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Interact Communications

Monthly Performance Report

01/01/2024 - 01/31/2024



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Industry Benchmarks



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Total Campaign Metrics:

Total Impressions:

2,442,210

Total Visits:

21,935

View-Through Ad Visits:

77

Completed Video Views:

1,008,238

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 \$0.95**Average CTR is 6.21%, **Your Average is 5%**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 \$9**Average CPC Custom Audience \$1 - \$2, **Your Average is \$1.11**Average CTR is 1%, **Your Average is 0.95%****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 \$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 \$20**Average CTR is 1%, **Your Average is 3%**

Cumulative Chart

Platform	January	February	March	April	May	June	July	August	September	October	November	December	January	All-Time TOTAL
Social Media: Facebook & Instagram														
Impressions	470,749	342,065	386,797	422,519	416,870	464,889	581,971	551,831	342,218	342,645	330,735	338,068	479,180	22,135,778
Clicks	3,580	2,780	2,842	3,062	2,522	2,769	3,180	3,222	2,977	2,795	2,714	2,986	4,081	224,825
Digital Marketing - Display Ads														
Impressions	600,521	606,915	676,517	647,239	676,206	613,423	546,648	561,475	428,832	521,601	510,756	504,725	471,222	62,511,544
Clicks	1,149	1,890	1,245	1,165	1,210	1,190	891	967	664	978	845	914	1,026	127,886
Cost Per Thousand Impressions (CP	\$6.11	\$5.95	\$5.85	\$5.88	\$5.97	\$6.68	\$6.19	\$6.05	\$7.97	\$6.83	\$7.24	\$6.18	\$6.95	\$7.43
Over the Top Video Views	20,609	22,238	24,673	24,081	19,299	18,395	14,940	16,141	15,571	15,048	15,596	16,680	16,703	886,398
Pay Per Click- Main														
Visits to Websites	2,660	2,929	3,064	2,671	2,537	3,963	4,461	3,698	3,604	3,398	3,794	4,107	5,253	175,371
Calls	29	22	21	8	21	20	20	37	28	21	24	19	15	5107
Average Cost per Visit	\$2.11	\$1.92	\$1.84	\$2.11	\$2.22	\$1.42	\$1.26	\$1.35	\$1.39	\$1.47	\$1.32	\$1.22	\$0.95	\$2.31
Average Cost per Contact	\$6.35	\$7.69	\$7.64	\$8.76	\$7.86	\$7.67	\$5.36	\$5.63	\$4.08	\$6.56	\$6.91	\$6.48	\$5.54	\$15.35
Click Thru Rate	5.83%	4.43%	4.08%	4.95%	4.02%	3.71%	4.27%	3.97%	4.05%	4.04%	3.85%	4.27%	5.18%	5.61%
Pay Per Click- Programs														
Visits to Websites							1,290	1,697	1,387	1,385	1,448	1,620	2,065	10,892
Calls							17	31	19	3	9	5	13	97
Average Cost per Visit							\$2.48	\$1.89	\$2.31	\$2.31	\$2.21	\$1.98	\$1.55	\$2.10
Average Cost per Contact							\$14.88	\$12.45	\$15.76	\$17.02	\$21.77	\$17.02	\$13.62	\$16.07
Click Thru Rate							5.69%	4.59%	4.59%	4.13%	4.12%	4.30%	5.08%	4.64%
YouTube Marketing - English														
Impressions	78,389	63,916	65,889	61,243	53,568	54,040	59,286	66,015	59,939	60,192	55,269	126,957	122,607	4,918,246
Completed Views	44,161	34,403	35,526	32,446	27,441	28,700	29,864	36,058	33,407	34,453	31,039	69,528	67,704	2,425,229
Clicks	25	40	30	35	28	31	42	27	32	21	20	32	28	4,471
Cost Per View	\$0.03	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.03	\$0.06
YouTube Marketing - Spanish														
Impressions	70,005	54,402	56,179	47,447	47,979	45,612	45,390	51,387	47,960	57,316	41,950	67,913	91,862	9,400,327
Completed Views	42,479	30,920	32,190	27,386	27,011	26,579	24,913	29,829	27,892	34,751	25,224	41,493	56,709	4,458,675
Clicks	49	33	28	46	53	39	42	26	29	40	25	29	23	21,029
Cost Per View	\$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	\$0.03
Snapchat														
Impressions	60,205	66,004	91,459	83,539	87,668	66,000	70,166	57,647	59,250	77,632	55,836	54,551	98,427	13,289,303
Swipe-Ups	988	1,246	2,282	2,496	2,253	2,303	2,207	1,916	2,117	2,479	1,781	2,097	2,888	178,016
Cost Per Thousand Impressions (CP	\$33.85	\$30.28	\$21.93	\$24.35	\$23.30	\$31.07	\$27.37	\$34.53	\$31.15	\$26.37	\$36.25	\$38.14	\$20.75	\$15.58
Cost Per Swipe-Up (CPSU)	\$2.06	\$1.60	\$0.88	\$0.81	\$0.91	\$0.89	\$0.87	\$1.04	\$0.87	\$0.83	\$1.14	\$0.99	\$0.71	\$0.94
TikTok- English														
Impressions	350,122	283,987	263,762	297,025	291,739	292,830	341,194	289,179	295,630	335,360	323,871	356,107	438,805	1670601
Video Views	183,634	126,083	240,272	264,512	104,547	261,754	309,791	284,514	291,952	331,814	320,433	351,905	429,022	1513811
Clicks	3482	2461	2,375	2,504	2,330	2,212	2,815	3,285	2,598	3,080	2,648	3,515	5,919	17912
Cost Per Thousand Impressions (CPM)	\$8.36	\$10.14	\$11.31	\$9.88	\$10.02	\$9.77	\$8.62	\$10.35	\$9.98	\$8.85	\$9.15	\$8.26	\$6.78	\$9.66

