some College, HS Grads, A...	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	3,140	80	126	0	1	0	0	15	4.01%	372
Education, Online Learning...	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	308	11	14	0	0	0	0	1	4.55%	69
Some College, HS Grads, A...	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	53	0	0	0	0	0	0	0	0.00%	8
<b>Total</b>	--	--	<b>317,055</b>	<b>7,096</b>	<b>9,993</b>	<b>0</b>	<b>79</b>	<b>1</b>	<b>7</b>	<b>1,990</b>	<b>3.15%</b>	<b>75,327</b>

## TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	317,044	79	1	1,990	0	9,993	3.15%	75,323
Instagram	11	0	0	0	0	0	0.00%	4
<b>Total</b>	<b>317,055</b>	<b>79</b>	<b>1</b>	<b>1,990</b>	<b>0</b>	<b>9,993</b>	<b>3.15%</b>	<b>75,327</b>



# Snapchat



**interact** | 2-year college experts

**REACHLOCAL**

**READY** *career  
education*



## *Why are these metrics important?*

**Impressions** - The number of times your ads were on screen.

Impressions help correlate and demonstrate the number of people who were exposed to your brand and content.

**CPM** - The average cost for 1,000 [impressions](#).

The lower a campaign's CPM, the more people you are showing your ad to for a lower cost overall.

**Swipe Ups** - The number of times your Ad was swiped up on or the CTA was tapped to view the attachment below.

**Swipe Up Rate** - The average number of swipes per impression, shows as a percentage.

**Video Views** - The total number of impressions that have watched at least 15 seconds, or 97% completion if it's shorter than 15 seconds, or a swipe up action on the ad.

