

READY *career
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Interact Communications

Monthly Performance Report

02/01/2024 - 02/29/2024



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Industry Benchmarks



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READY career
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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 \$1.13**

Average CTR is 6.21%, **Your Average is 8%**

Average Cost Per Contact is \$62, **Your Average is \$5**

Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$11**

Average CPC Custom Audience \$1 - \$2 , **Your Average is \$0.83**

Average CTR is 1%, **Your Average is 2.13%**

YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 35%, **Your Average is 63%**

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 \$8**

Display Benchmarks , Industry Average & Your Average

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

Average CTR is .17%, **Your Average is .22%**

Snpachat Benchmarks , Industry Average & Your Average

Average CPM is \$20-\$30, **Your Average is \$21**

Average CTR is 1%, **Your Average is 2.47%**

Total Campaign Metrics:

Total Impressions:

2,025,667

Total Visits:

18,927

View-Through Ad Visits:

92

Completed Video Views:

862,554



Cumulative Chart

Platform	February	March	April	May	June	July	August	September	October	November	December	January	February	All-Time TOTAL
Social Media; Facebook & Instagram														
Impressions	342,065	386,797	422,519	416,870	464,889	581,971	551,831	342,218	342,645	330,735	338,068	479,180	378,982	22,514,760
Clicks	2,780	2,842	3,062	2,522	2,769	3,180	3,222	2,977	2,795	2,714	2,986	4,081	5,053	229,878
Digital Marketing - Display Ads														
Impressions	606,915	676,517	647,239	676,206	613,423	546,648	561,475	428,832	521,601	510,756	504,725	471,222	442,925	62,954,469
Clicks	1,890	1,245	1,165	1,210	1,190	891	967	664	978	845	914	1,026	963	128,849
Cost Per Thousand Impressions (CP	\$5.95	\$5.85	\$5.88	\$5.97	\$6.68	\$6.19	\$6.05	\$7.97	\$6.83	\$7.24	\$6.18	\$6.95	\$6.31	\$7.41
Over the Top Video Views	22,238	24,673	24,081	19,299	18,395	14,940	16,141	15,571	15,048	15,596	16,680	16,703	13,999	900,397
Pay Per Click- Main														
Visits to Websites	2,929	3,064	2,671	2,537	3,963	4,461	3,698	3,604	3,398	3,794	4,107	5,253	3,817	179,188
Calls	22	21	8	21	20	20	37	28	21	24	19	15	14	5121
Average Cost per Visit	\$1.92	\$1.84	\$2.11	\$2.22	\$1.42	\$1.26	\$1.35	\$1.39	\$1.47	\$1.32	\$1.22	\$0.95	\$1.31	\$2.29
Average Cost per Contact	\$7.69	\$7.64	\$8.76	\$7.86	\$7.67	\$5.36	\$5.63	\$4.08	\$6.56	\$6.91	\$6.48	\$5.54	\$5.64	\$15.22
Click Thru Rate	4.43%	4.08%	4.95%	4.02%	3.71%	4.27%	3.97%	4.05%	4.04%	3.85%	4.27%	5.18%	8.43%	5.65%
Pay Per Click- Programs														
Visits to Websites						1,290	1,697	1,387	1,385	1,448	1,620	2,065	2,829	13,721
Calls						17	31	19	3	9	5	13	8	105
Average Cost per Visit						\$2.48	\$1.89	\$2.31	\$2.31	\$2.21	\$1.98	\$1.55	\$1.13	\$1.98
Average Cost per Contact						\$14.88	\$12.45	\$15.76	\$17.02	\$21.77	\$17.02	\$13.62	\$7.69	\$15.03
Click Thru Rate						5.69%	4.59%	4.59%	4.13%	4.12%	4.30%	5.08%	7.30%	4.98%
YouTube Marketing - English														
Impressions	63,916	65,889	61,243	53,568	54,040	59,286	66,015	59,939	60,192	55,269	126,957	122,607	86,555	5,004,801
Completed Views	34,403	35,526	32,446	27,441	28,700	29,864	36,058	33,407	34,453	31,039	69,528	67,704	49,011	2,474,240
Clicks	40	30	35	28	31	42	27	32	21	20	32	28	21	4,492
Cost Per View	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04	\$0.06
YouTube Marketing - Spanish														
Impressions	54,402	56,179	47,447	47,979	45,612	45,390	51,387	47,960	57,316	41,950	67,913	91,862	74,076	9,474,403
Completed Views	30,920	32,190	27,386	27,011	26,579	24,913	29,829	27,892	34,751	25,224	41,493	56,709	45,563	4,504,238
Clicks	33	28	46	53	39	42	26	29	40	25	29	23	22	21,051
Cost Per View	\$0.03	\$0.03	\$0.03	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04	\$0.03	\$0.04	\$0.04	\$0.03	\$0.03	\$0.03
Snapchat														
Impressions	66,004	91,459	83,539	87,668	66,000	70,166	57,647	59,250	77,632	55,836	54,551	98,427	95,763	13,385,066
Swipe-Ups	1,246	2,282	2,496	2,253	2,303	2,207	1,916	2,117	2,479	1,781	2,097	2,888	2,464	180,480
Cost Per Thousand Impressions (CP	\$30.28	\$21.93	\$24.35	\$23.30	\$31.07	\$27.37	\$34.53	\$31.15	\$26.37	\$36.25	\$38.14	\$20.75	\$21.31	\$15.68
Cost Per Swipe-Up (CPSU)	\$1.60	\$0.88	\$0.81	\$0.91	\$0.89	\$0.87	\$1.04	\$0.87	\$0.83	\$1.14	\$0.99	\$0.71	\$0.83	\$0.94
TikTok- English														
Impressions	283,987	263,762	297,025	291,739	292,830	341,194	289,179	295,630	335,360	323,871	356,107	438,805	351,669	16,706,011
Video Views	126,083	240,272	264,512	104,547	261,754	309,791	284,514	291,952	331,814	320,433	351,905	429,022	346,049	15,138,111
Clicks	2461	2,375	2,504	2,330	2,212	2,815	3,285	2,598	3,080	2,648	3,515	5,919	3,479	17,912
Cost Per Thousand Impressions (CPM)	\$10.14	\$11.31	\$9.88	\$10.02	\$9.77	\$8.62	\$10.35	\$9.98	\$8.85	\$9.15	\$8.26	\$6.78	\$8.48	\$9.61