Cumulative Chart

Platform	January	February	March	April	May	June	July	August	September	October	November	December	January	All-Time TOTAL
Website Traffic														
Total Page Views	19,341	20,128	25,210	29,103	10,551	21,698	30,979	29,798	34,840	42,032	42,446	55,507	69,342	1,253,082
Apply Clicks	291	163	260	387	239	713	939	1,531	1,116	1,122	906	1,052	1,650	21,528
Average Time Spent (on Home Page)	1:37	1:20	1:34	1:35	1:36	:13	:40	0:06	:18	:15	:16	:10	:14	1:30
Newscenter Traffic														
Total Page Views	467	400	457	321	483	304	111	675	630	1,513	584	812	508	32,979
Average Time Spent (on Home Page)	1:05	1:25	3:05	1:07	2:33	2:55	:36	:28	:33	:12	:31	:20	1:01	1:52
E-Newsletter														
Average open rate														60.53%
Average click-through rate														8.69%
Unique Open	53%	30%	33%	32%	32%	30%	52%	29%	30%	36%	30%	39%	29%	25%
Clicks	9%	17%	18%	17%	11%	19%	9%	15%	11%	3%	6%	3%	4%	12%
Employer-Newsletter														
Unique Open		10%		13%		12%		20%		33%		45%		19%
Clicks		2%		2%		2%		2%		6%		1%		9%
Employer-Newsletter - Julie's List														
Unique Open		20%		23%		22%		27%		35%		37%		22%
Clicks		4%		3%		1%		2%		4%		0%		14%
Counselor-Newsletter														
Unique Open	39%		43%		42%				55%		23%		26%	35%
Clicks	11%		10%		6%				6%		10%		7%	7%

PPC



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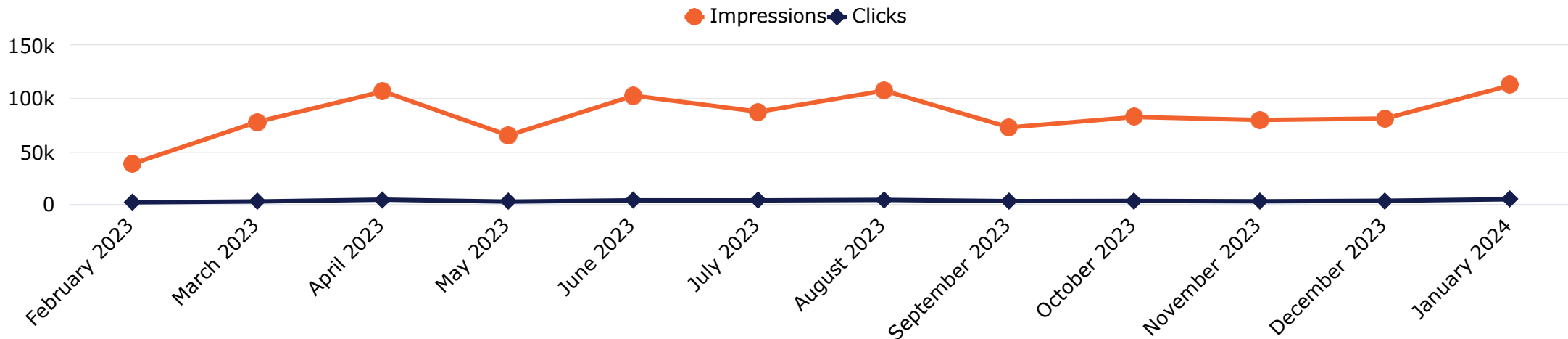
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PPC Performance

	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 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
TOTALS:	\$5,000.00		101,461	5,253	5.18	\$0.95	15	1	886	902	3,694	\$5.54

02/01/2023 - 01/31/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
college degrees	4.81%
online colleges	4.76%
chaffey college	4.75%
College Of The Desert	3.38%
Barstow Community College	3.80%
Riverside City College	3.06%
community college close by	9.68%
online classes	4.05%
online courses	4.22%
online certificate courses	4.43%
college application	6.01%
community colleges in	5.80%
college courses	4.35%
online certificate programs	4.60%
online training courses	3.93%
Moreno Valley College	2.60%
online degrees	3.53%
online degree programs	3.68%
online learning	6.30%
online college courses	5.10%

WEB EVENTS - CONTINUED

01/01/2024 - 01/31/2024

Event Name	Event Count
Apply	999
*Aeronautics/Aviation/Auto...	201
*Medical/Nursing	197
*Information Communicatio...	193
*Energy/Construction and U...	189
*Advanced Manufacturing	183
*Accounting/Finance/Busin...	170
*Digital Media	166
Career Resources	114
Contact Us	85
*Barstow college link clicked	40
View Colleges	29

WEB EVENTS - CONTINUED

01/01/2024 - 01/31/2024

Event Name	Event Count
*San Bernardino Valley Col...	27
*Crafton college link clicked	23
*Jacinto college link clicked	21
*Chaffey Apply Now clicked	19
*Norco college link clicked	18
*Victor Valley College Click...	14
*Chaffey college link clicked	12
*Copper Apply Now clicked	7
*Palo Verde College Clicked	7
*Riverside Apply Now click...	7
*Copper college link clicked	5
*Riverside City College Clic...	5