**View Completion** - Number of time your top Snap ad was viewed to 97%.

# Snapchat Performance

**\$2,053.70**

Spend  
▼ -0.56%

**72,150**

Impressions  
▼ -13.52%

**\$28.46**

CPM  
▲ 14.98%

**1,736**

Swipe Ups  
▼ -8.82%

**1.18**

eCPSU  
▲ 9.06%

**2.41%**

Swipe Up Percent  
▲ 5.43%

**1.15**

Frequency  
▼ -0.75%

**5,462**

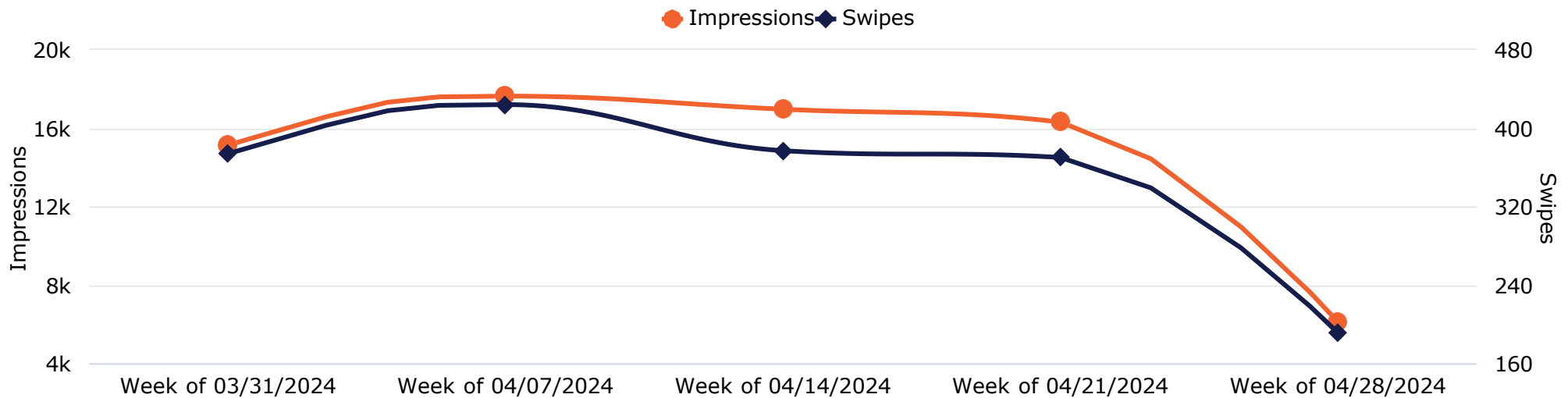
Video Views  
▲ 5.65%

**1,010**

View Completion  
▲ 6.32%

## IMPRESSIONS VS. SWIPES

04/01/2024 - 04/30/2024



## TOP-PERFORMING ADS

04/01/2024 - 04/30/2024

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
Video Ad 2   4.14.22	21,057	\$23.75	1.04	480	2.28%	1,541	269
Video Ad   Entertainment	15,458	\$24.74	1.31	291	1.88%	938	136
Video Ad 1   4.14.22	14,610	\$19.87	0.75	388	2.66%	1,558	341
Static Ad   High School   4.14.22	8,162	\$24.14	1.45	136	1.67%	0	0
Static Ad   Spanish   4.14.22	7,598	\$59.09	1.52	296	3.90%	968	178
Video Ad Spanish   4.14.22	5,265	\$44.64	1.62	145	2.75%	457	86
<b>Total</b>	<b>72,150</b>	<b>\$28.46</b>	<b>1.18</b>	<b>1,736</b>	<b>2.41%</b>	<b>5,462</b>	<b>1,010</b>

## TOP-PERFORMING ADS

04/01/2024 - 04/30/2024

Ad Squads Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
16-25	40,460	\$16.93	0.80	858	2.12%	3,008	549
Nighclubs/Bars/Entertainment	18,827	\$36.38	1.57	437	2.32%	1,029	197
16-40 Spanish	12,863	\$53.18	1.55	441	3.43%	1,425	264
<b>Total</b>	<b>72,150</b>	<b>\$28.46</b>	<b>1.18</b>	<b>1,736</b>	<b>2.41%</b>	<b>5,462</b>	<b>1,010</b>



# YouTube



**interact** | 2-year college experts

**REACHLOCAL**

**READY** *career  
education*



## *Why are these metrics important?*

**Impressions** – The number of times your ads were on screen.

Impressions help correlate and demonstrate the number of people who were exposed to your brand and content.

**CPM** – The average cost for 1,000 [impressions](#).

The lower a campaign's CPM, the more people you are showing your ad to for a lower cost overall.

**View Rate** – The percentage of completed video views from the total video impressions generated

**Views** – The total completed video views in which someone watched your video in full.

**CPV** – The average cost per completed video view. You only pay when someone watches your video in full, if they skip the video or skip partway through, you don't pay for the impression.

**Clicks** – Number of time your video was clicked on and someone went to your website. YouTube does not produce high volume clicks, our goal is completed video views

# YouTube Performance

**\$1,441.09**

Cost  
▲ 0.01%

**73,126**

Impressions  
▲ 1.05%

**45,008**

Views  
▲ 2.42%

**61.55%**

View rate  
▲ 1.36%

**37**

Clicks  
▲ 42.31%

**\$0.03**

CPV  
▼ -2.35%

**AD GROUP PERFORMANCE**

04/01/2024 - 04/30/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	70,221	43,002	61.24%	36	82.32%	69.62%	64.21%	60.50%
Keywords	2,785	1,923	69.05%	1	86.94%	75.68%	71.61%	68.45%
Topics	120	83	69.17%	0	89.17%	80.00%	75.83%	65.83%
<b>Total</b>	<b>73,126</b>	<b>45,008</b>	<b>61.55%</b>	<b>37</b>	<b>82.51%</b>	<b>69.87%</b>	<b>64.51%</b>	<b>60.81%</b>

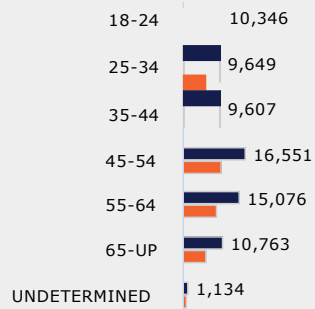
**AD PERFORMANCE**

04/01/2024 - 04/30/2024

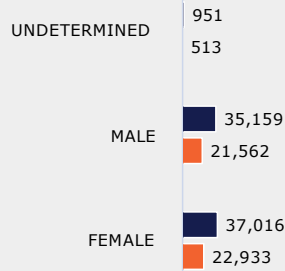
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Listo, Marca, Carrera -	59,709	36,673	61.42%	33	82.20%	69.52%	64.22%	60.52%
Ready, Set Career - Fabian	13,417	8,335	62.12%	4	83.87%	71.45%	65.79%	62.10%
<b>Total</b>	<b>73,126</b>	<b>45,008</b>	<b>61.55%</b>	<b>37</b>	<b>82.51%</b>	<b>69.87%</b>	<b>64.51%</b>	<b>60.81%</b>