Cumulative Chart

Platform	February	March	April	May	June	July	August	September	October	November	December	January	February	All-Time TOTAL
Website Traffic														
Total Page Views	20,128	25,210	29,103	10,551	21,698	30,979	29,798	34,840	42,032	42,446	55,507	69,342	34,953	1,288,035
Apply Clicks	163	260	387	239	713	939	1,531	1,116	1,122	906	1,052	1,650	3,520	25,048
Average Time Spent (on Home Page)	1:20	1:34	1:35	1:36	:13	:40	0:06	:18	:35	:16	:10	:14	:19	1:30
Newscenter Traffic														
Total Page Views	400	457	321	483	304	111	675	630	1,513	584	812	508	3,569	36548
Average Time Spent (on Home Page)	1:25	3:05	1:07	2:33	2:55	:36	:28	:33	:12	:31	:20	1:01	:44	1:52
E-Newsletter														
Average open rate														60.53%
Average click-through rate														8.69%
Unique Open	30%	33%	32%	32%	30%	52%	29%	30%	36%	30%	39%	29%	25%	25%
Clicks	17%	18%	17%	11%	19%	9%	15%	11%	3%	6%	3%	4%	13%	12%
Employer-Newsletter														
Unique Open	10%		13%		12%		20%		33%		45%		11%	18%
Clicks	2%		2%		2%		2%		6%		1%		1%	9%
Employer-Newsletter - Julie's List														
Unique Open	20%		23%		22%		27%		35%		37%		17%	22%
Clicks	4%		3%		1%		2%		4%		0%		1%	13%
Counselor-Newsletter														
Unique Open		43%		42%			55%			23%		26%		35%
Clicks		10%		6%			6%			10%		7%		7%

PPC



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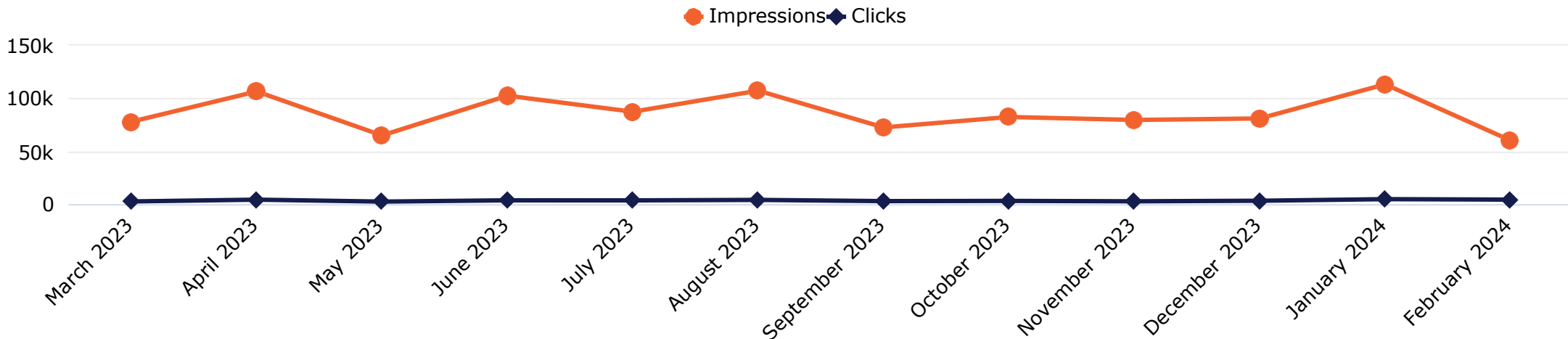
	Target	Count
Chaffey College	9096526000	3
Desert Colleges	9512228221	4
Norco College	9513727000	3
Moreno Valley College	9515716100	1
	(blank)	
	Grand Total	11
Programs	Target	Count
College of the Desert	7603468041	1
San Bernardino Valley College	9093844400	3
Chaffey College	9096526000	1
Crafton Hills College	9097942161	1
Desert Colleges	9512228221	1
Moreno Valley College	9515716100	1
	(blank)	
	Grand Total	8



PPC General

	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	<i>Monthly Budget</i>	<i>Date Campaign Ran</i>	<i>Number of times text ad is shown when a search is being done on a search engine like Google</i>	<i>Number of times a person has clicked on the text ad, generating a visit to the site</i>	<i>Average click through rate on text ads for all keywords</i>	<i>Average cost per click across all keywords and publishers</i>	<i>Number of calls generated from the PPC campaign</i>	<i>Forms From Landing Page We Are Tracking Completed</i>	<i>Total clicks on the "apply now button" as a contact since we can't track the final fom submits</i>	<i>Calls + Form Submits</i>	<i>Total visits to specific pages we are tracking (summary below)</i>	<i>Average cost per contact (calls, end form submissions)</i>
	\$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
TOTALS:	\$10,000.00		146,738	9,070	6.18	\$1.10	29	4	1,756	1,789	7,337	\$5.59

03/01/2023 - 02/29/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
online colleges	11.61%
college degrees	10.05%
College Of The Desert	8.37%
chaffey college	5.12%
community college close by	8.25%
Barstow Community College	5.67%
Riverside City College	4.01%
Moreno Valley College	4.69%
college application	7.82%
online courses	7.13%
Norco College	4.19%
Victor Valley Community College	3.39%
online degrees	7.68%
college courses	8.77%
online classes	10.03%
Riverside Community College	6.42%
community colleges in	8.10%
Copper Mountain College	3.45%
find colleges	11.19%
online certificate courses	7.38%