Top Performing Text Ads

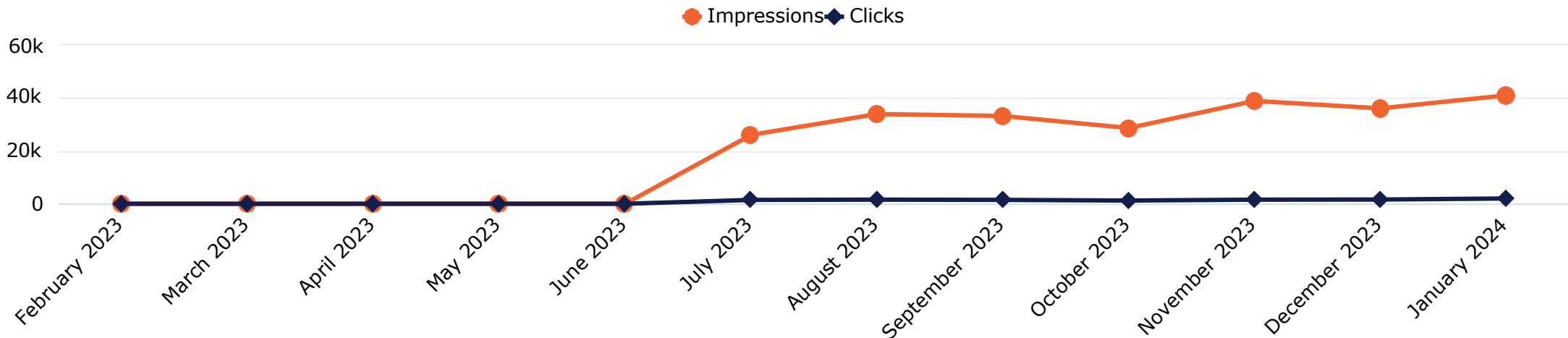
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	110,292	4,739	4.30%
Dual Enrollment	170	16	9.41%
Total	110,462	4,755	4.30%

PPC Programs 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 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 form 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>
	\$3,200.00	Jan-24	40,664	2,065	5.08	\$1.55	13	1	221	235	621	\$13.62
TOTALS:	\$3,200.00		40,664	2,065	5.08	\$1.55	13	1	221	235	621	\$13.62

02/01/2023 - 01/31/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
nursing program courses	4.24%
nursing class	4.70%
technical college	5.35%
schools for ultrasound tech	12.42%
nursing college	4.47%
computer technology class	6.54%
Rad tech program	8.03%
manicuring class	14.32%
medical assistant degree	3.74%
nearby community colleges	2.10%
cosmetology class	6.03%
business class	4.35%
criminal justice class	5.59%
teacher certificate	3.98%
firefighter program	12.62%
accounting college class	7.12%
OSHA Certification	5.97%
real estate class	3.77%
paralegal studies class	6.03%
ultrasound training program	9.64%

WEB EVENTS - CONTINUED 01/01/2024 - 01/31/2024

Event Name	Event Count
*Apply Page	361
*Resources Page	109
*Chaffey College- College ...	30
*Mt. San Jacinto College- C...	29
*Riverside City College- Col...	25
*View Colleges Page	22
*San Bernardino Valley Coll...	21
*Norco College- College Pr...	18
* Crafton Hills College- Coll...	15
*Victor Valley College- Coll...	14
*Moreno Valley College- Co...	13
*Barstow Community Colle...	11

WEB EVENTS - CONTINUED 01/01/2024 - 01/31/2024

Event Name	Event Count
*College of the Desert- Coll...	11
*Palo Verde College- Colleg...	5
*Chaffey College - Apply N...	4
*Copper Mountain College-...	4
*College of the Desert - Ap...	2
*Future Student Resources...	2
*Moreno Valley College - A...	2
*Barstow Community Colle...	1
*Crafton Hills College - App...	1
*San Bernardino Valley Coll...	1
*Victor Valley College - App...	1



Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Medical / Nursing	21,123	1,048	4.96%
General Ad Group	10,103	450	4.45%
Accounting / Finance / Business / Real Estate	3,808	188	4.94%
Digital Media -	1,876	109	5.81%
Child Development	1,502	65	4.33%
Outdoor / Architecture	869	54	6.21%
Aeronautics / Aviation / Automotive	692	43	6.21%
Total	39,973	1,957	4.90%

Display



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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD Riverside Inland Empire Display	471,222	1,026	\$6.95	14	\$3,274.08
Total	471,222	1,026	\$6.95	14	\$3,274.08

Targeted Audiences OTT Streaming	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
OTT STreaming_ Large Screen	8,812	8,771	8,735	8,698	8,671	8,641	98.52%
OTT Streaming_ Small Screen	8,511	8,583	8,326	8,217	8,116	8,062	93.93%
Totals	17,323	17,354	17,061	16,915	16,787	16,703	96.25%

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Run of Network	96,406	178	0.18%	0
Keyword Search Retargeting	51,652	126	0.24%	1
Lookalike Audiences	47,887	112	0.23%	0
Adult career education Audience	47,773	101	0.21%	1
HighSchoolGeofencing	47,505	98	0.21%	49
SpanishEducationAudience	41,993	80	0.19%	0
Website Remarketing	41,663	180	0.43%	19
Military/online learning Audience	27,430	67	0.24%	0
work industries_ Audience	27,408	55	0.20%	0
SpanishAffinityAudience	24,182	25	0.10%	0
OTT Streaming_ Large Screen	8,812	0	0.00%	7
OTT Streaming_ Small Screen	8,511	4	0.05%	0
Totals	471,222	1,026	0.22%	77

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display (Legacy) Competitor Riverside/Inlan...	128,874	219	\$5.67	0	\$730.42
Total	128,874	219	\$5.67	0	\$730.42



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

<p>479,180 Impressions ▲ 141,112</p>	<p>\$4,534.08 Cost ▲ \$54.86</p>	<p>\$9.46 CPM ▼ \$-3.79</p>	<p>4,081 Clicks ▲ 1,095</p>	<p>\$1.11 CPC ▼ \$-0.39</p>
<p>0.95% Clicks (All) CTR ▼ -3.58%</p>	<p>91 Post Reactions ▲ 54.24%</p>	<p>0 Post Saves ▼ -100.00%</p>	<p>501 Video 100% Views ▲ 438.71%</p>	<p>6,163 Post Engagements ▲ 81.53%</p>

