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# Interact Communications

## Monthly Performance Report

03/01/2024 - 03/31/2024



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# Industry Benchmarks



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**CPM** = Cost Per Thousand Impressions

**CPC** = Cost Per Click

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

#### PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18-\$13 , **Your Average is \$1.86**

Average CTR is 6.21%, **Your Average is 7%**

Average Cost Per Contact is \$62, **Your Average is \$5.69**

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

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

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

Average CTR is 1%, **Your Average is 3.91%**

#### YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 35%, **Your Average is 60%**

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

#### TikTok Benchmarks , Industry Average & Your Average

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

#### Display Benchmarks , Industry Average & Your Average

Average CPM is \$15-\$20, **Your Average is \$7**

Average CTR is .17%, **Your Average is .21%**

#### Snpachat Benchmarks , Industry Average & Your Average

Average CPM is \$20-\$30, **Your Average is \$24**

Average CTR is 1%, **Your Average is 2.28%**

### Total Campaign Metrics:

#### Total Impressions:

1,894,661

#### Total Visits:

20,463

#### View-Through Ad Visits:

91

#### Completed Video Views:

780,888



# Cumulative Chart

Platform	March	April	May	June	July	August	September	October	November	December	January	February	March	All-Time TOTAL
<b>Social Media: Facebook &amp; Instagram</b>														
Impressions	386,797	422,519	416,870	464,889	581,971	551,831	342,218	342,645	330,735	338,068	479,180	378,982	298,410	22,813,170
Clicks	2,842	3,062	2,522	2,769	3,180	3,222	2,977	2,795	2,714	2,986	4,081	5,053	10,162	240,040
<b>Digital Marketing - Display Ads</b>														
Impressions	676,517	647,239	676,206	613,423	546,648	561,475	428,832	521,601	510,756	504,725	471,222	442,925	509,744	63,464,213
Clicks	1,245	1,165	1,210	1,190	891	967	664	978	845	914	1,026	963	901	129,750
Cost Per Thousand Impressions (CPT)	\$5.85	\$5.88	\$5.97	\$6.68	\$6.19	\$6.05	\$7.97	\$6.83	\$7.24	\$6.18	\$6.95	\$6.31	\$7.05	\$7.41
Over the Top Video Views	24,673	24,081	19,299	18,395	14,940	16,141	15,571	15,048	15,596	16,680	16,703	13,999	15,054	915,451
<b>Pay Per Click- Main</b>														
Visits to Websites	3,064	2,671	2,537	3,963	4,461	3,698	3,604	3,398	3,794	4,107	5,253	3,817	2,691	181,879
Calls	21	8	21	20	20	37	28	21	24	19	15	14	30	5151
Average Cost per Visit	\$1.84	\$2.11	\$2.22	\$1.42	\$1.26	\$1.35	\$1.39	\$1.47	\$1.32	\$1.22	\$0.95	\$1.31	\$1.86	\$2.29
Average Cost per Contact	\$7.64	\$8.76	\$7.86	\$7.67	\$5.36	\$5.63	\$4.08	\$6.56	\$6.91	\$6.48	\$5.54	\$5.64	\$5.69	\$15.09
Click Thru Rate	4.08%	4.95%	4.02%	3.71%	4.27%	3.97%	4.05%	4.04%	3.85%	4.27%	5.18%	8.43%	6.82%	5.67%
<b>Pay Per Click- Programs</b>														
Visits to Websites					1,290	1,697	1,387	1,385	1,448	1,620	2,065	2,829	2,006	15,727
Calls					17	31	19	3	9	5	13	8	8	113
Average Cost per Visit					\$2.48	\$1.89	\$2.31	\$2.31	\$2.21	\$1.98	\$1.55	\$1.13	\$1.60	\$1.94
Average Cost per Contact					\$14.88	\$12.45	\$15.76	\$17.02	\$21.77	\$17.02	\$13.62	\$7.69	\$9.38	\$14.40
Click Thru Rate					5.69%	4.59%	4.59%	4.13%	4.12%	4.30%	5.08%	7.30%	7.31%	5.23%
<b>YouTube Marketing - English</b>														
Impressions	65,889	61,243	53,568	54,040	59,286	66,015	59,939	60,192	55,269	126,957	122,607	86,555	83,880	5,088,681
Completed Views	35,526	32,446	27,441	28,700	29,864	36,058	33,407	34,453	31,039	69,528	67,704	49,011	47,369	2,521,609
Clicks	30	35	28	31	42	27	32	21	20	32	28	21	19	4,511
Cost Per View	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04	\$0.04	\$0.06
<b>YouTube Marketing - Spanish</b>														
Impressions	56,179	47,447	47,979	45,612	45,390	51,387	47,960	57,316	41,950	67,913	91,862	74,076	72,365	9,546,768
Completed Views	32,190	27,386	27,011	26,579	24,913	29,829	27,892	34,751	25,224	41,493	56,709	45,563	43,943	4,548,181
Clicks	28	46	53	39	42	26	29	40	25	29	23	22	26	2,1077
Cost Per View	\$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	\$0.03
<b>Snapchat</b>														
Impressions	91,459	83,539	87,668	66,000	70,166	57,647	59,250	77,632	55,836	54,551	98,427	95,763	83,428	13,468,494
Swipe-Ups	2,282	2,496	2,253	2,303	2,207	1,916	2,117	2,479	1,781	2,097	2,888	2,464	1,904	182,384
Cost Per Thousand Impressions (CPT)	\$21.93	\$24.35	\$23.30	\$31.07	\$27.37	\$34.53	\$31.15	\$26.37	\$36.25	\$38.14	\$20.75	\$21.31	\$24.76	\$15.83
Cost Per Swipe-Up (CPSU)	\$0.88	\$0.81	\$0.91	\$0.89	\$0.87	\$1.04	\$0.87	\$0.83	\$1.14	\$0.99	\$0.71	\$0.83	\$1.08	\$0.95
<b>TikTok- English</b>														
Impressions	263,762	297,025	291,739	292,830	341,194	289,179	295,630	335,360	323,871	356,107	438,805	351,669	274,849	16,706,011
Video Views	240,272	264,512	104,547	261,754	309,791	284,514	291,952	331,814	320,433	351,905	429,022	346,049	272,469	15,138,111
Clicks	2,375	2,504	2,330	2,212	2,815	3,285	2,598	3,080	2,648	3,515	5,919	3,479	2,514	17,912
Cost Per Thousand Impressions (CPM)	\$11.31	\$9.88	\$10.02	\$9.77	\$8.62	\$10.35	\$9.98	\$8.85	\$9.15	\$8.26	\$6.78	\$8.48	\$10.83	\$9.66