WEB EVENTS - CONTINUED

02/01/2024 - 02/29/2024

Event Name	Event Count
Apply	2,018
Contact Us	535
Career Resources	219
*Barstow college link clicked	103
*Accounting/Finance/Busin...	99
*Information Communicatio...	98
*Medical/Nursing	98
*Digital Media	94
*Energy/Construction and U...	85
*Advanced Manufacturing	83
*Crafton college link clicked	76
*Aeronautics/Aviation/Auto...	72

WEB EVENTS - CONTINUED

02/01/2024 - 02/29/2024

Event Name	Event Count
*Chaffey college link clicked	59
*Chaffey Apply Now clicked	56
*Desert college link clicked	52
*Copper Apply Now clicked	48
*Crafton Apply Now clicked	43
*Desert Apply Now clicked	42
*Jacinto college link clicked	23
*Norco college link clicked	21
*San Bernardino Valley Col...	20
View Colleges	15
*Victor Valley College Click...	11
*Palo Verde College Clicked	5



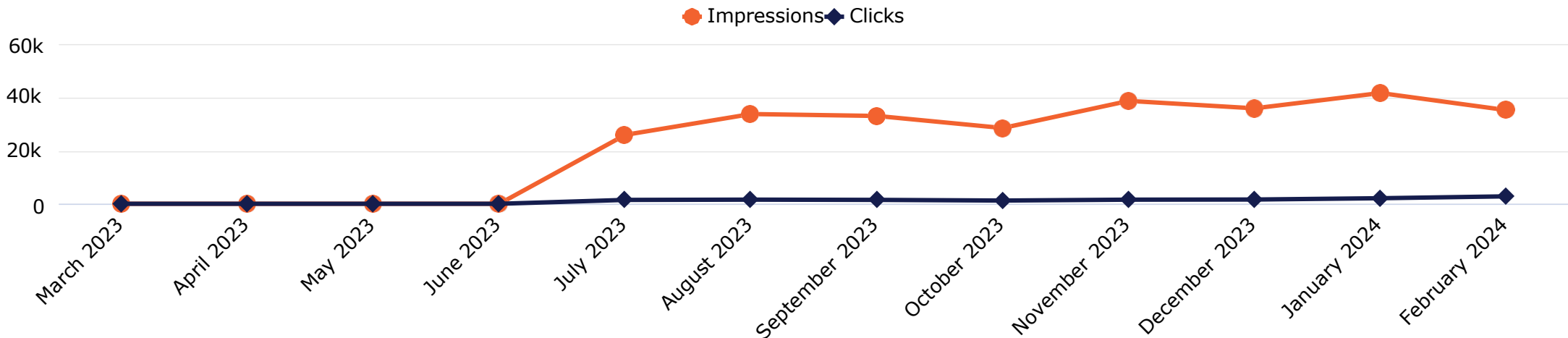
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	58,837	4,480	7.61%
Dual Enrollment	128	8	6.25%
Total	58,965	4,488	7.61%

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 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)
	\$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	416	1,615	\$7.69
TOTALS:	\$6,400.00		79,417	4,894	6.16	\$1.31	21	4	522	651	2,241	\$9.83

03/01/2023 - 02/29/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
nursing program courses	9.70%
nursing college	10.40%
technical college	8.11%
schools for ultrasound tech	9.45%
Rad tech program	9.07%
nearby community colleges	2.75%
nursing class	7.08%
criminal justice class	11.72%
manicuring class	13.59%
medical assistant degree	4.70%
firefighter program	13.35%
business class	8.92%
cosmetology class	7.14%
paralegal studies class	8.81%
emt program	5.37%
computer technology class	7.08%
photography class	10.62%
early childhood education degree	4.75%
esthetician class	10.91%
radiologic technology class	6.27%

WEB EVENTS - CONTINUED 02/01/2024 - 02/29/2024

Event Name	Event Count
*Apply Page	1,091
*Resources Page	247
*Barstow Community Colle...	48
*Chaffey College- College ...	43
* Crafton Hills College- Coll...	34
*Barstow Community Colle...	34
*College of the Desert- Coll...	33
*College of the Desert - Ap...	28
*Crafton Hills College - App...	28
*Copper Mountain College ...	26
*Chaffey College - Apply N...	24
*Mt. San Jacinto College- C...	24

WEB EVENTS - CONTINUED 02/01/2024 - 02/29/2024

Event Name	Event Count
*San Bernardino Valley Coll...	21
*Norco College- College Pr...	18
*Riverside City College- Col...	14
*Moreno Valley College- Co...	13
*Victor Valley College- Coll...	12
*View Colleges Page	12
*Palo Verde College- Colleg...	4
*Future Student Resources...	3
*Moreno Valley College - A...	2
*Mt. San Jacinto College - ...	1
*Riverside City College - Ap...	1



AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Medical / Nursing	19,935	1,798	9.02%
General Ad Group	9,166	588	6.42%
Accounting / Finance / Business / Real Estate	2,305	193	8.37%
Outdoor / Architecture	692	85	12.28%
Child Development	1,198	76	6.34%
Digital Media -	755	43	5.70%
Aeronautics / Aviation / Automotive	331	22	6.65%
Total	34,382	2,805	8.16%

Display



Display General

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display Riverside/Inland Empire	442,925	963	\$6.31	0	\$2996.37

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
OTT Streaming_Small Screen	7,289	7,320	7,188	7,110	7,033	6,977	95.31%
OTT Streaming_Large Screen	7,141	7,133	7,082	7,055	7,035	7,022	98.44%
Totals	14,430	14,453	14,270	14,165	14,068	13,999	96.86%