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	55,644	247	515	0.93%	0	0	0	0	0	249
18-55, Military/Online Learning/Adult Education	8,269	38	87	1.05%	0	5	0	2	0	89
Education, Online Learning, 18-50	10,370	68	122	1.18%	0	36	0	12	0	270
General 18-19	27	0	0	0.00%	0	0	0	0	0	1
Retargeting	8,013	80	137	1.71%	0	44	0	29	0	533
Some College, HS Grads, Adult Learners, 18-50	324,456	2,582	2,739	0.84%	0	6	0	458	0	4,578
Spanish - Education, Online Education/Adult Learner, High School Student	72,401	443	481	0.66%	0	0	0	0	0	443
Total	479,180	3,458	4,081	0.85%	0	91	0	501	0	6,163

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	243,731	1,833	1,937	0	0	0	0	0	0.79%	1,833
Some College, HS Grads, A...	Static - Workin...	https://www.facebook.com/1968716713	48,607	457	464	0	0	0	0	0	0.95%	457
18-45, Military	Static Ad Milit...	https://www.facebook.com/1968716713	43,354	188	361	0	0	0	0	0	0.83%	190
Spanish - Education, Onlin...	Static - Spanis...	https://www.facebook.com/1968716713	37,018	226	245	0	0	0	0	0	0.66%	226
Spanish - Education, Onlin...	Carousel Ad - S...	https://www.facebook.com/1968716713	35,383	217	236	0	0	0	0	0	0.67%	217
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	22,403	226	252	0	0	0	0	397	1.12%	1,951
18-45, Military	Carousel Ad ...	https://www.facebook.com/1968716713	12,290	59	154	0	0	0	0	0	1.25%	59
Some College, HS Grads, A...	Carousel Ad - ...	https://www.facebook.com/1968716713	5,928	37	48	0	0	0	0	0	0.81%	37
Education, Online Learning...	Carousel Ad - G...	https://www.facebook.com/1968716713	5,535	30	55	0	0	0	0	0	0.99%	30
18-55, Military/Online Lear...	Carousel Ad - G...	https://www.facebook.com/1968716713	3,953	15	43	0	0	0	0	0	1.09%	15
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	3,787	29	38	0	6	0	0	61	1.00%	300
Retargeting	Video Ad - Pre ...	https://www.facebook.com/1968716713	3,222	30	40	0	38	0	0	27	1.24%	411
Retargeting	Static Ad - Gen...	https://www.facebook.com/1968716713	2,211	30	70	0	0	0	0	0	3.17%	31
Education, Online Learning...	Carousel Ad - ...	https://www.facebook.com/1968716713	1,574	4	12	0	0	0	0	0	0.76%	4
Retargeting	Carousel Ad - G...	https://www.facebook.com/1968716713	1,436	10	15	0	0	0	0	0	1.04%	10
Education, Online Learning...	Static Ad - Gen...	https://www.facebook.com/1968716713	1,420	14	27	0	0	0	0	0	1.90%	15
Education, Online Learning...	Video Ad - Pre ...	https://www.facebook.com/1968716713	1,254	16	18	0	36	0	0	11	1.44%	192
18-55, Military/Online Lear...	Carousel Ad - G...	https://www.facebook.com/1968716713	987	2	8	0	0	0	0	0	0.81%	2
Total	--	--	474,093	3,423	4,023	0	80	0	0	496	0.85%	5,980

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	197,983	1	0	443	0	1,887	0.95%	3,572
Instagram	281,197	90	0	58	0	2,194	0.78%	2,591
Total	479,180	91	0	501	0	4,081	0.85%	6,163



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.

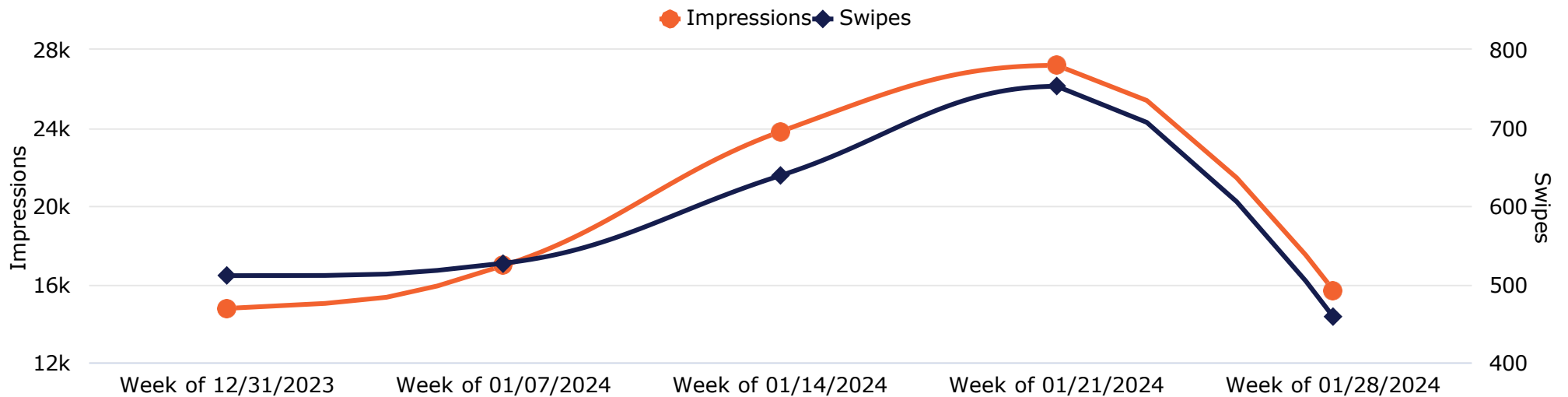
View Completion - Number of time your top Snap ad was viewed to 97%.

