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Riverside Inland Empire Consortium Monthly Performance Report

12/01/2023 - 12/31/2023



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Industry Benchmarks



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Total Campaign Metrics:

Total Impressions:

2,071,440

Total Visits:

15,384

View-Through Ad Visits:

62

Completed Video Views:

893,359

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 \$1.22**Average CTR is 6.21%, **Your Average is 4.27%**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 \$13**Average CPC Custom Audience \$1 - \$2, **Your Average is \$1.50**Average CTR is 1%, **Your Average is 1.20%****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 .04****TikTok Benchmarks, Industry Average & Your Average**Average CPM is \$10-\$15, **Your Average is \$8****Display Benchmarks, Industry Average & Your Average**Average CPM is \$15-\$20, **Your Average is \$6**Average CTR is .17%, **Your Average is .18%****Snpachat Benchmarks, Industry Average & Your Average**Average CPM is \$20-\$30, **Your Average is \$38**Average CTR is 1%, **Your Average is 3.84%**

Cumulative Chart

Platform	December	January	February	March	April	May	June	July	August	September	October	November	December	All-Time TOTAL
Social Media: Facebook & Instagram														
Impressions	349,925	470,749	342,065	386,797	422,519	416,870	464,889	581,971	551,831	342,218	342,645	330,735	338,068	21,656,598
Clicks	2,234	3,580	2,780	2,842	3,062	2,522	2,769	3,180	3,222	2,977	2,795	2,714	2,986	220,744
Digital Marketing - Display Ads														
Impressions	686,162	600,521	606,915	676,517	647,239	676,206	613,423	546,648	561,475	428,832	521,601	510,756	504,725	62,040,322
Clicks	1,230	1,149	1,890	1,245	1,165	1,210	1,190	891	967	664	978	845	914	126,860
Cost Per Thousand Impressions (CP)	\$6.42	\$6.11	\$5.95	\$5.85	\$5.88	\$5.97	\$6.68	\$6.19	\$6.05	\$7.97	\$6.83	\$7.24	\$6.18	\$7.43
Over the Top Video Views	34,053	20,609	22,238	24,673	24,081	19,299	18,395	14,940	16,141	15,571	15,048	15,596	16,680	869,695
Pay Per Click- Main														
Visits to Websites	3,052	2,660	2,929	3,064	2,671	2,537	3,963	4,461	3,698	3,604	3,398	3,794	4,107	170,118
Calls	29	29	22	21	8	21	20	20	37	28	21	24	19	5092
Average Cost per Visit	\$1.84	\$2.11	\$1.92	\$1.84	\$2.11	\$2.22	\$1.42	\$1.26	\$1.35	\$1.39	\$1.47	\$1.32	\$1.22	\$2.33
Average Cost per Contact	\$4.89	\$6.15	\$7.69	\$7.64	\$8.76	\$7.86	\$7.67	\$5.36	\$5.63	\$4.08	\$6.56	\$6.91	\$6.48	\$15.49
Click Thru Rate	6.32%	5.83%	4.43%	4.08%	4.95%	4.02%	3.71%	4.27%	3.97%	4.05%	4.04%	3.85%	4.27%	5.62%
Pay Per Click- Programs														
Visits to Websites								1,290	1,697	1,387	1,385	1,448	1,620	8,827
Calls								17	31	19	3	9	5	84
Average Cost per Visit								\$2.48	\$1.89	\$2.31	\$2.31	\$2.21	\$1.98	\$2.20
Average Cost per Contact								\$14.88	\$12.45	\$15.76	\$17.02	\$21.77	\$17.02	\$16.48
Click Thru Rate								5.69%	4.59%	4.59%	4.13%	4.12%	4.30%	4.57%
YouTube Marketing - English														
Impressions	54,062	78,389	63,916	65,889	61,243	53,568	54,040	59,286	66,015	59,939	60,192	55,269	126,957	4,795,639
Completed Views	31,389	44,161	34,403	35,526	32,446	27,441	28,700	29,864	36,058	33,407	34,453	31,039	69,528	2,357,525
Clicks	11	25	40	30	35	28	31	42	27	32	21	20	32	4,443
Cost Per View	\$0.04	\$0.03	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.06
YouTube Marketing - Spanish														
Impressions	48,139	70,005	54,402	56,179	47,447	47,979	45,612	45,390	51,387	47,960	57,316	41,950	67,913	9,308,465
Completed Views	29,282	42,479	30,920	32,190	27,386	27,011	26,579	24,913	29,829	27,892	34,751	25,224	41,493	4,401,966
Clicks	21	49	33	28	46	53	39	42	26	29	40	25	29	21,006
Cost Per View	\$0.04	\$0.02	\$0.03	\$0.03	\$0.03	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04	\$0.03	\$0.04	\$0.04	\$0.03
Snapchat														
Impressions	48,344	60,205	66,004	91,459	83,539	87,668	66,000	70,166	57,647	59,250	77,632	55,836	54,551	13,190,876
Swipe-Ups	638	988	1,246	2,282	2,496	2,253	2,303	2,207	1,916	2,117	2,479	1,781	2,097	175,128
Cost Per Thousand Impressions (CP)	\$41.56	\$33.85	\$30.28	\$21.93	\$24.35	\$23.30	\$31.07	\$27.37	\$34.53	\$31.15	\$26.37	\$36.25	\$38.14	\$15.49
Cost Per Swipe-Up (CPSU)	\$3.15	\$2.06	\$1.60	\$0.88	\$0.81	\$0.91	\$0.89	\$0.87	\$1.04	\$0.87	\$0.83	\$1.14	\$0.99	\$0.95
TikTok- English														
Impressions	301,099	350,122	283,987	263,762	297,025	291,739	292,830	341,194	289,179	295,630	335,360	323,871	356,107	1670601
Video Views	204,229	183,634	126,083	240,272	264,512	104,547	261,754	309,791	284,514	291,952	331,814	320,433	351,905	1513811
Clicks	2113	3482	2461	2,375	2,504	2,330	2,212	2,815	3,285	2,598	3,080	2,648	3,515	17912
Cost Per Thousand Impressions (CPM)	\$9.54	\$8.36	\$10.14	\$11.31	\$9.88	\$10.02	\$9.77	\$8.62	\$10.35	\$9.98	\$8.85	\$9.15	\$8.26	\$9.78