Targeted Audiences	Impressions	Clicks	CTR	View Through Visits
General Awareness	80,063	153	0.19%	0
Keyword Search Retargeting	43,180	98	0.23%	0
Lookalike Audience	40,857	103	0.25%	0
Adult career education Audience	40,261	73	0.18%	1
Curated Low Income Work Industries	40,191	86	0.21%	0
HighSchoolGeofencing	40,014	66	0.16%	69
Military/online learning Audience	38,714	85	0.22%	0
SpanishAffinityAudience	35,268	83	0.24%	0
SpanishEducationAudience	34,912	73	0.21%	1
Website Remarketing	34,703	140	0.40%	13
OTT Streaming_Small Screen	7,289	1	0.01%	0
OTT Streaming_Large Screen	7,141	0	0.00%	8
Totals	442,925	963	0.22%	92

Display Competitor

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display (Legacy) Competitor Riverside/Inlan...	89,775	206	\$5.45	0	\$489.66
Total	89,775	206	\$5.45	0	\$489.66

Targeted Audience	Impressions	Clicks	CTR
Keyword Search Retargeting	89,775	206	0.23%



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

378,982

Impressions
▼ -100,198

\$4,201.58

Cost
▼ \$-332.50

\$11.09

CPM
▲ \$1.62

5,053

Clicks
▲ 972

\$0.83

CPC
▼ \$-0.28

1.33%

Clicks (All) CTR
▲ 56.55%

42

Post Reactions
▼ -53.85%

6

Post Saves
▲ N/A

547

Video 100% Views
▲ 9.18%

20,676

Post Engagements
▲ 235.49%

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
18-45, Military	66,577	349	626	0.94%	0	3	1	0	0	353
Education, Online Learning, 18-50	20,306	372	478	2.35%	0	4	0	57	1	4,237
Retargeting	64,674	1,614	1,945	3.01%	0	31	5	197	1	12,626
Some College, HS Grads, Adult Learners, 18-50	207,178	1,735	1,869	0.90%	0	4	0	293	0	3,339
Spanish - Education, Online Education/Adult Learner, High School Student	20,247	121	135	0.67%	0	0	0	0	0	121
Total	378,982	4,191	5,053	1.33%	0	42	6	547	2	20,676

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	169,819	1,391	1,479	0	0	0	0	0	0.87%	1,391
18-45, Military	Static Ad Milit...	https://www.facebook.com/1968716713	52,291	273	451	0	3	0	1	0	0.86%	277
Retargeting	Video Ad Anee...	https://www.facebook.com/1968716713	27,455	644	737	0	2	1	2	88	2.68%	8,398
Retargeting	Video Ad Brigi...	https://www.facebook.com/1968716713	23,259	743	875	0	1	0	1	54	3.76%	2,256
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	17,881	156	167	0	0	0	0	256	0.93%	1,329
18-45, Military	Carousel Ad ...	https://www.facebook.com/1968716713	14,286	76	175	0	0	0	0	0	1.23%	76
Some College, HS Grads, A...	Static - Workin...	https://www.facebook.com/1968716713	12,841	116	120	0	0	0	0	0	0.93%	116
Spanish - Education, Onlin...	Static - Spanis...	https://www.facebook.com/1968716713	12,202	70	76	0	0	0	0	0	0.62%	70
Education, Online Learning...	Video Ad Anee...	https://www.facebook.com/1968716713	11,143	226	265	0	2	0	0	42	2.38%	3,150
Spanish - Education, Onlin...	Carousel Ad - S...	https://www.facebook.com/1968716713	8,045	51	59	0	0	0	0	0	0.73%	51
Retargeting	Video Ad Anee...	https://www.facebook.com/1968716713	6,393	116	151	0	1	0	1	23	2.36%	1,299
Education, Online Learning...	Video Ad Anee...	https://www.facebook.com/1968716713	4,807	92	122	0	0	1	0	11	2.54%	911
Retargeting	Video Ad Brigi...	https://www.facebook.com/1968716713	3,548	71	93	0	0	0	0	15	2.62%	398
Some College, HS Grads, A...	Carousel Ad - ...	https://www.facebook.com/1968716713	2,744	21	35	0	0	0	0	0	1.28%	21
Retargeting	Static Ad - Gen...	https://www.facebook.com/1968716713	2,310	17	52	0	0	0	1	0	2.25%	20
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	2,025	13	16	0	4	0	0	32	0.79%	149
Education, Online Learning...	Video Ad Brigi...	https://www.facebook.com/1968716713	1,868	39	48	0	0	0	0	3	2.57%	130
Retargeting	Video Ad - Pre ...	https://www.facebook.com/1968716713	1,423	20	30	0	26	0	0	17	2.11%	238
Total	--	--	374,340	4,135	4,951	0	39	2	6	541	1.32%	20,280

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	193,807	7	2	528	0	3,450	1.78%	18,955
Instagram	185,175	35	0	19	0	1,603	0.87%	1,721
Total	378,982	42	2	547	0	5,053	1.33%	20,676



Snapchat



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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.