# Cumulative Chart

Platform	March	April	May	June	July	August	September	October	November	December	January	February	March	All-Time TOTAL
<b>Website Traffic</b>														
Total Page Views	25,210	29,103	10,551	21,698	30,979	29,798	34,840	42,032	42,446	55,507	69,342	34,953	34,741	1,322,776
Apply Clicks	260	387	239	713	939	1,531	1,116	1,122	906	1,052	1,650	3,520	2,790	27,838
Average Time Spent (on Home Page)	1:34	1:35	1:36	:13	:40	0:06	:18	:15	:16	:30	:14	:19	:29	1:30
<b>Newscenter Traffic</b>														
Total Page Views	457	321	483	304	111	675	630	1,513	584	812	508	3,569	849	37397
Average Time Spent (on Home Page)	3:05	1:07	2:33	2:55	:36	:28	:33	:12	:31	:20	1:01	:44	:32	1:52
<b>E-Newsletter</b>														
Average open rate														60.53%
Average click-through rate														8.69%
Unique Open	33%	32%	32%	30%	52%	29%	30%	36%	30%	39%	29%	25%	22%	24%
Clicks	18%	17%	11%	19%	9%	15%	11%	3%	6%	3%	4%	13%	3%	12%
<b>Employer-Newsletter</b>														
Unique Open		13%		12%		20%		33%		45%		11%		18%
Clicks		2%		2%		2%		6%		1%		1%		9%
<b>Employer-Newsletter - Julie's List</b>														
Unique Open		23%		22%		27%		35%		37%		17%		22%
Clicks		3%		1%		2%		4%		0%		1%		13%
<b>Counselor-Newsletter</b>														
Unique Open	43%		42%				55%		23%		26%		8%	33%
Clicks	10%		6%				6%		10%		7%		19%	8%

# PPC



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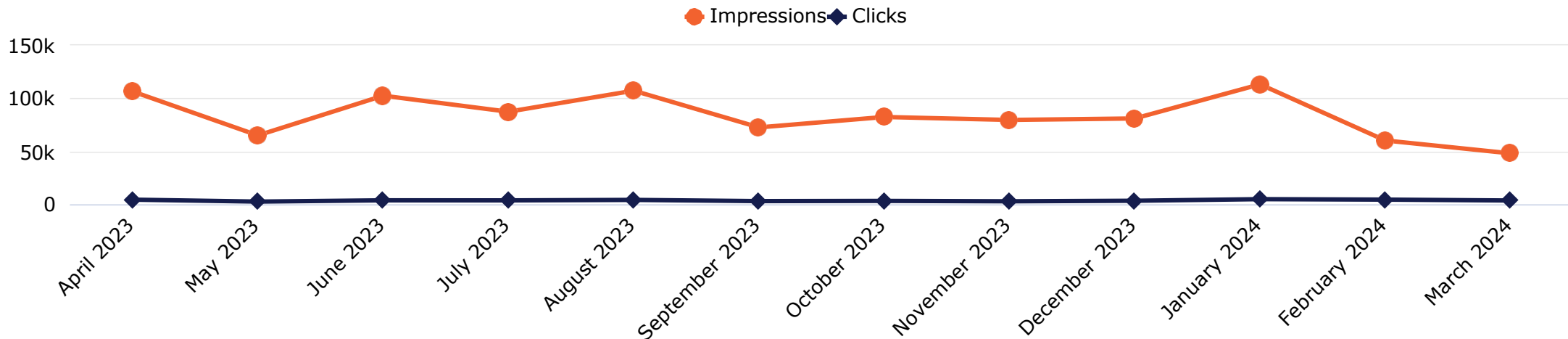
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# PPC Performance