Cumulative Chart

Platform	December	January	February	March	April	May	June	July	August	September	October	November	December	All-Time TOTAL
Website Traffic														
Total Page Views	13,882	19,341	20,128	25,210	29,103	10,551	21,698	30,979	29,798	34,840	42,032	42,446	55,507	1,183,740
Apply Clicks	194	291	163	260	387	239	713	939	1,531	1,116	1,122	906	1,052	19,878
Average Time Spent (on Home Page)	2:15	1:37	1:20	1:34	1:35	1:36	:13	:40	0:06	:18	:15	:16	:30	1:30
Top Sources for Site Exploration (Direct)	58.70%	49.50%	41.50%	34.30%	28%	26%	29%							50.26%
Newscenter Traffic														
Total Page Views	503	457	400	457	321	483	304	111	675	630	1,513	584	812	32,471
Average Time Spent (on Home Page)	2:17	1:05	1:25	3:05	1:07	2:33	2:55	:36	:28	:33	:12	:31	:20	1:53
E-Newsletter														
Average open rate														60.53%
Average click-through rate														8.69%
Unique Open	37%	53%	30%	33%	32%	32%	30%	52%	29%	30%	36%	30%	39%	25%
Clicks	21%	9%	17%	18%	17%	11%	19%	9%	15%	11%	3%	6%	3%	12%
Employer-Newsletter														
Unique Open	13%		10%		13%		12%		20%		33%		45%	19%
Clicks	15%		2%		2%		2%		2%		6%		1%	9%
Employer-Newsletter - Julie's List														
Unique Open	29%		20%		23%		22%		27%		35%		37%	22%
Clicks	7%		4%		3%		1%		2%		4%		0%	14%
Counselor-Newsletter														
Unique Open		39%		43%		42%				55%		23%		36%
Clicks		11%		10%		6%				6%		10%		7%



PPC



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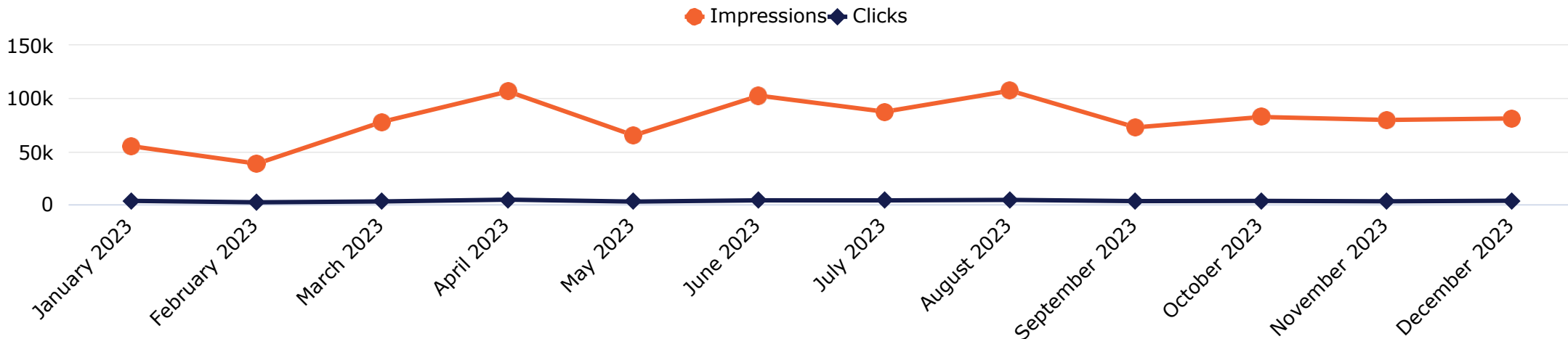
	Target	Count of Target
Barstow Community College	(760) 252-2411	1
Crafton Hills College	(909) 794-2161	5
Desert Colleges	(951) 222-8221	11
Norco College	(951) 372-7000	1
Moreno Valley College	(951) 571-6100	1
	Grand Total	19
Programs	Target	Count of Target
San Bernardino Valley College	(909) 384-4400	1
Chaffey College	(909) 652-6000	1
Crafton Hills College	(909) 794-2161	1
Desert Colleges	(951) 222-8221	2
	Grand Total	5



PPC Performance

	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 2023	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 cost per contact (calls, end form submissions)
	\$5,625.00	Jan-23	45,657	2,660	5.83	\$2.11	29	1	885	915	1,397	\$6.15
	\$5,625.00	Feb-23	66,167	2,929	4.43	\$1.92	22	1	708	731	1,311	\$7.69
	\$5,625.00	Mar-23	75,190	3,064	4.08	\$1.84	21	0	715	736	1,298	\$7.64
	\$5,625.00	Apr-23	53,953	2,671	4.95	\$2.11	8	2	632	642	1,127	\$8.76
	\$5,625.00	May-23	63,139	2,537	4.02	\$2.22	21	2	693	716	1,222	\$7.86
	\$5,625.00	Jun-23	106,734	3,963	3.71	\$1.42	20	3	710	733	2,289	\$7.67
	\$5,000.00	Jul-23	104,390	4,461	4.27	\$1.12	20	7	1,022	1,049	2,219	\$4.77
	\$5,000.00	Aug-23	93,236	3,698	3.97	\$1.35	37	5	846	888	1,929	\$5.63
	\$5,000.00	Sep-23	88,916	3,604	4.05	\$1.39	28	0	1,197	1,225	2,284	\$4.08
	\$5,000.00	Oct-23	84,208	3,398	4.04	\$1.47	21	2	739	762	1,941	\$6.56
<i>tracking code removed and added back 11/21</i>	\$5,000.00	Nov-23	98,449	3,794	3.85	\$1.32	24	2	698	724	1,361	\$6.91
	\$5,000.00	Dec-23	96,223	4,107	4.27	\$1.22	19	1	752	772	2,019	\$6.48
TOTALS:	\$63,750.00		976,262	40,886	4.19	\$1.56	270	26	9,597	9,893	20,397	\$6.44

01/01/2023 - 12/31/2023



TOP KEYWORDS

Keyword	CTR
college degrees	4.28%
online colleges	4.07%
Riverside City College	6.19%
Mt San Jacinto College	5.92%
college application	5.89%
community colleges	5.97%
community colleges in	5.28%
college courses	5.56%
online classes	4.42%
online learning	4.64%
online certificate programs	3.24%
online courses	3.65%
Barstow Community College	5.07%
online certificate courses	3.28%
online training courses	3.72%
city colleges	7.11%
online college courses	5.26%
college admissions	5.27%
College Of The Desert	1.74%
online college degrees	3.37%

WEB EVENTS - CONTINUED

12/01/2023 - 12/31/2023

Event Name	Event Count
Apply	581
*Advanced Manufacturing	184
*Digital Media	170
*Information Communicatio...	166
*Aeronautics/Aviation/Auto...	163
*Energy/Construction and U...	157
*Medical/Nursing	156
*Accounting/Finance/Busin...	151
Career Resources	109
Contact Us	65
*Barstow college link clicked	33
*Jacinto college link clicked	33

WEB EVENTS - CONTINUED

12/01/2023 - 12/31/2023

Event Name	Event Count
View Colleges	26
*San Bernardino Valley Col...	17
*Copper college link clicked	16
*Crafton college link clicked	16
*Norco college link clicked	14
*Victor Valley College Click...	12
*Palo Verde College Clicked	8
*Riverside City College Clic...	7
*Riverside Apply Now click...	5
*Chaffey college link clicked	4
*Copper Apply Now clicked	4
*Chaffey Apply Now clicked	3