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

\$2,041.10

Spend
▼ -0.08%

95,763

Impressions
▼ -2.71%

\$21.31

CPM
▲ 2.70%

2,464

Swipe Ups
▼ -14.68%

0.83

eCPSU
▲ 17.11%

2.57%

Swipe Up Percent
▼ -12.31%

1.22

Frequency
▼ -0.50%

6,659

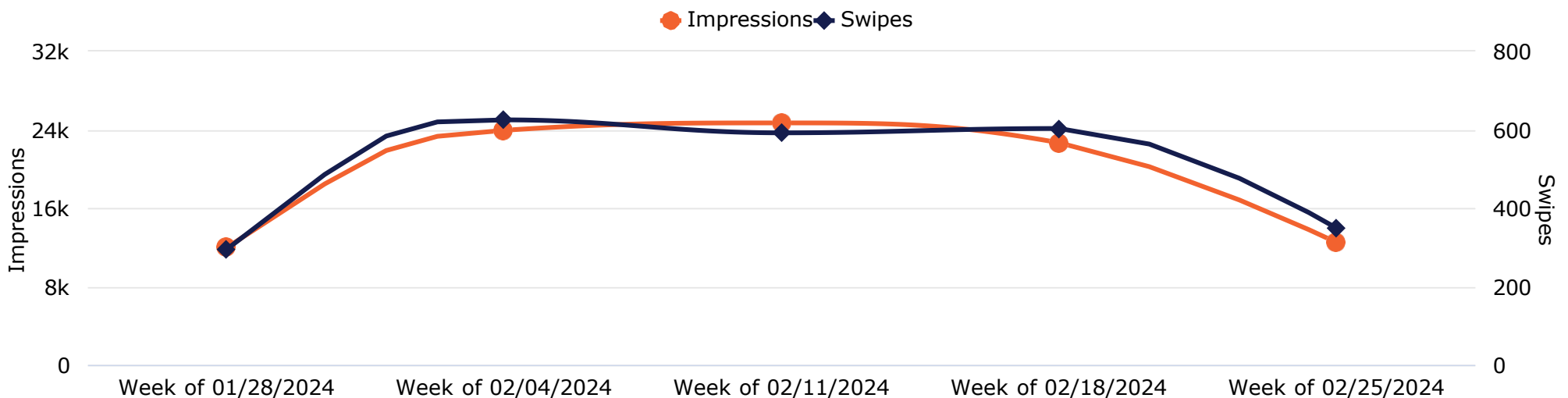
Video Views
▼ -27.18%

932

View Completion
▼ -29.87%

IMPRESSIONS VS. SWIPES

02/01/2024 - 02/29/2024



TOP-PERFORMING ADS

02/01/2024 - 02/29/2024

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
Video Ad 2 4.14.22	35,783	\$12.44	0.56	791	2.21%	1,905	249
Video Ad 1 4.14.22	17,414	\$13.62	0.52	460	2.64%	1,483	248
Static Ad Spanish 4.14.22	12,094	\$30.29	1.22	301	2.49%	809	141
Video - Inland Authentic Narration Snapchat Fall 2020	8,279	\$26.75	1.10	202	2.44%	554	35
Video Ad Spanish 4.14.22	5,734	\$54.77	1.10	285	4.97%	873	136
Video - Inland Pre-Roll Snapchat Fall 2020	5,311	\$34.60	0.89	207	3.90%	819	108
Static Ad High School 4.14.22	3,681	\$21.19	0.93	84	2.28%	0	0
Video - Inland Covid Voice Over Snapchat Fall 2020	3,459	\$25.76	1.31	68	1.97%	149	7
Copy of Inland_April2020_Snapchat_2 - Updated LP - 5.11,100		\$31.11	3.80	9	0.82%	0	0
Video Ad Entertainment	761	\$24.02	0.65	28	3.68%	67	8
Inland_April2020_Snapchat_4 - Updated LP - 5.19.20	735	\$21.80	1.46	11	1.50%	0	0
Inland_April2020_Snapchat_1 - Updated LP - 5.19.20	610	\$26.27	2.29	7	1.15%	0	0
Inland_April2020_Snapchat_5 - Updated LP - 5.19.20	397	\$25.89	1.14	9	2.27%	0	0
Inland_April2020_Snapchat_3 - Updated LP - 5.19.20	222	\$25.38	2.82	2	0.90%	0	0
Inland_April2020_Snapchat_2 - Updated LP - 5.19.20	183	\$30.31	0.00	0	0.00%	0	0
Total	95,763	\$21.31	0.83	2,464	2.57%	6,659	932

TOP-PERFORMING ADS

02/01/2024 - 02/29/2024

Ad Squads Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
16-25	54,735	\$12.43	0.53	1,283	2.34%	3,335	489
Nighclubs/Bars/Entertainment	23,200	\$29.32	1.14	595	2.56%	1,642	166
16-40 Spanish	17,828	\$38.16	1.16	586	3.29%	1,682	277
Total	95,763	\$21.31	0.83	2,464	2.57%	6,659	932



YouTube



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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