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Apply Button Clicked	Total Leads	Web Events	Average Cost Per Contact
<b>Riverside Inland Empire Desert Consortium PPC 2024</b>	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)
	\$5,000.00	Jan-24	101,461	5,253	5.18	\$0.95	15	1	886	902	3,694	\$5.54
	\$5,000.00	Feb-24	45,277	3,817	8.43	\$1.31	14	3	870	887	3,643	\$5.64
	\$5,000.00	Mar-24	39,432	2,691	6.82	\$1.86	30	3	846	879	2,243	\$5.69
<b>TOTALS:</b>	<b>\$15,000.00</b>		<b>186,170</b>	<b>11,761</b>	<b>6.32</b>	<b>\$1.28</b>	<b>59</b>	<b>7</b>	<b>2,602</b>	<b>2,668</b>	<b>9,580</b>	<b>\$5.62</b>

04/01/2023 - 03/31/2024



# Top Keywords & Page Visits

**TOP KEYWORDS**

Keyword	CTR
online colleges	9.00%
Riverside City College	15.32%
chaffey college	4.62%
college degrees	7.50%
online courses	6.68%
Barstow Community College	5.18%
College Of The Desert	3.65%
college application	6.21%
Victor Valley Community College	4.04%
Riverside Community College	10.06%
online degrees	10.05%
Moreno Valley College	2.72%
Copper Mountain College	4.22%
local junior colleges	9.78%
Mt San Jacinto College	1.90%
community college close by	8.72%
community college to university	4.02%
community colleges in	4.78%
college classes	9.23%
college courses online	14.29%

**WEB EVENTS - CONTINUED**

03/01/2024 - 03/31/2024

Event Name	Event Count
Apply	1,625
Contact Us	439
Career Resources	214
*Barstow college link clicked	188
*Jacinto college link clicked	124
*Medical/Nursing	82
*Accounting/Finance/Busin...	69
*Information Communicatio...	64
*Aeronautics/Aviation/Auto...	63
*Digital Media	58
*Crafton college link clicked	55
*Chaffey college link clicked	54

**WEB EVENTS - CONTINUED**

03/01/2024 - 03/31/2024

Event Name	Event Count
*Energy/Construction and ...	47
*Advanced Manufacturing	46
*Chaffey Apply Now clicked	43
*Desert Apply Now clicked	41
*Desert college link clicked	40
*Copper Apply Now clicked	39
*Riverside Apply Now click...	37
*Crafton Apply Now clicked	34
*Riverside City College Clic...	32
*San Bernardino Valley Col...	22
*Norco college link clicked	13
*Victor Valley College Click...	13





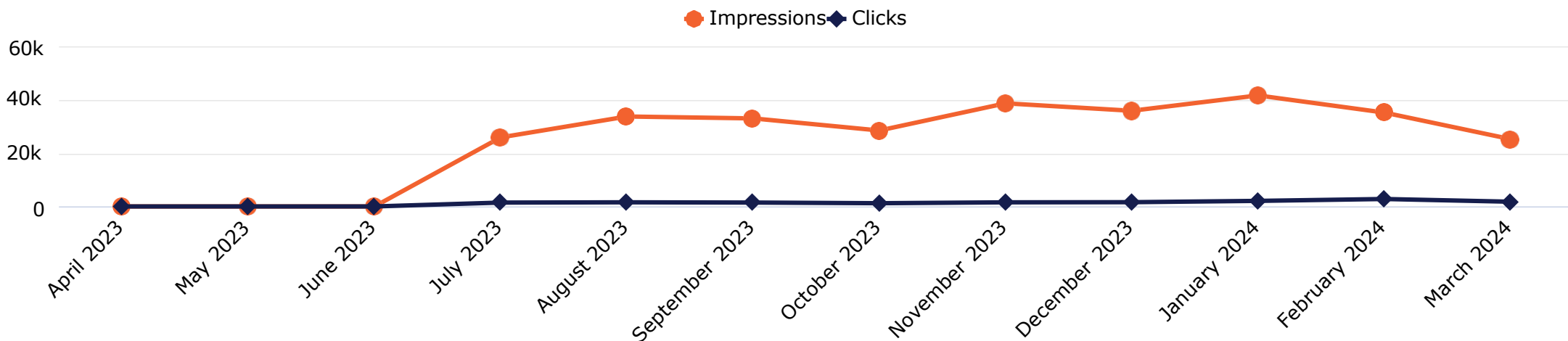
## AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	46,949	3,651	7.78%
Dual Enrollment	53	5	9.43%
<b>Total</b>	<b>47,002</b>	<b>3,656</b>	<b>7.78%</b>