Top Performing Text Ads

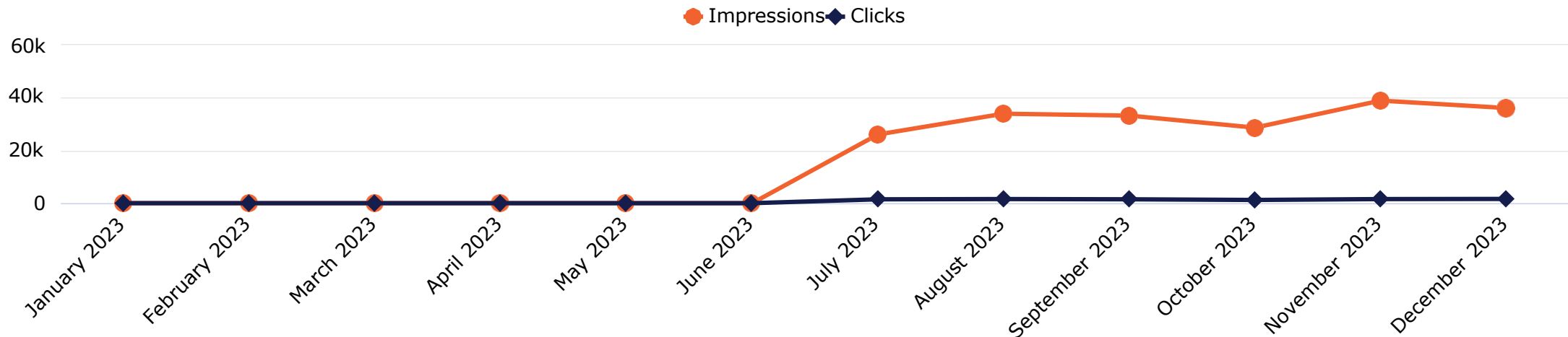
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	81,360	3,383	4.16%
Dual Enrollment	148	6	4.05%
Total	81,508	3,389	4.16%

PPC Programs

	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 2023	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)
	\$3,200.00	Jul-23	22,662	1,290	5.69	\$2.48	17	2	196	215	345	\$14.88
	\$3,200.00	Aug-23	36,972	1,697	4.59	\$1.89	31	1	225	257	524	\$12.45
	\$3,200.00	Sep-23	30,216	1,387	4.59	\$2.31	19	1	183	203	440	\$15.76
	\$3,200.00	Oct-23	33,526	1,385	4.13	\$2.31	3	1	184	188	440	\$17.02
<i>tracking code removed and added back 11/21</i>	\$3,200.00	Nov-23	35,140	1,448	4.12	\$2.21	9	1	137	147	182	\$21.77
	\$3,200.00	Dec-23	37,631	1,620	4.30	\$1.98	5	1	182	188	432	\$17.02
TOTALS:	\$19,200.00		196,147	8,827	4.50	\$2.18	84	7	1,107	1,198	2,363	\$16.03

01/01/2023 - 12/31/2023



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
nursing class	4.28%
technical college	4.31%
nearby community colleges	2.60%
business class	4.41%
nursing college	3.73%
medical assistant degree	3.52%
Technical Community College	2.39%
computer technology class	3.60%
Rad tech program	5.14%
registered nursing class	4.10%
ultrasound training program	5.44%
paralegal studies class	6.24%
emt program	7.16%
early childhood education degree	3.44%
automotive technician class	4.66%
teacher certification	3.86%
medical assistant class	4.37%
OSHA Certification	4.87%
real estate class	4.65%
schools for ultrasound tech	6.04%

WEB EVENTS - CONTINUED

12/01/2023 - 12/31/2023

Event Name	Event Count
*Apply Page	201
*Resources Page	81
*Riverside City College- Col...	24
*Chaffey College- College ...	23
*Mt. San Jacinto College- C...	21
*View Colleges Page	18
*San Bernardino Valley Coll...	13
*College of the Desert- Coll...	12
*Barstow Community Colle...	10
*Norco College- College Pr...	10
*Moreno Valley College- Co...	9
* Crafton Hills College- Coll...	7

WEB EVENTS - CONTINUED

12/01/2023 - 12/31/2023

Event Name	Event Count
*Copper Mountain College-...	7
*Palo Verde College- Colleg...	5
*Victor Valley College- Coll...	3
*Chaffey College - Apply N...	2
*Crafton Hills College - App...	2
*Contact Form Submitted	1
*Norco College - Apply No...	1
*Riverside City College - Ap...	1
*San Bernardino Valley Coll...	1
*Victor Valley College - App...	1

Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Medical / Nursing	17,526	735	4.19%
General Ad Group	10,205	445	4.36%
Accounting / Finance / Business / Real Estate	3,943	204	5.17%
Child Development	1,680	80	4.76%
Outdoor / Architecture	791	76	9.61%
Digital Media -	1,516	54	3.56%
Aeronautics / Aviation / Automotive	732	31	4.23%
Total	36,393	1,625	4.47%

Display



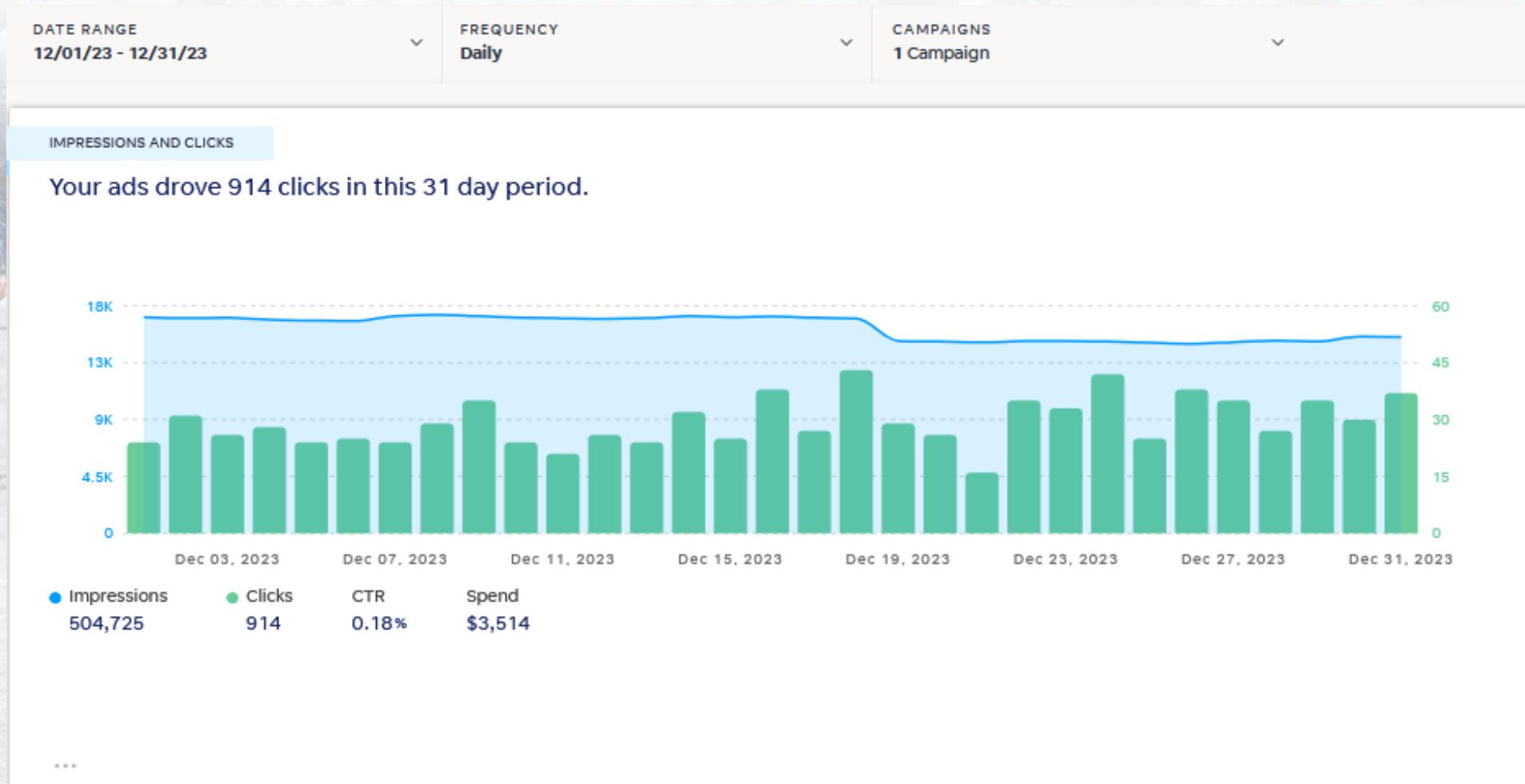
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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD Riverside Inland Empire Display	504,725	914	\$6.18	2	\$3,541.98