\$1,441.25

Cost
▼ -2.67%

74,076

Impressions
▼ -19.36%

45,563

Views
▼ -19.65%

61.51%

View rate
▼ -0.36%

22

Clicks
▼ -4.35%

\$0.03

CPV
▲ 21.14%

AD GROUP PERFORMANCE

02/01/2024 - 02/29/2024

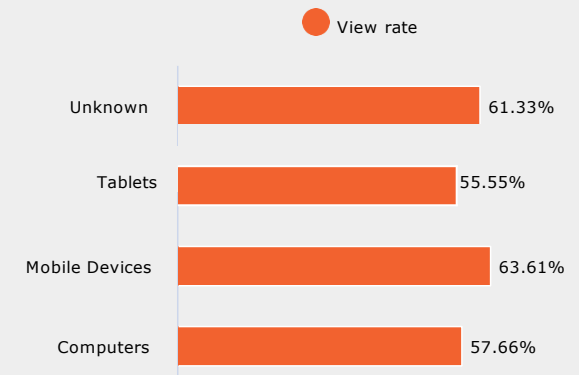
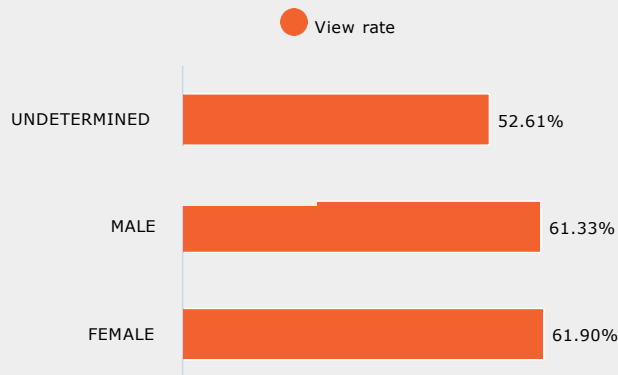
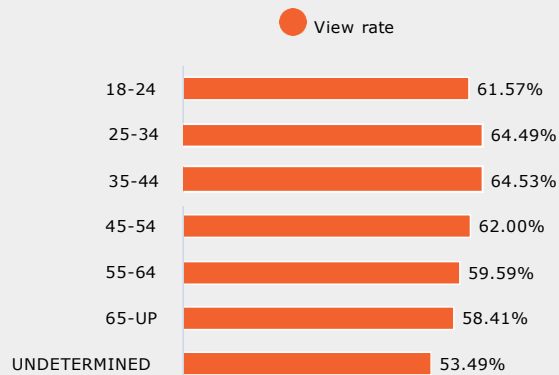
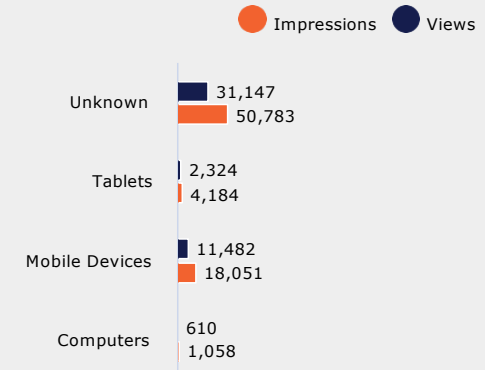
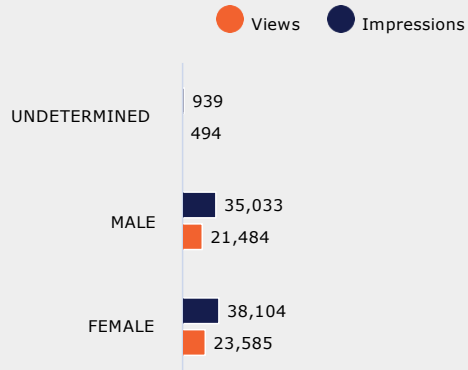
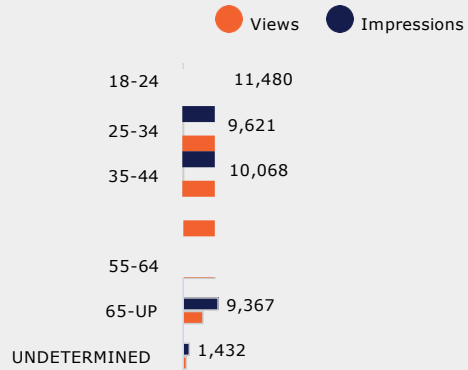
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	71,422	43,876	61.43%	22	82.90%	69.87%	64.51%	60.78%
Keywords	2,451	1,550	63.24%	0	84.65%	71.09%	65.74%	62.68%
Topics	203	137	67.49%	0	86.21%	77.83%	70.44%	67.49%
Total	74,076	45,563	61.51%	22	82.96%	69.94%	64.57%	60.86%

AD PERFORMANCE

02/01/2024 - 02/29/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Listo, Marca, Carrera -	60,035	36,777	61.26%	17	82.47%	69.41%	64.14%	60.45%
Ready, Set Career - Fabian	14,041	8,786	62.57%	5	85.09%	72.20%	66.41%	62.62%
Total	74,076	45,563	61.51%	22	82.96%	69.94%	64.57%	60.86%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	81.41%	67.60%	60.83%	56.71%
Mobile Devices	84.07%	72.28%	66.75%	62.46%
Tablets	78.56%	65.09%	59.17%	54.89%
Unknown	82.96%	69.55%	64.31%	60.87%

Age Range	25%	50%	75%	100%
18-24	83.19%	70.10%	64.61%	61.05%
25-34	84.90%	73.05%	67.37%	64.01%
35-44	84.42%	72.24%	67.42%	63.90%
45-54	83.26%	70.38%	65.17%	61.29%
55-64	81.46%	68.25%	62.75%	58.95%
65-UP	81.26%	66.76%	61.35%	57.52%
UNDETERMINED	80.61%	63.88%	57.44%	52.97%

Gender	25%	50%	75%	100%
FEMALE	83.39%	70.34%	64.89%	61.23%
MALE	82.59%	69.69%	64.45%	60.70%
UNDETERMI...	79.34%	62.73%	55.91%	52.08%

YouTube English

\$1,792.57

Cost
▼ -11.82%

86,555

Impressions
▼ -29.40%

49,011

Views
▼ -27.61%

56.62%

View rate
▲ 2.54%

21

Clicks
▼ -25.00%

\$0.04

CPV
▲ 21.81%

AD GROUP PERFORMANCE

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	75,477	42,292	56.03%	21	73.62%	61.96%	56.48%	52.45%
Business Keywords	297	182	61.28%	0	74.89%	65.48%	61.12%	59.44%
Energy, Construction, Utilities	94	53	56.38%	0	68.09%	62.41%	58.16%	51.77%
Information, Communications, and Technology	193	100	51.81%	0	71.36%	59.96%	55.81%	51.15%
Keywords	10,145	6,202	61.13%	0	77.06%	66.53%	61.92%	58.48%
Topics	212	120	56.60%	0	73.90%	62.93%	57.70%	55.34%