# YouTube Performance

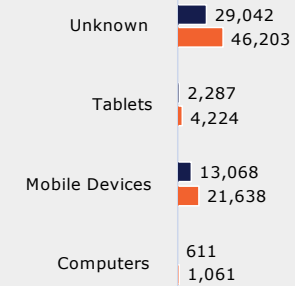
Views Impressions



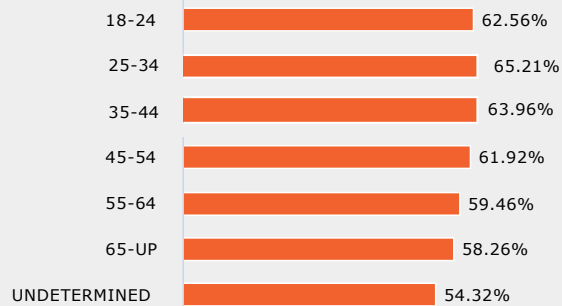
Views Impressions



Impressions Views



View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	81.83%	67.21%	61.34%	56.87%
Mobile Devices	81.46%	69.17%	63.45%	59.22%
Tablets	76.96%	62.93%	57.14%	52.80%
Unknown	83.52%	70.90%	65.75%	62.38%

Age Range	25%	50%	75%	100%
18-24	84.51%	71.94%	65.86%	62.04%
25-34	84.68%	73.36%	68.32%	64.59%
35-44	83.47%	71.99%	67.00%	63.37%
45-54	82.70%	70.19%	64.86%	61.15%
55-64	81.10%	67.69%	62.27%	58.58%
65-UP	79.91%	66.09%	60.89%	57.33%
UNDETERMINED	78.48%	63.76%	57.94%	53.88%

Gender	25%	50%	75%	100%
FEMALE	83.16%	70.50%	64.98%	61.17%
MALE	81.93%	69.39%	64.20%	60.63%
UNDETERMI...	78.65%	63.30%	57.62%	53.52%