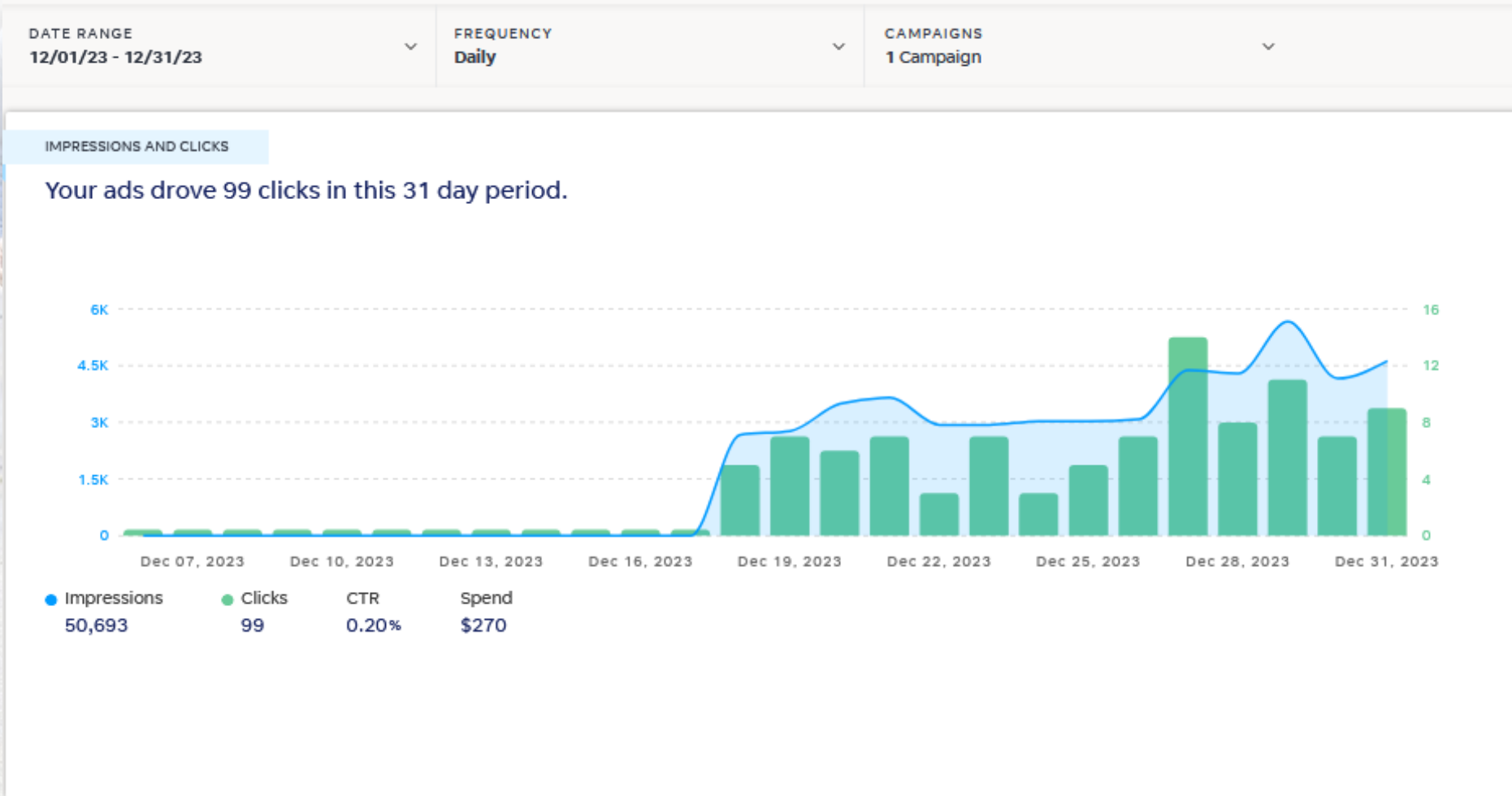
Display Performance

OTT Streaming Performance	Impressions	Clicks	CTR	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
C3747436_TD_readysetcareer_OTT_Large Screen	8,824	0	0.00%	8,787	8,768	8,749	8,738	8,713	99.16%
C3747436_TD_readysetcareer_OTT_Small Screen	8,613	1	0.01%	8,669	8,330	8,217	8,083	7,967	91.90%
Totals	17,437	1	0.01%	17,456	17,098	16,966	16,821	16,680	95.56%

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
General Awareness	95,249	163	0.17%	0
Keyword Search Retargeting	51,465	113	0.22%	0
Lookalike Audience	48,366	123	0.25%	1
HighSchoolGeofencing	48,068	97	0.20%	31
Adult career education Audience	47,835	68	0.14%	4
SpanishEducationAudience	41,785	73	0.17%	0
Website Remarketing	41,778	112	0.27%	16
Low Income work industries_Audience	39,311	64	0.16%	0
Military/online learning Audience	39,020	54	0.14%	1
SpanishAffinityAudience	34,411	46	0.13%	0
OTT_Large Screen	8,824	0	0.00%	9
OTT_Small Screen	8,613	1	0.01%	0
Totals	504,725	914	0.18%	62

Display Competitor

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD Riverside Inland Empire Display Competitor	50,693	99	\$5.40		\$269.58



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

338,068

Impressions
▲ 7,333

\$4,479.22

Cost
▲ \$143.56

\$13.25

CPM
▲ \$0.14

2,986

Clicks
▲ 272

\$1.50

CPC
▼ \$-0.10

1.20%

Clicks (All) CTR
▲ 7.64%

59

Post Reactions
▲ 2,850.00%

1

Post Saves
▼ -50.00%

93

Video 100% Views
▲ 3.33%

3,395

Post Engagements
▲ 12.60%

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
18-55, Military/Online Learning/Adult Education	5,629	39	84	1.49%	0	5	0	5	0	100
Education, Online Learning, 18-50	6,313	44	75	1.19%	0	14	0	3	0	120
General 18-19	115	1	1	0.87%	0	1	0	0	0	2
Retargeting	5,127	44	84	1.64%	0	35	1	27	0	329
Some College, HS Grads, Adult Learners, 18-50	298,051	2,407	2,580	0.87%	0	3	0	58	0	2,700
Spanish - Education, Online Education/Adult Learner, High School Student	22,833	143	162	0.71%	0	1	0	0	0	144
Total	338,068	2,678	2,986	0.88%	0	59	1	93	0	3,395