# 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
<b>Riverside Inland Empire Desert Consortium PPC 2024</b>	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	312	1,615	\$10.26
	\$3,200.00	Mar-24	27,438	2,006	7.31	\$1.60	8	4	329	341	1,865	\$9.38
<b>TOTALS:</b>	<b>\$9,600.00</b>		<b>106,855</b>	<b>6,900</b>	<b>6.46</b>	<b>\$1.39</b>	<b>29</b>	<b>8</b>	<b>851</b>	<b>888</b>	<b>4,106</b>	<b>\$10.81</b>

04/01/2023 - 03/31/2024



# Top Keywords & Page Visits

**TOP KEYWORDS**

Keyword	CTR
nursing college	7.25%
nursing program courses	7.97%
Rad tech program	12.41%
technical college	5.52%
ultrasound technician schools	10.01%
schools for ultrasound tech	10.17%
nearby community colleges	2.74%
criminal justice class	6.99%
manicuring class	9.63%
esthetician class	11.11%
emt program	5.13%
firefighter program	8.14%
photography class	11.63%
business class	6.92%
early childhood education degree	9.14%
medical assistant degree	3.04%
paramedic training	10.13%
nursing class	9.30%
real estate appraiser class	19.05%
cosmetology class	3.85%

**WEB EVENTS - CONTINUED** 03/01/2024 - 03/31/2024

Event Name	Event Count
*Apply Page	838
*Resources Page	188
*Mt. San Jacinto College- C...	138
*Barstow Community Colle...	114
*Chaffey College- College ...	83
* Crafton Hills College- Coll...	47
*Riverside City College- Col...	45
*College of the Desert- Coll...	42
*San Bernardino Valley Coll...	32
*Victor Valley College- Coll...	28
*Barstow Community Colle...	27
*College of the Desert - Ap...	24

**WEB EVENTS - CONTINUED** 03/01/2024 - 03/31/2024

Event Name	Event Count
*Norco College- College Pr...	24
*Moreno Valley College- Co...	22
*Crafton Hills College - App...	20
*Copper Mountain College ...	18
*Chaffey College - Apply N...	14
*View Colleges Page	14
*Palo Verde College- Colleg...	4
*Future Student Resources...	1
*San Bernardino Valley Coll...	1



## AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Medical / Nursing	15,677	1,242	7.92%
General Ad Group	5,367	296	5.52%
Accounting / Finance / Business / Real Estate	1,243	89	7.16%
Child Development	794	76	9.57%
Outdoor / Architecture	493	64	12.98%
Digital Media -	223	8	3.59%
Aeronautics / Aviation / Automotive	29	6	20.69%
<b>Total</b>	<b>23,826</b>	<b>1,781</b>	<b>7.48%</b>

# Display



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## Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD  Riverside Inland Empire   Display	509,744	901	\$7.05	2	\$3,593.91
<b>Total</b>	<b>509,744</b>	<b>901</b>	<b>\$7.05</b>	<b>2</b>	<b>\$3,593.91</b>

Targeted Audience OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
OTT Streaming_Large Screen	8,050	7,960	7,910	7,884	7,860	7,838	98.47%
OTT Streaming_Small Screen	7,579	7,645	7,468	7,380	7,291	7,216	94.39%
<b>Totals</b>	<b>15,629</b>	<b>15,605</b>	<b>15,378</b>	<b>15,264</b>	<b>15,151</b>	<b>15,054</b>	<b>96.47%</b>

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Run of Network Audience	85,348	141	0.17%	0
Keyword Search Retargeting	68,649	128	0.19%	2
Lookalike Audience	46,000	112	0.24%	1
HighSchoolGeofencing	43,028	80	0.19%	0
Adult career education Audience	42,969	92	0.21%	50
Military/online learning Audience	42,904	62	0.14%	0
Website Remarketing	41,864	60	0.14%	0
SpanishAffinityAudience	37,594	92	0.24%	31
SpanishEducationAudience	37,388	61	0.16%	0
Run of Network_USAT	37,342	61	0.16%	1
OTT Streaming_Large Screen	11,029	11	0.10%	0
OTT Streaming_Small Screen	8,050	0	0.00%	5
OTT Streaming_Small Screen	7,579	1	0.01%	1
<b>Totals</b>	<b>509,744</b>	<b>901</b>	<b>0.21%</b>	<b>91</b>