# YouTube Performance

**\$1,792.51**

Cost  
▲ 0.01%

**85,347**

Impressions  
▲ 1.75%

**48,621**

Views  
▲ 2.64%

**56.97%**

View rate  
▲ 0.88%

**25**

Clicks  
▲ 31.58%

**\$0.04**

CPV  
▼ -2.57%

**AD GROUP PERFORMANCE**

04/01/2024 - 04/30/2024

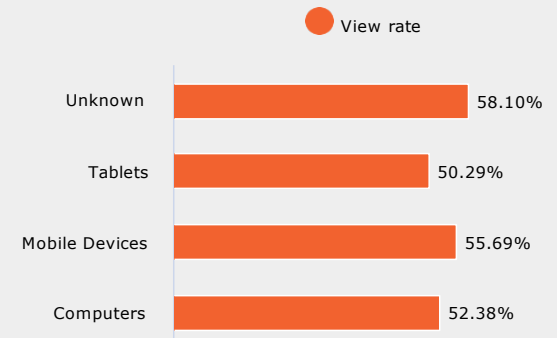
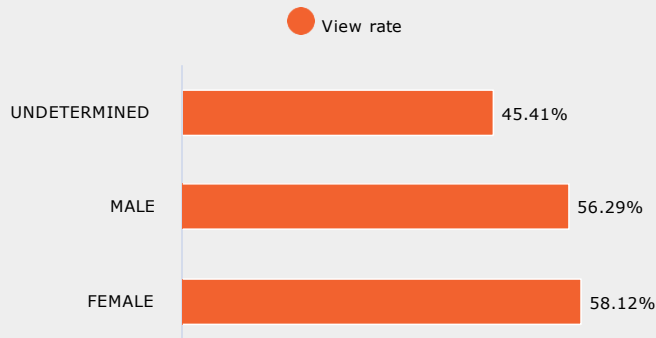
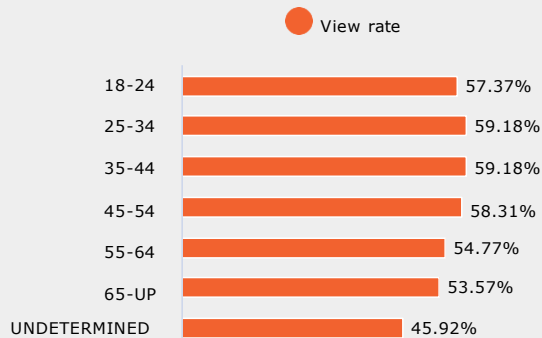
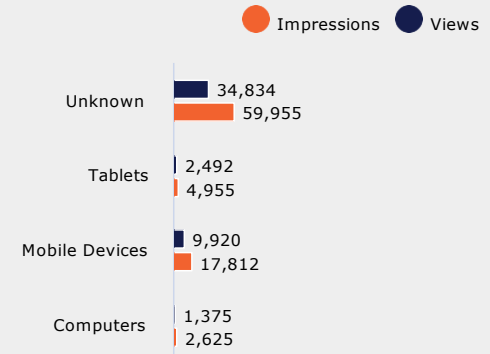
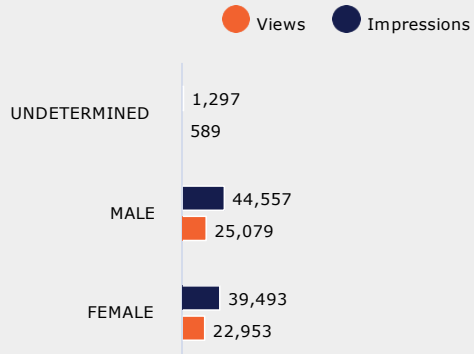
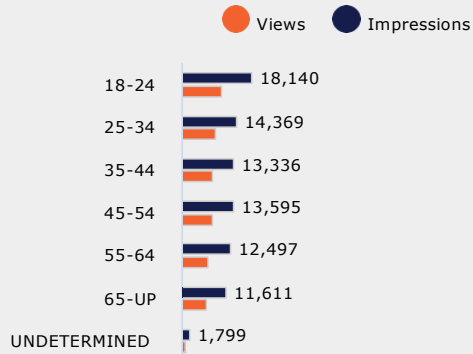
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	70,740	39,640	56.04%	24	74.05%	61.93%	56.28%	52.34%
Business Keywords	322	197	61.18%	0	78.57%	68.90%	62.07%	57.10%
Energy, Construction, Utilities	167	91	54.49%	0	74.25%	59.28%	53.29%	49.10%
Information, Communications, and Technology	209	130	62.20%	1	80.20%	70.03%	65.67%	58.94%
Keywords	13,616	8,387	61.60%	0	77.20%	66.92%	62.27%	58.71%
Topics	138	86	62.32%	0	78.99%	66.67%	63.04%	59.42%

**AD PERFORMANCE**

04/01/2024 - 04/30/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
IEDRC/KVCR	22,445	11,052	49.24%	5	60.18%	49.47%	43.67%	39.60%
We're ready for you !	20,468	12,424	60.70%	8	81.93%	69.77%	64.41%	60.90%
Inland Fall2019 Preroll1	12,981	8,040	61.94%	3	85.44%	72.07%	66.36%	62.18%
We're READY for you.	6,417	3,815	59.45%	4	81.60%	68.31%	63.15%	59.73%
Inland Fall 2021 Pre-Roll :30 v2	5,161	3,366	65.22%	0	85.58%	74.22%	69.30%	65.34%
JUSTIN IEDRC/KVCR	3,534	1,844	52.18%	0	64.01%	52.42%	45.68%	41.61%
<b>Total</b>	<b>71,006</b>	<b>40,541</b>	<b>57.10%</b>	<b>20</b>	<b>75.04%</b>	<b>63.10%</b>	<b>57.52%</b>	<b>53.66%</b>

# YouTube Performance



Device Type	25%	50%	75%	100%
Computers	75.76%	60.82%	54.84%	49.71%
Mobile Devices	75.99%	63.17%	56.42%	51.77%
Tablets	71.01%	57.34%	50.98%	46.54%
Unknown	74.42%	63.19%	58.17%	54.61%

Age Range	25%	50%	75%	100%
18-24	75.64%	63.95%	58.37%	54.60%
25-34	76.77%	65.24%	59.93%	56.08%
35-44	76.76%	64.86%	59.45%	55.64%
45-54	75.22%	64.03%	58.41%	54.47%
55-64	72.76%	60.03%	54.65%	50.46%
65-UP	70.28%	58.59%	53.06%	49.26%
UNDETERMINED	66.26%	52.43%	46.42%	42.29%