Facebook & Instagram Performance

TOP PERFORMING ADS

Adset Name	Ad Name	AdPreviewURL	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
Some College, HS Grads, A...	Carousel Ad - G...	https://www.facebook.com/1968716713	282,326	2,298	2,447	0	0	0	0	0	0.87%	2,298
Spanish - Education, Onlin...	Carousel Ad - S...	https://www.facebook.com/1968716713	14,489	98	108	0	0	0	0	0	0.75%	98
Some College, HS Grads, A...	Static - Workin...	https://www.facebook.com/1968716713	10,315	76	80	0	0	0	0	0	0.78%	76
Spanish - Education, Onlin...	Static - Spanis...	https://www.facebook.com/1968716713	8,344	45	54	0	1	0	0	0	0.65%	46
Some College, HS Grads, A...	Carousel Ad - ...	https://www.facebook.com/1968716713	2,876	16	22	0	0	0	0	0	0.77%	16
Education, Online Learning...	Carousel Ad - G...	https://www.facebook.com/1968716713	2,819	19	29	0	1	0	0	0	1.03%	20
18-55, Military/Online Lear...	Carousel Ad - G...	https://www.facebook.com/1968716713	2,610	12	20	0	0	0	0	0	0.77%	12
Retargeting	Video Ad - Pre ...	https://www.facebook.com/1968716713	1,760	18	27	0	33	0	0	24	1.53%	271
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	1,674	5	10	0	1	0	0	32	0.60%	174
Retargeting	Carousel Ad - G...	https://www.facebook.com/1968716713	1,656	9	18	0	0	0	0	0	1.09%	9
Education, Online Learning...	Carousel Ad - ...	https://www.facebook.com/1968716713	1,646	9	17	0	0	0	0	0	1.03%	9
18-55, Military/Online Lear...	Static Ad - Gen...	https://www.facebook.com/1968716713	1,637	17	44	0	0	0	0	0	2.69%	17
Retargeting	Static Ad - Gen...	https://www.facebook.com/1968716713	1,127	10	25	0	0	0	1	0	2.22%	11
Education, Online Learning...	Static Ad - Gen...	https://www.facebook.com/1968716713	1,090	8	22	0	2	0	0	0	2.02%	10
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	860	12	21	0	2	0	0	26	2.44%	136
Education, Online Learning...	Video Ad - Pre ...	https://www.facebook.com/1968716713	350	4	3	0	9	0	0	2	0.86%	64
18-55, Military/Online Lear...	Static Ad - Gen...	https://www.facebook.com/1968716713	341	0	1	0	0	0	0	0	0.29%	0
18-55, Military/Online Lear...	Carousel Ad - G...	https://www.facebook.com/1968716713	333	1	1	0	0	0	0	0	0.30%	1
Total	--	--	336,253	2,657	2,949	0	49	0	1	84	0.88%	3,268

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	41,981	3	0	74	0	436	1.04%	728
Instagram	296,087	56	0	19	0	2,550	0.86%	2,667
Total	338,068	59	0	93	0	2,986	0.88%	3,395



Snapchat



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REACHLOCAL

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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

\$2,080.38

Spend
▲ 2.78%

54,551

Impressions
▼ -2.30%

\$38.14

CPM
▲ 5.20%

2,097

Swipe Ups
▲ 17.74%

0.99

eCPSU
▼ -12.71%

3.84%

Swipe Up Percent
▲ 20.52%

1.18

Frequency
▼ -1.08%

5,971

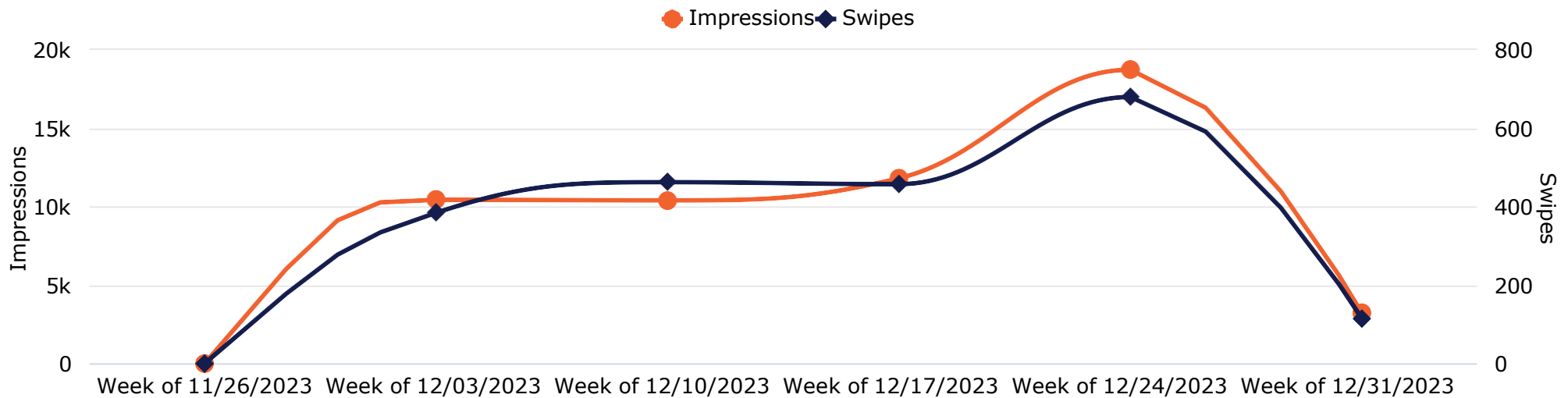
Video Views
▲ 1.95%

766

View Completion
▲ 3.65%

IMPRESSIONS VS. SWIPES

12/01/2023 - 12/31/2023



TOP-PERFORMING ADS

12/01/2023 - 12/31/2023

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
Video Ad 1 4.14.22	15,855	\$21.32	0.56	604	3.81%	1,759	322
Video Ad 2 4.14.22	14,819	\$14.99	0.66	334	2.25%	1,022	118
Video - Inland Authentic Narration Snapchat Fall 2020	6,014	\$76.75	1.22	377	6.27%	1,268	112
Video - Inland Pre-Roll Snapchat Fall 2020	5,202	\$79.11	1.30	317	6.09%	1,096	82
Static Ad High School 4.14.22	2,794	\$27.60	0.89	87	3.11%	0	0
Inland_April2020_Snapchat_5 - Updated LP - 5.19.20	2,356	\$34.93	2.06	40	1.70%	0	0
Video Ad Spanish 4.14.22	2,012	\$118.47	1.24	192	9.54%	537	92
Static Ad Spanish 4.14.22	1,861	\$44.49	2.12	39	2.10%	142	26
Inland_April2020_Snapchat_1 - Updated LP - 5.19.20	1,389	\$38.15	2.79	19	1.37%	0	0
Video - Inland Covid Voice Over Snapchat Fall 2020	760	\$57.14	1.06	41	5.39%	147	14
Copy of Inland_April2020_Snapchat_2 - Updated LP - 5.16.22		\$47.00	1.95	15	2.41%	0	0
Inland_April2020_Snapchat_2 - Updated LP - 5.19.20	498	\$44.29	1.00	22	4.42%	0	0
Inland_April2020_Snapchat_4 - Updated LP - 5.19.20	202	\$48.63	1.40	7	3.47%	0	0
Inland_April2020_Snapchat_3 - Updated LP - 5.19.20	167	\$54.28	3.02	3	1.80%	0	0
Total	54,551	\$38.14	0.99	2,097	3.84%	5,971	766