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display (Legacy) Competitor   Riverside/Inlan...	94,607	211	\$5.42	0	\$513.13
<b>Total</b>	<b>94,607</b>	<b>211</b>	<b>\$5.42</b>	<b>0</b>	<b>\$513.13</b>



# 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

298,410

Impressions  
▼ -80,572

\$4,618.62

Cost  
▲ \$417.08

\$15.48

CPM  
▲ \$4.39

10,162

Clicks  
▲ 5,109

\$0.45

CPC  
▼ \$-0.38

3.41%

Clicks (All) CTR  
▲ 155.41%

23

Post Reactions  
▼ -45.24%

5

Post Saves  
▼ -16.67%

1,099

Video 100% Views  
▲ 100.91%

53,528

Post Engagements  
▲ 158.89%

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	1	0	0	0.00%	0	0	0	0	0	0
Education, Online Learning, 18-50	50,217	1,319	1,574	3.13%	0	4	2	186	0	11,315
Retargeting	235,296	6,725	8,126	3.45%	0	18	2	857	4	39,780
Some College, HS Grads, Adult Learners, 18-50	12,894	345	462	3.58%	0	1	1	56	0	2,433
Spanish - Parents	1	0	0	0.00%	0	0	0	0	0	0
Spanish - Work Industires	1	0	0	0.00%	0	0	0	0	0	0
<b>Total</b>	<b>298,410</b>	<b>8,389</b>	<b>10,162</b>	<b>3.41%</b>	<b>0</b>	<b>23</b>	<b>5</b>	<b>1,099</b>	<b>4</b>	<b>53,528</b>

# Facebook & Instagram Performance

**TOP PERFORMING ADS**

Adset Name	Ad Name	Ad Preview URL	Impressions	Inline link clicks	Clicks	Action: Page Likes	Action: Post Reactions	Action: Post Comments	On-Site Conversion: Post Save	Video 100% Views	CTR	Post Engagements
Retargeting	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	118,106	3,826	4,622	0	11	0	0	400	3.91%	14,556
Retargeting	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	68,054	1,575	1,848	0	4	2	0	253	2.72%	19,412
Retargeting	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	47,414	1,278	1,600	0	3	2	1	198	3.37%	5,549
Education, Online Learning...	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	33,507	809	966	0	2	0	1	117	2.88%	9,468
Education, Online Learning...	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	8,346	246	280	0	1	0	1	26	3.35%	808
Education, Online Learning...	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	8,229	260	324	0	1	0	0	43	3.94%	1,025
Some College, HS Grads, A...	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	6,201	169	226	0	0	0	1	26	3.64%	737
Some College, HS Grads, A...	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	4,478	98	139	0	1	0	0	17	3.10%	1,379
Some College, HS Grads, A...	Video Ad   Brigi...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	2,205	78	97	0	0	0	0	13	4.40%	317
Retargeting	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	1,719	46	56	0	0	0	1	6	3.26%	263
Education, Online Learning...	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	133	4	3	0	0	0	0	0	2.26%	14
Some College, HS Grads, A...	Video Ad   Anee...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	10	0	0	0	0	0	0	0	0.00%	0
Retargeting	Video Ad - Pre ...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	3	0	0	0	0	0	0	0	0.00%	0
Education, Online Learning...	Static Ad - Gen...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	2	0	1	0	0	0	0	0	50.00%	0
18-45, Military	Static Ad   Milit...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	1	0	0	0	0	0	0	0	0.00%	0
Spanish - Parents	Static - Spanis...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	1	0	0	0	0	0	0	0	0.00%	0
Spanish - Work Industires	Carousel Ad - S...	<a href="https://www.facebook.com/196871671">https://www.facebook.com/196871671</a>	1	0	0	0	0	0	0	0	0.00%	0
<b>Total</b>	--	--	<b>298,410</b>	<b>8,389</b>	<b>10,162</b>	<b>0</b>	<b>23</b>	<b>4</b>	<b>5</b>	<b>1,099</b>	<b>3.41%</b>	<b>53,528</b>

## TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	298,383	23	4	1,099	0	10,162	3.41%	53,525
Instagram	27	0	0	0	0	0	0.00%	3
<b>Total</b>	<b>298,410</b>	<b>23</b>	<b>4</b>	<b>1,099</b>	<b>0</b>	<b>10,162</b>	<b>3.41%</b>	<b>53,528</b>