Gender	25%	50%	75%	100%
FEMALE	76.29%	64.14%	58.62%	54.74%
MALE	73.35%	61.89%	56.45%	52.54%
UNDETERMINED	65.40%	51.36%	45.34%	41.64%

# YouTube Music Performance

**\$1,924.54**

Cost  
▲ 0.09%

**411,977**

Impressions  
▲ 0.43%

**409,414**

Views  
● 0.00%

**98.82%**

View rate  
● 0.00%

**54**

Clicks  
▲ 86.21%

**\$0.02**

CPV  
● 0.00%

**AD GROUP PERFORMANCE**

04/01/2024 - 04/30/2024

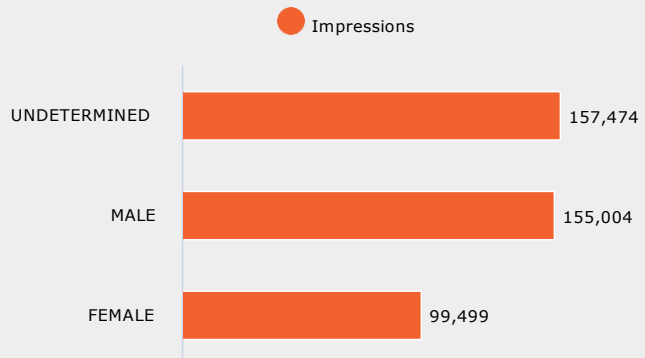
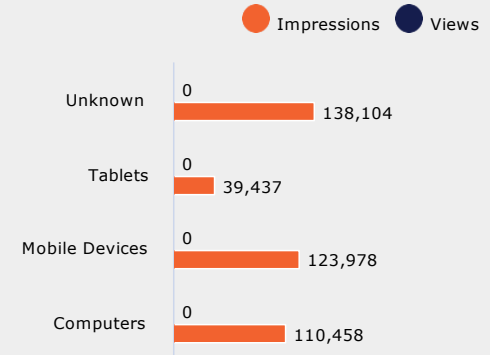
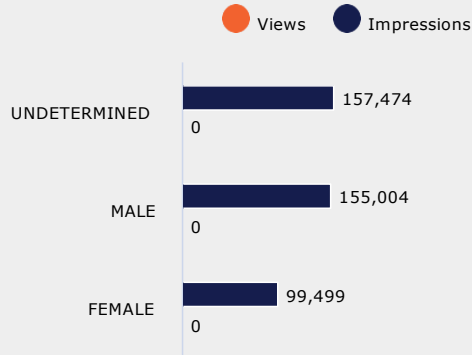
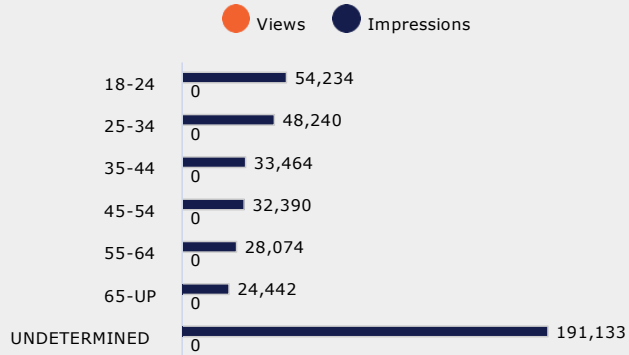
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Affinity   Gamers	121,142	0	0.00%	16	99.72%	99.41%	99.08%	98.74%
General	206,337	0	0.00%	20	99.77%	99.46%	99.14%	98.84%
In-Market   Education	84,498	0	0.00%	18	99.72%	99.49%	99.27%	98.87%
<b>Total</b>	<b>411,977</b>	<b>0</b>	<b>0.00%</b>	<b>54</b>	<b>99.75%</b>	<b>99.45%</b>	<b>99.15%</b>	<b>98.82%</b>

**AD PERFORMANCE**

04/01/2024 - 04/30/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Ready, Set, Career at your local community college	206,262	0	0.00%	31	99.78%	99.48%	99.19%	98.85%
Inland Youtube Music 15 Second v2	205,715	0	0.00%	23	99.77%	99.47%	99.17%	98.85%
<b>Total</b>	<b>411,977</b>	<b>0</b>	<b>0.00%</b>	<b>54</b>	<b>99.78%</b>	<b>99.48%</b>	<b>99.18%</b>	<b>98.85%</b>