TOP-PERFORMING ADS

12/01/2023 - 12/31/2023

Ad Squads Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
16-25	32,597	\$17.96	0.59	992	3.04%	2,717	426
18-35	9,409	\$62.37	1.33	442	4.70%	1,327	124
Nighclubs/Bars/Entertainment	8,672	\$67.67	1.36	432	4.98%	1,248	98
16-40 Spanish	3,873	\$82.92	1.39	231	5.96%	679	118
Total	54,551	\$38.14	0.99	2,097	3.84%	5,971	766



YouTube



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REACHLOCAL

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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 Spanish

\$1,522.30

Cost
▲ 55.09%

67,913

Impressions
▲ 61.89%

41,493

Views
▲ 64.50%

61.10%

View rate
▲ 1.61%

29

Clicks
▲ 16.00%

\$0.04

CPV
▼ -5.72%

AD GROUP PERFORMANCE

12/01/2023 - 12/31/2023

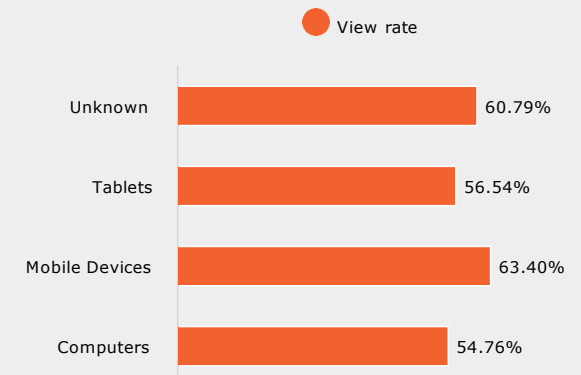
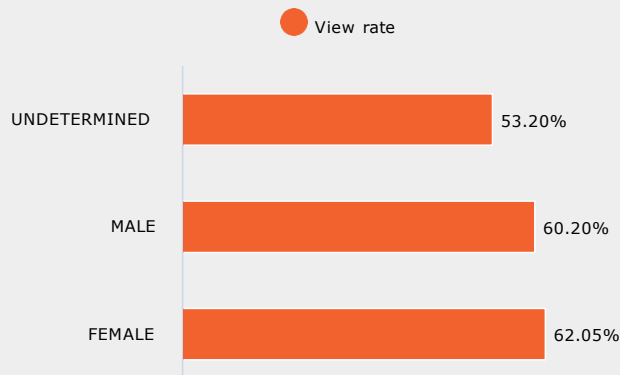
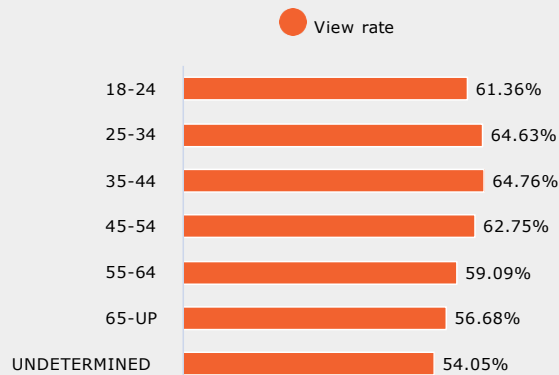
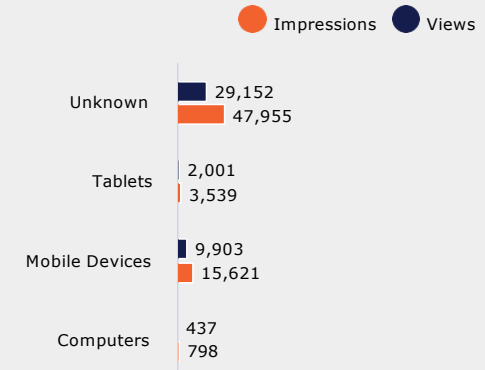
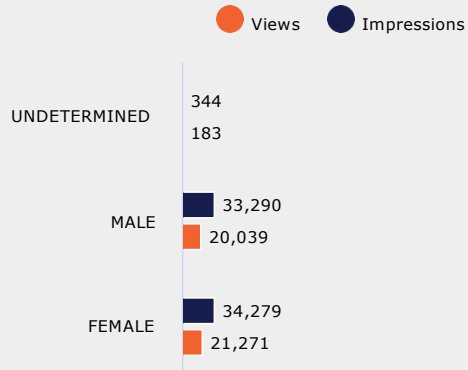
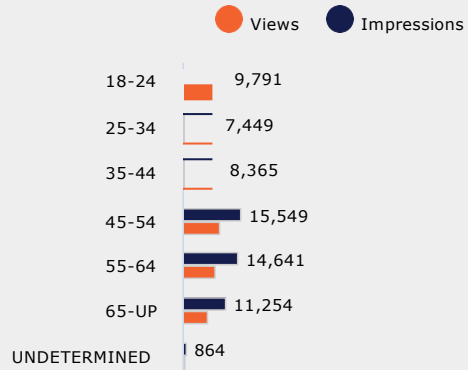
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	66,858	40,798	61.02%	29	83.20%	69.89%	64.26%	60.31%
Keywords	952	629	66.07%	0	85.28%	75.50%	70.66%	64.67%
Topics	103	66	64.08%	0	82.52%	70.87%	68.93%	64.08%
Total	67,913	41,493	61.10%	29	83.23%	69.97%	64.36%	60.38%

AD PERFORMANCE

12/01/2023 - 12/31/2023

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Listo, Marca, Carrera -	54,054	32,966	60.99%	26	82.84%	69.68%	64.06%	60.07%
Ready, Set Career - Fabian	13,859	8,527	61.53%	3	84.75%	71.11%	65.54%	61.58%
Total	67,913	41,493	61.10%	29	83.23%	69.97%	64.36%	60.38%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	79.04%	65.49%	57.84%	53.45%
Mobile Devices	84.15%	72.48%	66.66%	62.30%
Tablets	79.53%	65.97%	60.08%	55.49%
Unknown	83.27%	69.52%	64.03%	60.23%

Age Range	25%	50%	75%	100%
18-24	84.26%	70.98%	64.86%	60.96%
25-34	85.31%	73.25%	67.96%	64.04%
35-44	84.93%	73.44%	68.20%	64.04%
45-54	84.15%	71.26%	65.84%	62.03%
55-64	81.61%	67.85%	62.23%	58.22%
65-UP	80.76%	65.63%	59.88%	55.75%
UNDETERMINED	80.17%	65.80%	58.26%	53.97%