# Snapchat



**interact** | 2-year college experts

**REACHLOCAL**

**READY** *career  
education*



## *Why are these metrics important?*

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

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

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

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

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

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

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

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

# Snapchat Performance

**\$2,065.34**

Spend  
▲ N/A

**83,428**

Impressions  
▲ N/A

**\$24.76**

CPM  
▲ N/A

**1,904**

Swipe Ups  
▲ N/A

**1.08**

eCPSU  
▲ N/A

**2.28%**

Swipe Up Percent  
▼ -11.30%

**1.15**

Frequency  
▼ -5.22%

**5,170**

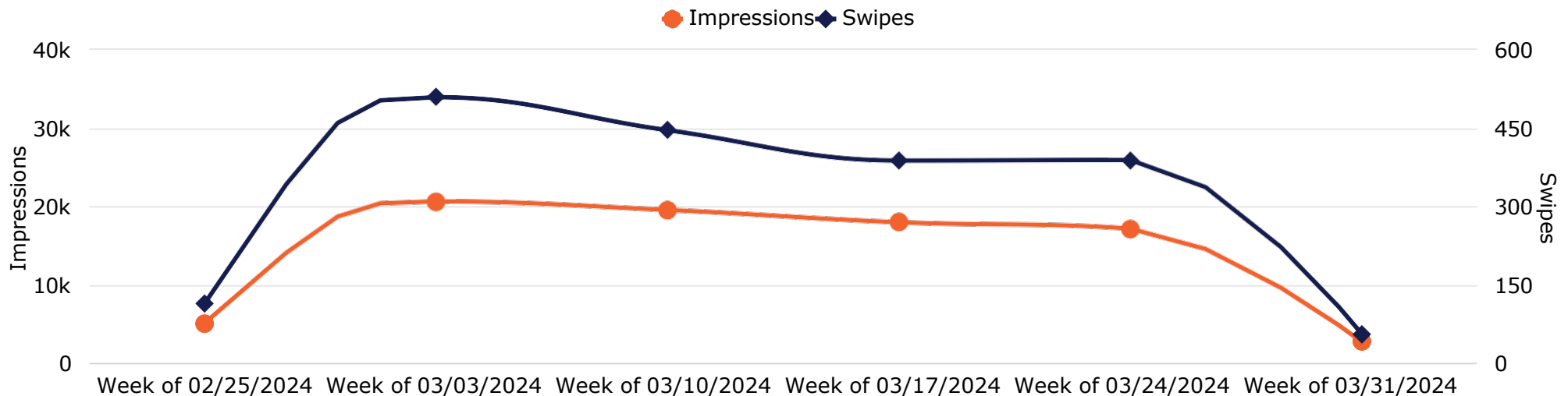
Video Views  
▼ -22.36%

**950**

View Completion  
▲ 1.93%

## IMPRESSIONS VS. SWIPES

03/01/2024 - 03/31/2024



## TOP-PERFORMING ADS

03/01/2024 - 03/31/2024

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
Video Ad 2   4.14.22	28,524	\$18.16	0.92	560	1.96%	1,570	266
Video Ad   Entertainment	19,035	\$21.23	1.03	391	2.05%	1,065	159
Video Ad 1   4.14.22	10,145	\$17.99	0.63	292	2.88%	1,014	205
Static Ad   High School   4.14.22	9,440	\$25.62	1.25	194	2.06%	0	0
Static Ad   Spanish   4.14.22	9,196	\$37.84	1.55	225	2.45%	748	152
Video Ad Spanish   4.14.22	6,050	\$56.24	1.50	227	3.75%	773	168
Copy of Inland_April2020_Snapchat_2 - Updated LP - 5.11.038		\$29.71	2.06	15	1.45%	0	0
<b>Total</b>	<b>83,428</b>	<b>\$24.76</b>	<b>1.08</b>	<b>1,904</b>	<b>2.28%</b>	<b>5,170</b>	<b>950</b>



# YouTube



**interact** | 2-year college experts

**REACHLOCAL**

**READY** *career  
education*



## *Why are these metrics important?*

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

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

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

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

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

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

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

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

# YouTube Spanish

**\$1,440.91**

Cost  
▼ -0.02%

**72,365**

Impressions  
▼ -2.31%

**43,943**

Views  
▼ -3.56%

**60.72%**

View rate  
▼ -1.28%

**26**

Clicks  
▲ 18.18%

**\$0.03**

CPV  
▲ 3.66%

**AD GROUP PERFORMANCE**

03/01/2024 - 03/31/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	70,513	42,674	60.52%	26	82.28%	69.06%	63.60%	59.84%
Keywords	1,553	1,050	67.61%	0	86.96%	75.34%	70.69%	67.40%
Topics	299	219	73.24%	0	87.89%	80.53%	76.49%	73.15%
<b>Total</b>	<b>72,365</b>	<b>43,943</b>	<b>60.72%</b>	<b>26</b>	<b>82.41%</b>	<b>69.24%</b>	<b>63.80%</b>	<b>60.06%</b>