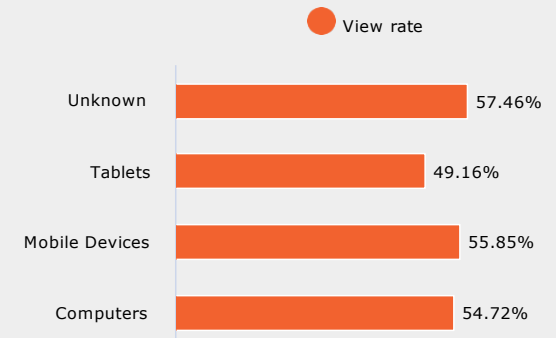
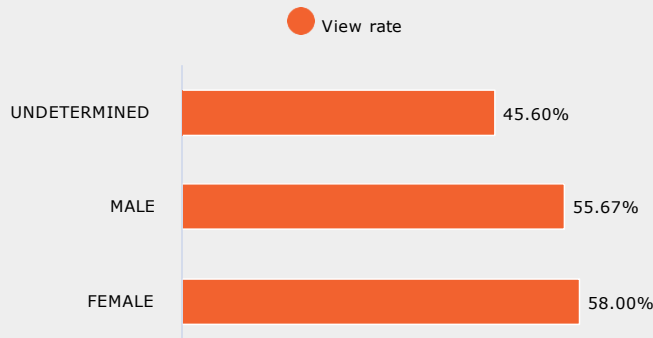
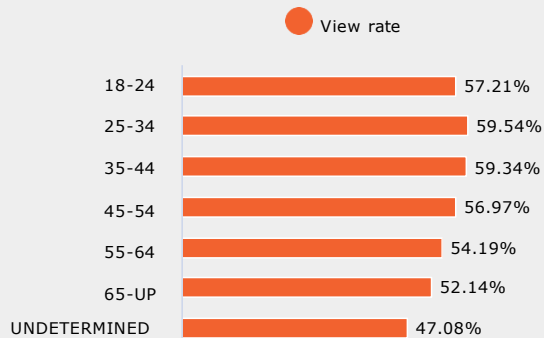
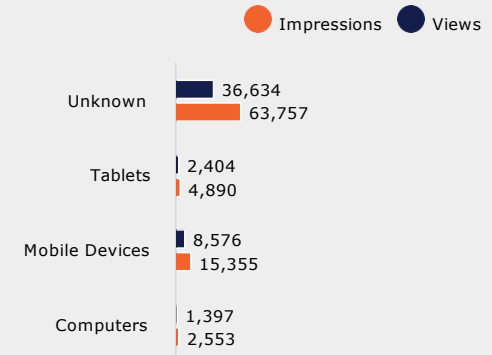
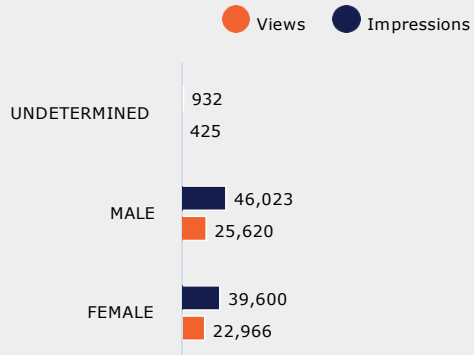
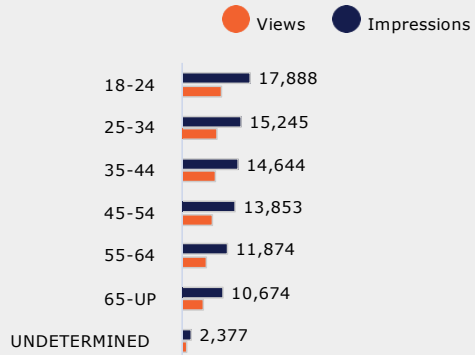
02/01/2024 - 02/29/2024

AD PERFORMANCE

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
IEDRC/KVCR	21,615	10,004	46.28%	4	57.00%	46.55%	41.00%	36.69%
We're ready for you !	20,834	12,832	61.59%	4	82.56%	70.52%	65.36%	61.86%
Inland Fall2019 Preroll1	12,628	8,135	64.42%	3	87.29%	74.94%	68.92%	64.70%
We're READY for you.	7,087	4,307	60.77%	2	82.57%	69.96%	64.78%	60.90%
Inland Fall 2021 Pre-Roll :30 v2	4,422	2,894	65.45%	0	85.11%	73.85%	68.95%	65.66%
ERIC IEDRC/KVCR	4,160	1,601	38.49%	2	48.97%	38.68%	33.65%	29.86%
Total	70,746	39,773	56.22%	15	73.78%	62.27%	56.85%	52.94%

02/01/2024 - 02/29/2024

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	74.69%	61.66%	55.20%	51.08%
Mobile Devices	75.59%	63.38%	56.66%	51.78%
Tablets	69.88%	56.52%	50.08%	45.01%
Unknown	73.91%	62.76%	57.86%	54.22%

Age Range	25%	50%	75%	100%
18-24	75.63%	64.08%	58.32%	54.43%
25-34	76.79%	65.60%	60.29%	56.55%
35-44	76.21%	65.16%	59.97%	56.00%
45-54	74.23%	62.28%	56.89%	53.10%
55-64	70.63%	59.31%	54.22%	50.17%
65-UP	68.97%	57.45%	52.22%	47.90%
UNDETERMINED	68.43%	53.80%	48.28%	43.65%

Gender	25%	50%	75%	100%
FEMALE	75.71%	64.05%	58.61%	54.49%
MALE	72.69%	61.36%	56.08%	52.26%
UNDETERMINED	65.77%	51.82%	45.28%	42.06%