Snapchat Performance

<p>\$2,042.73</p> <p>Spend</p> <p>▼ -1.81%</p>	<p>98,427</p> <p>Impressions</p> <p>▲ 80.43%</p>	<p>\$20.75</p> <p>CPM</p> <p>▼ -45.58%</p>	<p>2,888</p> <p>Swipe Ups</p> <p>▲ 37.72%</p>	<p>0.71</p> <p>eCPSU</p> <p>▼ -28.70%</p>
<p>2.93%</p> <p>Swipe Up Percent</p> <p>▼ -23.67%</p>	<p>1.22</p> <p>Frequency</p> <p>▲ 3.79%</p>	<p>9,145</p> <p>Video Views</p> <p>▲ 53.16%</p>	<p>1,329</p> <p>View Completion</p> <p>▲ 73.50%</p>	

IMPRESSIONS VS. SWIPES

01/01/2024 - 01/31/2024



TOP-PERFORMING ADS

01/01/2024 - 01/31/2024

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
Video Ad 2 4.14.22	32,378	\$10.90	0.54	655	2.02%	1,955	252
Video Ad 1 4.14.22	21,582	\$13.42	0.49	594	2.75%	2,013	356
Static Ad Spanish 4.14.22	12,162	\$28.03	1.04	327	2.69%	998	160
Video - Inland Authentic Narration Snapchat Fall 2020	8,035	\$37.98	0.77	396	4.93%	1,271	129
Video Ad Spanish 4.14.22	6,674	\$49.51	0.78	426	6.38%	1,378	247
Video - Inland Pre-Roll Snapchat Fall 2020	5,643	\$32.38	0.75	244	4.32%	1,155	129
Static Ad High School 4.14.22	4,348	\$14.29	0.74	84	1.93%	0	0
Inland_April2020_Snapchat_1 - Updated LP - 5.19.20	3,229	\$20.56	1.35	49	1.52%	0	0
Video - Inland Covid Voice Over Snapchat Fall 2020	2,188	\$27.24	0.92	65	2.97%	375	56
Copy of Inland_April2020_Snapchat_2 - Updated LP - 5.1731		\$24.22	1.18	15	2.05%	0	0
Inland_April2020_Snapchat_5 - Updated LP - 5.19.20	555	\$22.37	1.24	10	1.80%	0	0
Inland_April2020_Snapchat_4 - Updated LP - 5.19.20	381	\$23.63	0.75	12	3.15%	0	0
Inland_April2020_Snapchat_2 - Updated LP - 5.19.20	342	\$25.78	1.26	7	2.05%	0	0
Inland_April2020_Snapchat_3 - Updated LP - 5.19.20	179	\$27.10	1.21	4	2.23%	0	0
Total	98,427	\$20.75	0.71	2,888	2.93%	9,145	1,329

TOP-PERFORMING ADS

01/01/2024 - 01/31/2024

Ad Squads Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
16-25	57,060	\$11.77	0.52	1,291	2.26%	3,898	596
Nighclubs/Bars/Entertainment	21,281	\$31.55	0.84	798	3.75%	2,696	307
16-40 Spanish	18,836	\$35.64	0.89	753	4.00%	2,376	407
18-35	1,250	\$22.93	0.62	46	3.68%	175	19
Total	98,427	\$20.75	0.71	2,888	2.93%	9,145	1,329