Gender	25%	50%	75%	100%
FEMALE	84.20%	70.87%	65.33%	61.27%
MALE	82.28%	69.08%	63.43%	59.54%
UNDETERMI...	78.88%	65.50%	57.56%	52.62%

YouTube Performance

\$2,797.72

Cost
▲ 100.72%

126,957

Impressions
▲ 129.71%

69,528

Views
▲ 124.00%

54.76%

View rate
▼ -2.49%

32

Clicks
▲ 60.00%

\$0.04

CPV
▼ -10.39%

AD GROUP PERFORMANCE

12/01/2023 - 12/31/2023

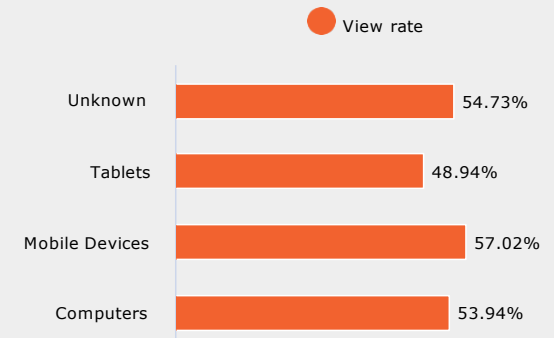
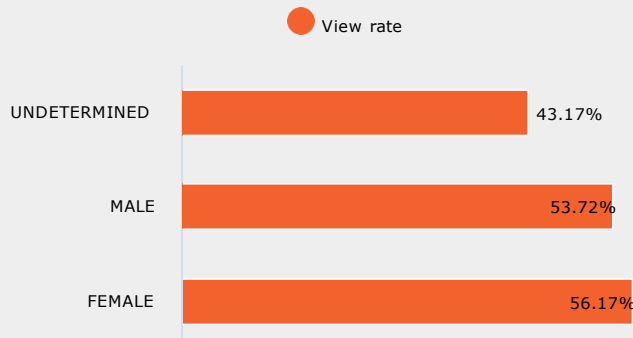
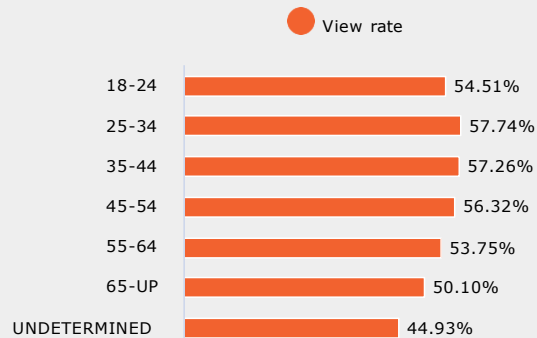
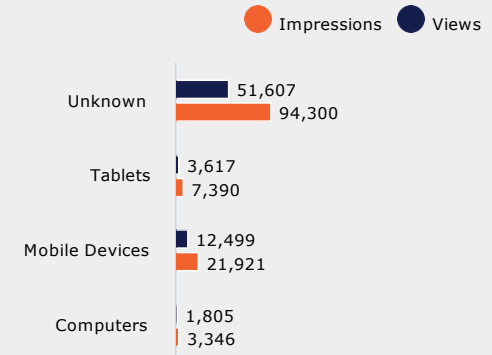
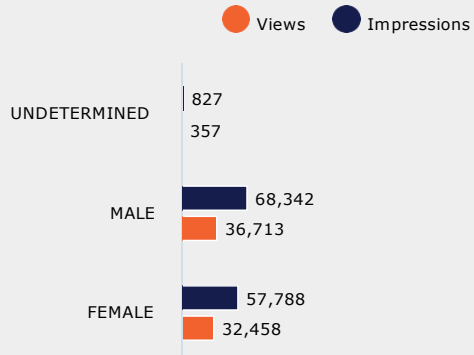
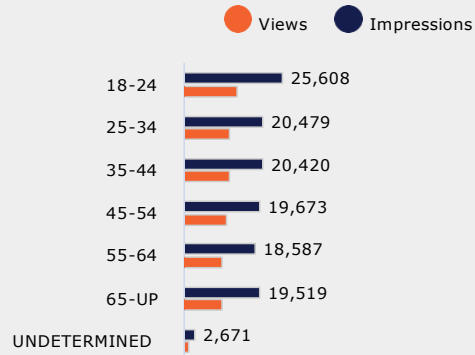
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	120,270	65,506	54.47%	32	73.58%	61.08%	55.46%	51.26%
Business Keywords	138	74	53.62%	0	69.57%	58.70%	55.07%	49.27%
Energy, Construction, Utilities	78	46	58.97%	0	74.36%	64.10%	55.13%	48.72%
Information, Communications, and Technology	164	95	57.93%	0	74.80%	64.23%	60.57%	57.52%
Keywords	6,038	3,656	60.55%	0	77.95%	66.67%	61.68%	58.08%
Topics	218	120	55.05%	0	80.74%	65.02%	56.54%	52.41%

AD PERFORMANCE

12/01/2023 - 12/31/2023

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
We're ready for you !	35,628	21,157	59.38%	6	82.19%	68.92%	63.44%	59.71%
IEDRC/KVCR	25,368	11,360	44.78%	4	55.38%	45.01%	39.64%	35.37%
Inland Fall2019 Preroll1	20,213	12,585	62.26%	5	87.00%	73.72%	67.19%	62.45%
We're READY for you.	9,679	5,525	57.08%	7	80.61%	66.58%	60.97%	57.19%
XIMENA IEDRC/KVCR	9,277	4,050	43.66%	3	56.27%	43.77%	37.97%	33.12%
Inland Fall 2021 Pre-Roll :30 v2	5,624	3,498	62.20%	1	83.56%	71.44%	66.54%	62.49%
Total	105,789	58,175	54.99%	26	74.33%	61.82%	56.15%	51.98%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	75.49%	62.55%	56.38%	51.98%
Mobile Devices	77.94%	65.44%	58.55%	53.67%
Tablets	70.93%	57.01%	50.64%	45.65%
Unknown	73.00%	60.71%	55.49%	51.57%

Age Range	25%	50%	75%	100%
18-24	75.68%	62.83%	56.87%	52.55%
25-34	77.32%	65.02%	59.09%	55.06%
35-44	76.99%	64.38%	58.94%	54.81%
45-54	74.07%	62.27%	56.74%	52.38%
55-64	70.79%	58.85%	53.50%	49.49%
65-UP	67.68%	55.11%	49.83%	45.67%
UNDETERMINED	68.39%	52.61%	47.41%	43.70%

Gender	25%	50%	75%	100%
FEMALE	75.72%	63.01%	57.34%	53.13%
MALE	72.27%	60.09%	54.55%	50.43%
UNDETERMINED	66.34%	50.72%	44.67%	40.91%