YouTube Music

\$1,922.95

Cost
▲ 0.00%

421,942

Impressions
▼ -10.05%

400,843

Views
● 0.00%

95.44%

View rate
● 0.00%

70

Clicks
▼ -37.50%

\$0.02

CPV
● 0.00%

AD GROUP PERFORMANCE

02/01/2024 - 02/29/2024

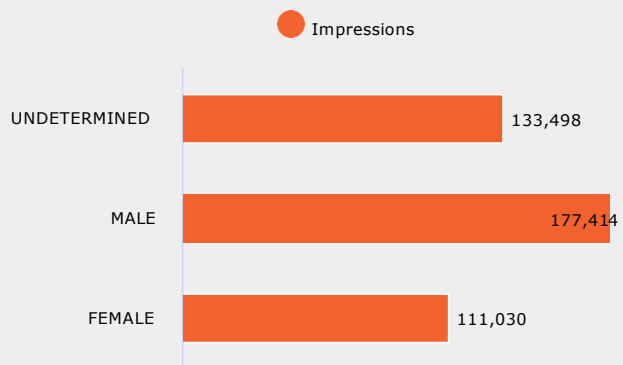
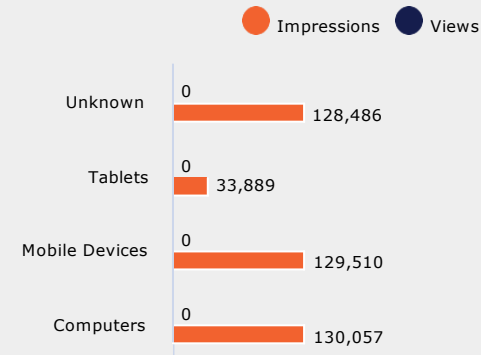
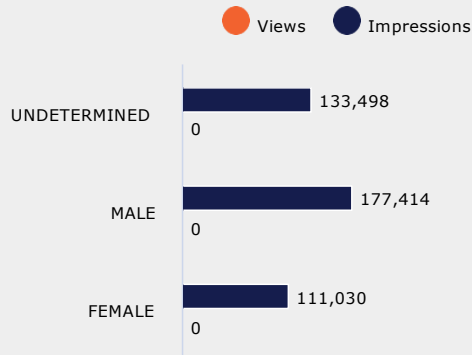
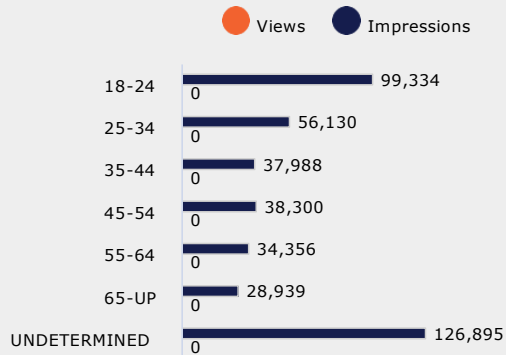
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Affinity Gamers	87,344	0	0.00%	15	97.18%	96.50%	95.91%	95.03%
General	220,176	0	0.00%	31	98.58%	98.09%	97.65%	97.15%
In-Market Education	114,422	0	0.00%	24	95.27%	94.40%	93.66%	92.48%
Total	421,942	0	0.00%	70	97.39%	96.76%	96.21%	95.44%

AD PERFORMANCE

02/01/2024 - 02/29/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Inland Youtube Music	211,221	0	0.00%	43	97.43%	96.78%	96.21%	95.44%
Ready, Set, Career at your local community college	210,721	0	0.00%	27	97.42%	96.79%	96.24%	95.46%
Total	421,942	0	0.00%	70	97.42%	96.79%	96.23%	95.45%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	93.96%	93.21%	92.59%	91.82%
Mobile Devices	97.39%	96.18%	95.18%	94.35%
Tablets	98.87%	98.19%	97.58%	97.06%
Unknown	100.00%	100.00%	100.00%	99.62%

Age Range	25%	50%	75%	100%
18-24	97.00%	96.60%	96.27%	95.65%
25-34	95.92%	95.29%	94.71%	94.08%
35-44	96.88%	95.96%	95.24%	94.63%
45-54	96.66%	95.65%	94.83%	94.04%
55-64	97.16%	96.19%	95.24%	94.41%
65-UP	97.24%	96.29%	95.46%	94.69%
UNDETERMINED	98.61%	98.14%	97.74%	96.94%

Gender	25%	50%	75%	100%
FEMALE	97.46%	96.67%	95.98%	95.30%
MALE	96.31%	95.58%	94.96%	94.15%
UNDETERMINED	98.64%	98.26%	97.94%	97.22%

TIKTOK



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TIKTOK

\$2,982.94

Total Cost
▲ \$5.86

351,669

Impressions
▼ -87,136

3,479

Clicks
▼ -2,440

\$8.48

CPM
▲ \$1.70

\$0.86

CPC
▲ \$0.35

0.99%

CTR
▼ -26.66%

346,049

Video Views
▼ -19.34%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
LA Education-1-1	351,669	3,479	\$8.48	346,049
Total	351,669	3,479	\$8.48	346,049

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4086471_readyssetcareer_DMA	how much will you make v3.mp4_9.6.23	84,662	868	\$8.28	\$0.81	1.03%	83,251
C4086471_readyssetcareer_DMA	IMG_1634.MOV	211	1	\$3.60	\$0.76	0.47%	202
C4086471_readyssetcareer_DMA	IMG_1635.MOV	53	1	\$14.34	\$0.76	1.89%	51
C4086471_readyssetcareer_DMA	Inland TikTok 2023 2 words.mp4_9.6.23	5,296	38	\$6.30	\$0.88	0.72%	5,244
C4086471_readyssetcareer_DMA	Inland TikTok 2023 CC in 2 words (Medium).mp4_11.13.23	244	6	\$19.10	\$0.78	2.46%	236
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Fast vs Focused (mild).mp4_11.13.23	16,526	141	\$7.65	\$0.90	0.85%	16,255
C4086471_readyssetcareer_DMA	Inland TikTok 2023 FvF.mp4_9.6.23	16,129	216	\$10.65	\$0.79	1.34%	15,644
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 1 (Medium).mp4_11.13.23	403	2	\$3.57	\$0.72	0.50%	395
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 2 (Medium).mp4_11.13.23	417	3	\$3.98	\$0.55	0.72%	406
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 3 (Medium).mp4_11.13.23	843	9	\$9.58	\$0.90	1.07%	829
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 4 (Medium).mp4_11.13.23	924	8	\$7.38	\$0.85	0.87%	899
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Laugh (Hot).mp4_11.13.23	47,732	502	\$9.01	\$0.86	1.05%	47,002
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Mow Much Will You Make_ (Medium).mp4_11.13.23	64,987	584	\$7.60	\$0.85	0.90%	63,920
11 rows not shown							
Total	--	351,669	3,479	\$8.48	\$0.86	0.99%	346,049

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Thank You



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