# YouTube Performance



Device Type	25%	50%	75%	100%
Computers	99.53%	99.10%	98.65%	98.16%
Mobile Devices	99.40%	98.94%	98.56%	98.18%
Tablets	99.39%	98.71%	98.16%	97.58%
Unknown	99.99%	99.97%	99.96%	99.90%

Age Range	25%	50%	75%	100%
18-24	99.85%	99.66%	99.44%	99.16%
25-34	99.55%	99.23%	98.96%	98.47%
35-44	99.44%	99.01%	98.62%	98.28%
45-54	99.52%	99.16%	98.85%	98.51%
55-64	99.52%	99.04%	98.65%	98.27%
65-UP	99.32%	98.69%	98.16%	97.63%
UNDETERMINED	99.84%	99.61%	99.36%	99.11%

Gender	25%	50%	75%	100%
FEMALE	99.71%	99.37%	99.03%	98.66%
MALE	99.71%	99.41%	99.16%	98.84%
UNDETERMINED	99.77%	99.48%	99.16%	98.84%



# TIKTOK



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2-year college experts

**REACHLOCAL**

**READY** *career  
education*

\$2,943.76

Total Cost  
▼ \$-32.24

270,752

Impressions  
▼ -4,097

4,154

Clicks  
▲ 1,640

\$10.87

CPM  
▲ \$0.04

\$0.71

CPC  
▼ \$-0.48

1.53%

CTR  
▲ 67.73%

267,119

Video Views  
▼ -1.96%

## TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
LA   Education-1-1	217,394	3,825	\$10.32	215,103
LA   Education-1-1   Spanish	53,358	329	\$13.14	52,016
<b>Total</b>	<b>270,752</b>	<b>4,154</b>	<b>\$10.87</b>	<b>267,119</b>

**TOP PERFORMING ADS**

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4086471_readysetcareer_DMA	copy_9A8D7A98-8E74-417B-9F45-22788ABFDA15 (1).MOV	53,358	329	\$13.14	\$2.13	0.62%	52,016
C4086471_readysetcareer_DMA	how much will you make v3.mp4_9.6.23	4,332	51	\$9.72	\$0.83	1.18%	4,265
C4086471_readysetcareer_DMA	IMG_1634.MOV	127	8	\$35.28	\$0.56	6.30%	121
C4086471_readysetcareer_DMA	IMG_1635.MOV	32	0	\$0.00	\$0.00	0.00%	30
C4086471_readysetcareer_DMA	IMG_2103.MOV_2024-03-26 10:21:49	1,391	21	\$13.60	\$0.90	1.51%	1,381
C4086471_readysetcareer_DMA	Inland TikTok 2023 CC in 2 words (Medium).mp4_11.13.23	33	1	\$26.06	\$0.86	3.03%	29
C4086471_readysetcareer_DMA	Inland TikTok 2023 General 2 (Medium).mp4_11.13.23	11	0	\$0.00	\$0.00	0.00%	11
C4086471_readysetcareer_DMA	Inland TikTok 2023 General 3 (Medium).mp4_11.13.23	48	1	\$27.92	\$1.34	2.08%	47
C4086471_readysetcareer_DMA	Inland TikTok 2023 Laugh (Hot).mp4_11.13.23	846	12	\$13.45	\$0.95	1.42%	828
C4086471_readysetcareer_DMA	Inland TikTok 2023 Mow Much Will You Make_ (Medium).mp4_11.13.23	2,732	44	\$13.02	\$0.81	1.61%	2,674
C4086471_readysetcareer_DMA	Inland TikTok 2023 Music (Medium).mp4_11.13.23	1,010	9	\$8.97	\$1.01	0.89%	994
C4086471_readysetcareer_DMA	Inland TikTok 2023 Tiny Mic (Hot).mp4_11.13.23	1,211	16	\$11.58	\$0.88	1.32%	1,183
6 rows not shown							
<b>Total</b>	--	<b>270,752</b>	<b>4,154</b>	<b>\$10.87</b>	<b>\$0.71</b>	<b>1.53%</b>	<b>267,119</b>

**READY** *career  
education*

# Thank You



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