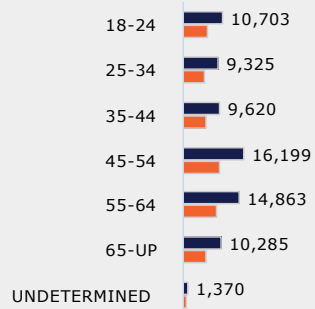
**AD PERFORMANCE**

03/01/2024 - 03/31/2024

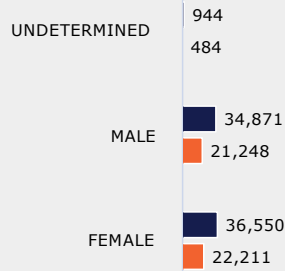
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Listo, Marca, Carrera -	59,033	35,678	60.44%	18	81.92%	68.70%	63.27%	59.60%
Ready, Set Career - Fabian	13,332	8,265	61.99%	8	84.56%	71.64%	66.17%	62.09%
<b>Total</b>	<b>72,365</b>	<b>43,943</b>	<b>60.72%</b>	<b>26</b>	<b>82.41%</b>	<b>69.24%</b>	<b>63.80%</b>	<b>60.06%</b>

# YouTube Performance

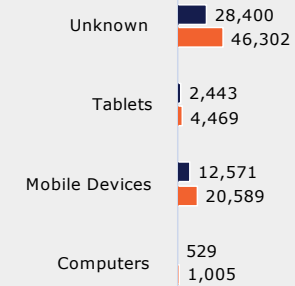
Views Impressions



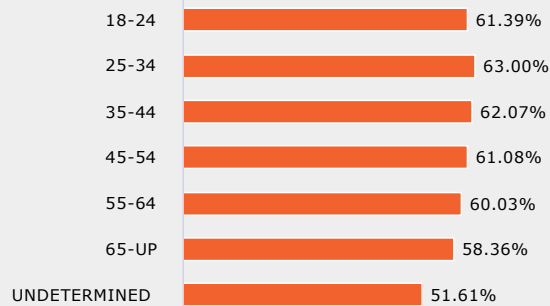
Views Impressions



Impressions Views



View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	78.90%	63.42%	55.64%	52.04%
Mobile Devices	81.81%	69.81%	64.26%	60.08%
Tablets	78.15%	63.92%	58.01%	53.23%
Unknown	83.16%	69.63%	64.34%	60.88%

Age Range	25%	50%	75%	100%
18-24	82.96%	70.46%	64.79%	60.86%
25-34	83.79%	71.07%	66.06%	62.40%
35-44	83.33%	70.55%	65.41%	61.65%
45-54	82.74%	69.55%	64.00%	60.40%
55-64	81.74%	68.68%	63.06%	59.28%
65-UP	80.76%	66.41%	61.12%	57.43%
UNDETERMINED	77.83%	61.81%	55.52%	50.91%

Gender	25%	50%	75%	100%
FEMALE	82.76%	69.53%	63.91%	60.06%
MALE	82.18%	69.18%	63.94%	60.32%
UNDETERMI...	76.88%	60.45%	54.51%	50.37%

# YouTube English

**\$1,792.41**

Cost  
▼ -0.01%

**83,880**

Impressions  
▼ -3.09%

**47,369**

Views  
▼ -3.35%

**56.47%**

View rate  
▼ -0.27%

**19**

Clicks  
▼ -9.52%

**\$0.04**

CPV  
▲ 3.46%

**AD GROUP PERFORMANCE**

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	76,216	42,734	56.07%	17	73.80%	61.93%	56.28%	52.31%
Business Keywords	456	273	59.87%	0	75.64%	64.85%	60.90%	56.08%
Energy, Construction, Utilities	134	81	60.45%	0	68.66%	61.19%	59.70%	56.72%
Information, Communications, and Technology	336	193	57.44%	0	74.98%	63.64%	57.66%	55.85%
Keywords	6,309	3,848	60.99%	2	76.65%	65.75%	61.55%	58.31%
Topics	247	139	56.28%	0	80.26%	66.23%	58.82%	52.69%