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 Spanish Performance

\$1,480.84

Cost
▼ -2.72%

91,862

Impressions
▲ 35.26%

56,709

Views
▲ 36.67%

61.73%

View rate
▲ 1.04%

23

Clicks
▼ -20.69%

\$0.03

CPV
▼ -28.82%

AD GROUP PERFORMANCE

01/01/2024 - 01/31/2024

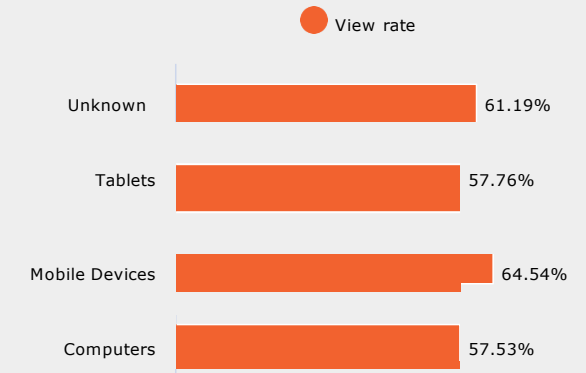
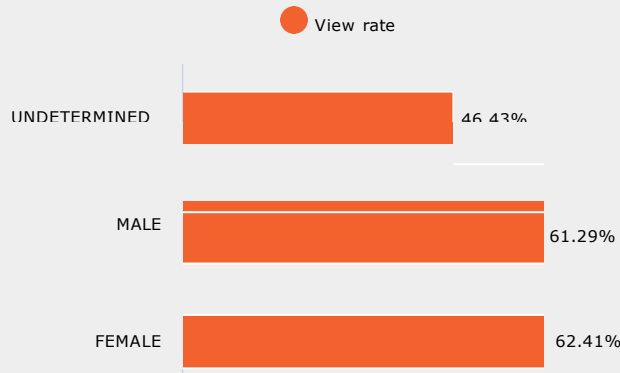
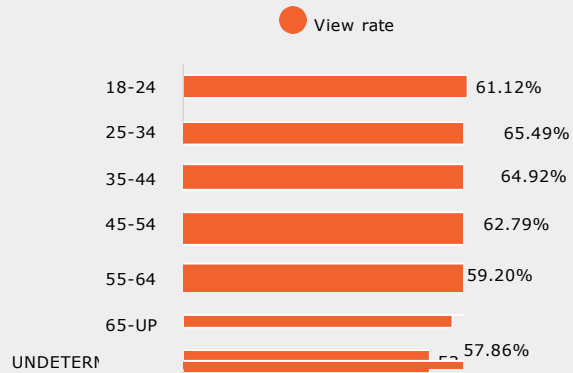
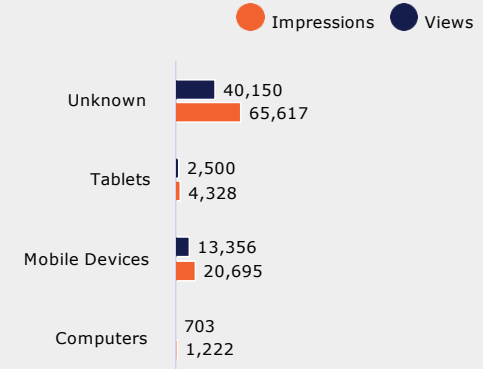
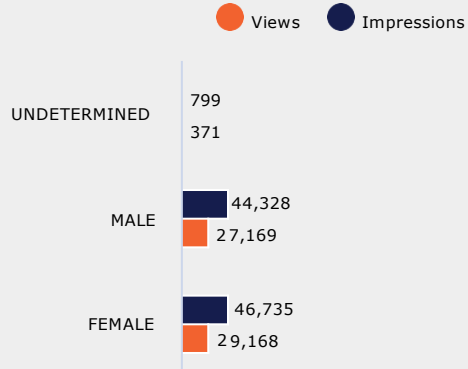
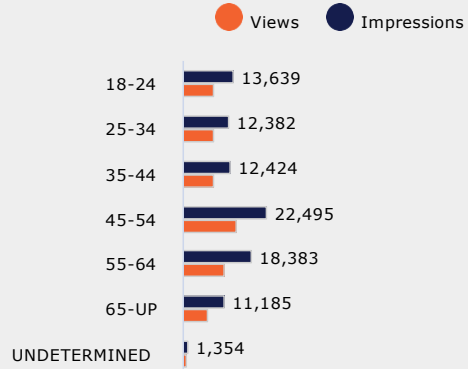
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	89,487	55,287	61.78%	23	83.40%	70.44%	65.02%	61.15%
Keywords	2,240	1,342	59.91%	0	82.98%	68.84%	63.41%	59.47%
Topics	135	80	59.26%	0	82.36%	71.99%	67.73%	59.37%
Total	91,862	56,709	61.73%	23	83.39%	70.40%	64.98%	61.10%

AD PERFORMANCE

01/01/2024 - 01/31/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Listo, Marca, Carrera -	75,880	46,505	61.29%	15	82.78%	69.77%	64.42%	60.51%
Ready, Set Career - Fabian	15,982	10,204	63.85%	8	86.28%	73.39%	67.69%	63.90%
Total	91,862	56,709	61.73%	23	83.39%	70.40%	64.98%	61.10%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	82.74%	68.49%	61.84%	57.15%
Mobile Devices	84.87%	73.49%	67.78%	63.53%
Tablets	80.14%	66.91%	61.03%	56.61%
Unknown	83.15%	69.69%	64.43%	60.71%

Age Range	25%	50%	75%	100%
18-24	83.84%	70.57%	64.63%	60.70%
25-34	85.69%	74.11%	68.92%	65.00%
35-44	85.55%	74.12%	68.47%	64.39%
45-54	83.82%	70.93%	65.94%	62.10%
55-64	81.75%	67.72%	62.28%	58.46%
65-UP	80.42%	66.24%	60.73%	57.00%
UNDETERMINED	77.59%	62.47%	56.61%	52.68%

Gender	25%	50%	75%	100%
FEMALE	84.31%	71.16%	65.69%	61.72%
MALE	82.60%	69.85%	64.50%	60.72%
UNDETERMI...	73.10%	56.14%	50.60%	45.81%

YouTube Performance

\$2,032.85

Cost
▼ -27.34%

122,607

Impressions
▼ -3.43%

67,704

Views
▼ -2.62%

55.22%

View rate
▲ 0.83%

28

Clicks
▼ -12.50%

\$0.03

CPV
▼ -25.38%

AD GROUP PERFORMANCE

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	119,799	66,143	55.21%	28	72.58%	60.89%	55.38%	51.50%
Business Keywords	187	116	62.03%	0	74.22%	65.13%	61.39%	58.72%
Energy, Construction, Utilities	54	28	51.85%	0	74.07%	62.96%	51.85%	38.89%
Information, Communications, and Technology	130	69	53.08%	0	74.62%	62.31%	55.38%	53.08%
Keywords	1,829	1,031	56.37%	0	75.07%	61.54%	56.60%	53.43%
Topics	504	255	50.60%	0	67.95%	56.19%	51.21%	46.83%