YouTube Music

\$1,922.86

Cost
▲ 94.63%

421,069

Impressions
▲ 109.54%

412,674

Views
● 0.00%

98.26%

View rate
● 0.00%

75

Clicks
▲ 368.75%

\$0.04

CPV
● 0.00%

AD GROUP PERFORMANCE

12/01/2023 - 12/31/2023

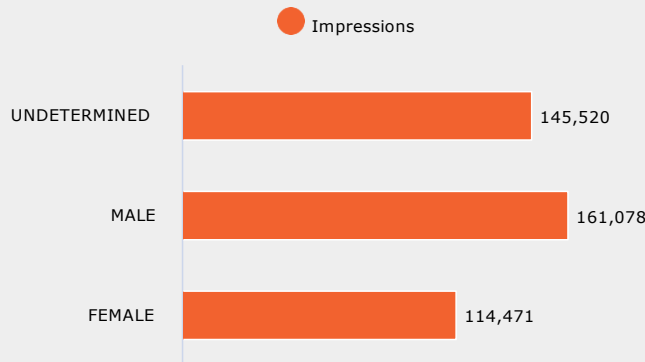
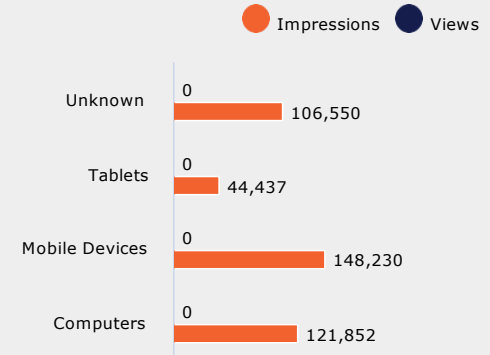
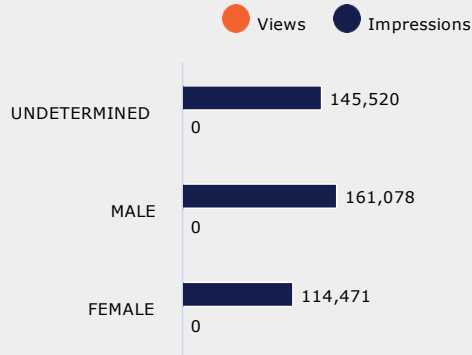
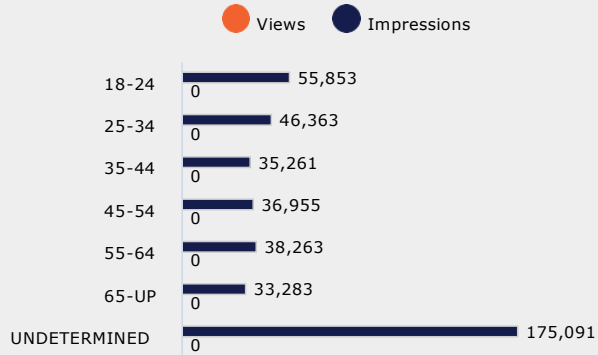
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Affinity Gamers	81,356	0	0.00%	18	99.23%	98.84%	98.51%	97.96%
General	294,162	0	0.00%	27	99.57%	99.29%	99.04%	98.72%
In-Market Education	45,551	0	0.00%	30	98.25%	97.33%	96.73%	95.84%
Total	421,069	0	0.00%	75	99.36%	98.99%	98.69%	98.26%

AD PERFORMANCE

12/01/2023 - 12/31/2023

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Ready, Set, Career at your local community college	421,069	0	0.00%	75	99.36%	98.99%	98.69%	98.26%
Total	421,069	0	0.00%	75	99.36%	98.99%	98.69%	98.26%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	98.75%	98.38%	98.02%	97.71%
Mobile Devices	99.32%	98.77%	98.34%	97.76%
Tablets	99.38%	98.78%	98.33%	97.94%
Unknown	99.96%	99.89%	99.82%	99.39%

Age Range	25%	50%	75%	100%
18-24	98.81%	98.42%	98.07%	97.44%
25-34	98.83%	98.35%	97.97%	97.68%
35-44	99.21%	98.76%	98.46%	98.07%
45-54	99.05%	98.59%	98.24%	97.89%
55-64	99.36%	99.04%	98.72%	98.33%
65-UP	99.47%	99.06%	98.67%	98.22%
UNDETERMINED	99.69%	99.37%	99.10%	98.64%

Gender	25%	50%	75%	100%
FEMALE	99.42%	99.10%	98.82%	98.47%
MALE	99.06%	98.64%	98.33%	97.83%
UNDETERMINED	99.62%	99.28%	98.96%	98.55%

TIKTOK



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TIKTOK

\$2,940.12

Total Cost
▼ \$-22.32

356,107

Impressions
▲ 32,236

3,515

Clicks
▲ 867

\$8.26

CPM
▼ \$-0.89

\$0.84

CPC
▼ \$-0.28

0.99%

CTR
▲ 20.73%

351,905

Video Views
▲ 9.82%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
LA Education-1-1	356,107	3,515	\$8.26	351,905
Total	356,107	3,515	\$8.26	351,905

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4086471_readysetcareer_DMA	how much will you make v3.mp4_9.6.23	109,962	1,093	\$8.27	\$0.83	0.99%	108,705
C4086471_readysetcareer_DMA	Inland TikTok 2023 2 words.mp4_9.6.23	21,839	169	\$7.39	\$0.95	0.77%	21,617
C4086471_readysetcareer_DMA	Inland TikTok 2023 CC in 2 words (Medium).mp4_11.13.23	706	1	\$1.98	\$1.40	0.14%	699
C4086471_readysetcareer_DMA	Inland TikTok 2023 Fast vs Focused (mild).mp4_11.13.23	37,853	415	\$8.24	\$0.75	1.10%	37,416
C4086471_readysetcareer_DMA	Inland TikTok 2023 FvF.mp4_9.6.23	11,631	98	\$9.13	\$1.08	0.84%	11,407
C4086471_readysetcareer_DMA	Inland TikTok 2023 General 1 (Medium).mp4_11.13.23	4,047	23	\$6.15	\$1.08	0.57%	4,017
C4086471_readysetcareer_DMA	Inland TikTok 2023 General 2 (Medium).mp4_11.13.23	935	5	\$3.47	\$0.65	0.53%	903
C4086471_readysetcareer_DMA	Inland TikTok 2023 General 3 (Medium).mp4_11.13.23	10,040	80	\$7.65	\$0.96	0.80%	9,942
C4086471_readysetcareer_DMA	Inland TikTok 2023 General 4 (Medium).mp4_11.13.23	5,523	58	\$8.24	\$0.78	1.05%	5,471
C4086471_readysetcareer_DMA	Inland TikTok 2023 Laugh (Hot).mp4_11.13.23	23,058	295	\$8.67	\$0.68	1.28%	22,704
C4086471_readysetcareer_DMA	Inland TikTok 2023 Mow Much Will You Make_ (Medium).mp4_11.13.23	73,606	734	\$8.03	\$0.81	1.00%	72,650
C4086471_readysetcareer_DMA	Inland TikTok 2023 Music (Medium).mp4_11.13.23	4,779	43	\$8.50	\$0.95	0.90%	4,720
C4086471_readysetcareer_DMA	Inland TikTok 2023 Tiny Mic (Hot).mp4_11.13.23	5,033	50	\$9.77	\$0.98	0.99%	4,979
7 rows not shown							
Total	--	356,107	3,515	\$8.26	\$0.84	0.99%	351,905

READY *career
education*

Thank You



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