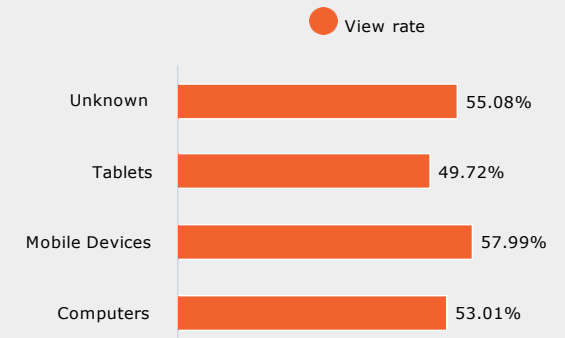
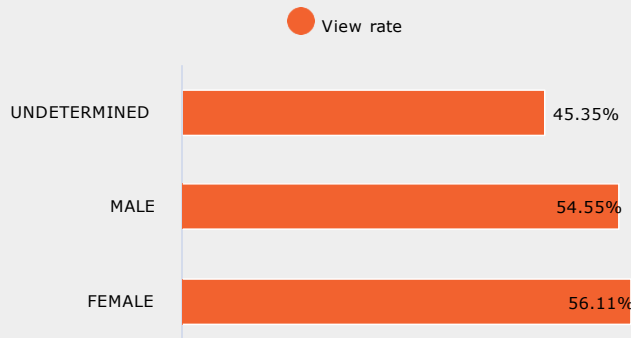
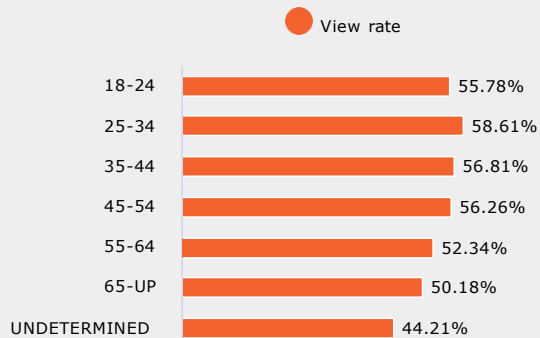
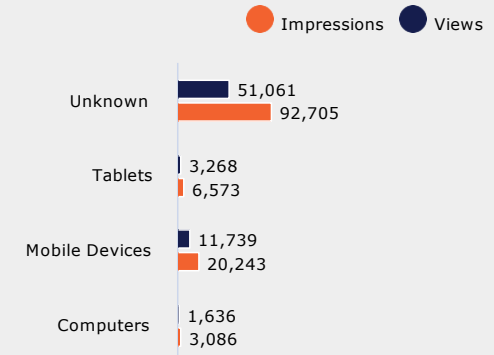
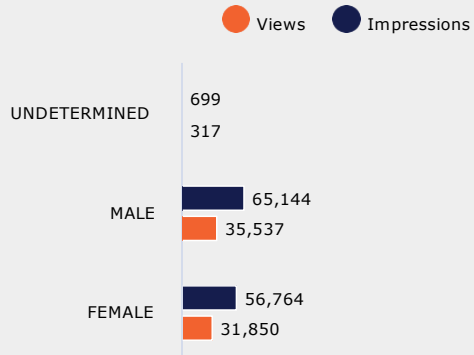
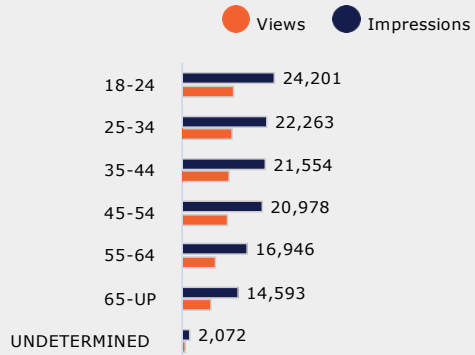
01/01/2024 - 01/31/2024

AD PERFORMANCE

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
IEDRC/KVCR	32,682	15,094	46.18%	7	57.01%	46.45%	40.75%	36.72%
We're ready for you !	31,130	19,096	61.34%	6	82.68%	70.42%	65.22%	61.67%
Inland Fall2019 Preroll1	18,436	12,071	65.47%	3	87.52%	75.70%	69.86%	65.75%
ERIC IEDRC/KVCR	6,740	2,602	38.61%	0	48.98%	38.81%	33.60%	29.07%
We're READY for you.	6,472	3,705	57.25%	2	80.37%	66.50%	61.11%	57.57%
XIMENA IEDRC/KVCR	6,128	2,713	44.27%	4	56.17%	44.38%	38.68%	33.77%
Total	101,588	55,281	54.42%	22	71.32%	59.75%	54.23%	50.28%

01/01/2024 - 01/31/2024

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	73.52%	60.01%	54.22%	50.06%
Mobile Devices	77.04%	65.22%	58.69%	54.18%
Tablets	70.31%	56.74%	50.28%	45.77%
Unknown	71.76%	60.27%	55.07%	51.39%

Age Range	25%	50%	75%	100%
18-24	74.92%	62.55%	56.95%	53.18%
25-34	75.91%	64.93%	59.29%	55.34%
35-44	74.40%	62.51%	57.18%	53.53%
45-54	72.35%	61.32%	55.97%	52.03%
55-64	68.44%	57.01%	51.69%	47.61%
65-UP	67.29%	54.94%	49.24%	45.19%
UNDETERMINED	65.27%	50.68%	44.71%	41.34%

Gender	25%	50%	75%	100%
FEMALE	74.20%	62.15%	56.52%	52.47%
MALE	71.33%	59.90%	54.51%	50.78%
UNDETERMINED	60.97%	50.09%	46.23%	42.05%

YouTube Music

\$1,922.91

Cost
▲ 0.00%

469,108

Impressions
▲ 11.41%

436,270

Views
● 0.00%

93.83%

View rate
● 0.00%

112

Clicks
▲ 49.33%

\$0.03

CPV
● 0.00%

AD GROUP PERFORMANCE

01/01/2024 - 01/31/2024

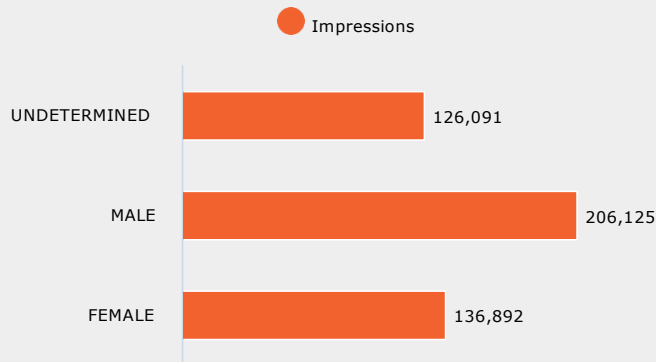
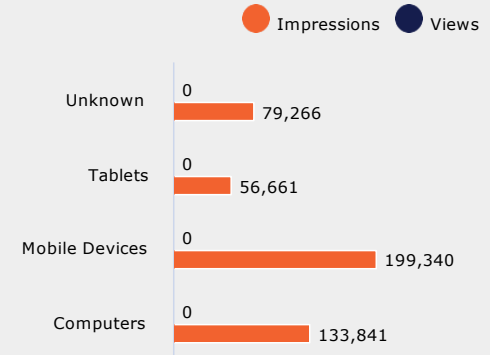
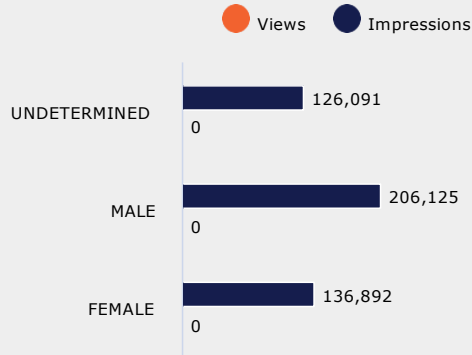
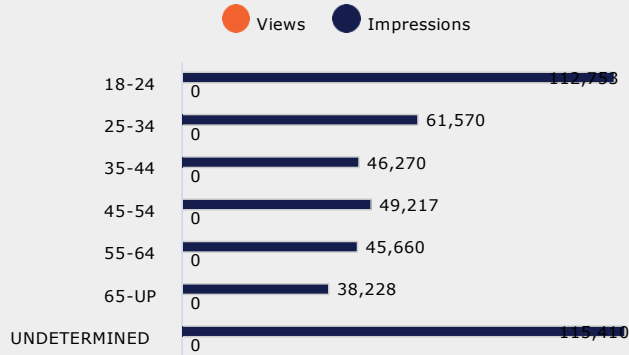
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Affinity Gamers	74,424	0	0.00%	21	93.20%	92.20%	91.51%	90.68%
General	307,776	0	0.00%	57	98.21%	97.65%	97.20%	96.69%
In-Market Education	86,908	0	0.00%	34	91.05%	89.31%	87.94%	86.40%
Total	469,108	0	0.00%	112	96.09%	95.24%	94.58%	93.83%

AD PERFORMANCE

01/01/2024 - 01/31/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Ready, Set, Career at your local community college	420,253	0	0.00%	108	96.45%	95.64%	95.04%	94.32%
Inland Youtube Music 15 Second v2	48,855	0	0.00%	4	94.23%	93.34%	92.47%	91.42%
Total	469,108	0	0.00%	112	96.22%	95.41%	94.77%	94.02%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	90.38%	89.39%	88.64%	87.87%
Mobile Devices	97.07%	95.92%	95.03%	94.13%
Tablets	98.89%	98.21%	97.61%	97.05%
Unknown	99.91%	99.86%	99.81%	99.47%

Age Range	25%	50%	75%	100%
18-24	95.63%	94.97%	94.48%	93.67%
25-34	93.20%	92.32%	91.65%	91.01%
35-44	95.64%	94.67%	93.93%	93.04%
45-54	95.44%	94.34%	93.48%	92.72%
55-64	96.47%	95.35%	94.41%	93.66%
65-UP	97.02%	96.04%	95.29%	94.58%
UNDETERMINED	97.53%	96.81%	96.22%	95.55%

Gender	25%	50%	75%	100%
FEMALE	96.93%	96.09%	95.43%	94.81%
MALE	94.42%	93.48%	92.75%	91.91%
UNDETERMINED	97.68%	97.01%	96.48%	95.76%

TIKTOK



interact

2-year college experts

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education*

\$2,977.08

Total Cost
▲ \$36.96

438,805

Impressions
▲ 82,698

5,919

Clicks
▲ 2,404

\$6.78

CPM
▼ \$-1.47

\$0.50

CPC
▼ \$-0.33

1.35%

CTR
▲ 36.65%

429,022

Video Views
▲ 21.91%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
LA Education-1-1	438,805	5,919	\$6.78	429,022
Total	438,805	5,919	\$6.78	429,022

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	118,214	1,521	\$6.21	\$0.48	1.29%	115,971
C4086471_readyssetcareer_DMA	Inland TikTok 2023 2 words.mp4_9.6.23	21,380	232	\$5.84	\$0.54	1.09%	21,133
C4086471_readyssetcareer_DMA	Inland TikTok 2023 CC in 2 words (Medium).mp4_11.13.23	118	1	\$3.56	\$0.42	0.85%	117
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Fast vs Focused (mild).mp4_11.13.23	23,530	248	\$5.78	\$0.55	1.05%	23,113
C4086471_readyssetcareer_DMA	Inland TikTok 2023 FvF.mp4_9.6.23	7,587	255	\$14.90	\$0.44	3.36%	7,047
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 1 (Medium).mp4_11.13.23	672	7	\$6.01	\$0.58	1.04%	663
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 2 (Medium).mp4_11.13.23	544	6	\$5.29	\$0.48	1.10%	522
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 3 (Medium).mp4_11.13.23	3,127	40	\$6.23	\$0.49	1.28%	3,071
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 4 (Medium).mp4_11.13.23	2,342	35	\$7.57	\$0.51	1.49%	2,297
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Laugh (Hot).mp4_11.13.23	16,766	260	\$7.34	\$0.47	1.55%	16,295
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Mow Much Will You Make_ (Medium).mp4_11.13.23	119,717	1,383	\$6.15	\$0.53	1.16%	117,240
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Music (Medium).mp4_11.13.23	55,222	695	\$7.06	\$0.56	1.26%	54,199
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Tiny Mic (Hot).mp4_11.13.23	18,845	270	\$7.72	\$0.54	1.43%	18,295
7 rows not shown							
Total	--	438,805	5,919	\$6.78	\$0.50	1.35%	429,022

READY *career
education*

Thank You



interact | 2-year college experts

REACHLOCAL[®]