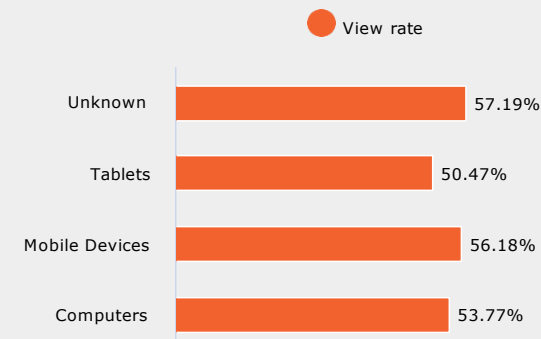
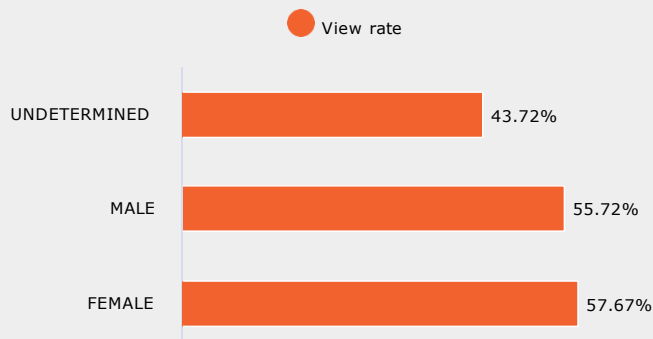
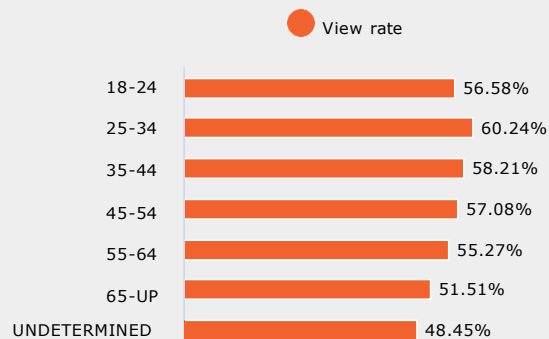
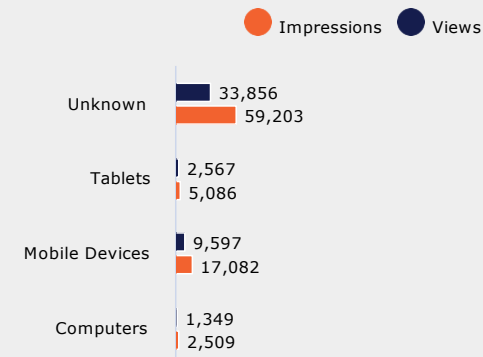
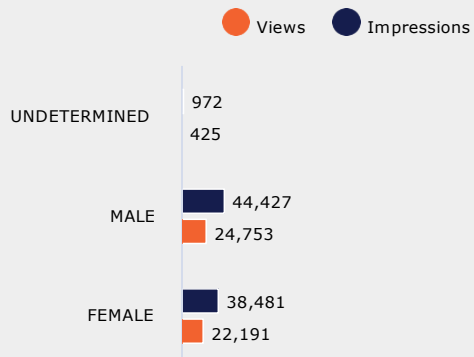
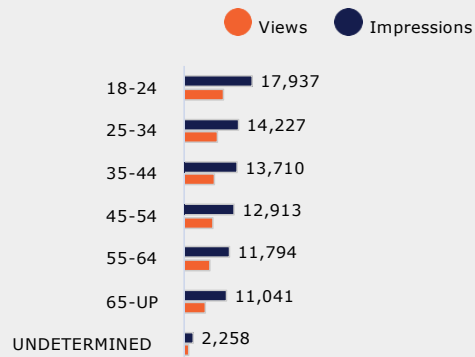
03/01/2024 - 03/31/2024

**AD PERFORMANCE**

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
IEDRC/KVCR	21,544	10,486	48.67%	3	59.11%	48.92%	43.03%	38.69%
We're ready for you !	19,978	12,171	60.92%	2	82.83%	70.15%	64.66%	61.26%
Inland Fall2019 Preroll1	12,601	8,039	63.80%	5	86.50%	74.03%	68.23%	64.07%
We're READY for you.	6,523	3,653	56.00%	2	79.23%	65.26%	59.71%	56.17%
Inland Fall 2021 Pre-Roll :30 v2	4,202	2,705	64.37%	1	84.67%	72.26%	67.62%	64.61%
JUSTIN IEDRC/KVCR	4,055	2,130	52.53%	2	63.15%	52.53%	46.98%	42.17%
<b>Total</b>	<b>68,903</b>	<b>39,184</b>	<b>56.87%</b>	<b>15</b>	<b>74.70%</b>	<b>62.85%</b>	<b>57.22%</b>	<b>53.32%</b>

03/01/2024 - 03/31/2024

# YouTube Performance



Device Type	25%	50%	75%	100%
Computers	75.02%	60.69%	54.64%	50.02%
Mobile Devices	75.40%	63.06%	56.40%	51.64%
Tablets	69.89%	56.73%	50.63%	46.51%
Unknown	73.94%	62.55%	57.42%	53.79%

Age Range	25%	50%	75%	100%
18-24	75.12%	63.38%	57.71%	53.94%
25-34	77.29%	66.23%	60.42%	56.68%
35-44	75.67%	64.09%	58.51%	54.47%
45-54	73.78%	62.24%	57.10%	53.04%
55-64	72.06%	60.36%	54.75%	50.80%
65-UP	69.50%	56.55%	51.35%	47.30%
UNDETERMINED	68.59%	54.73%	48.92%	45.21%

Gender	25%	50%	75%	100%
FEMALE	75.45%	63.53%	58.11%	54.23%
MALE	73.01%	61.39%	55.78%	51.84%
UNDETERMINED	63.77%	50.02%	43.61%	39.98%

**\$1,922.80**

Cost  
▼ -0.01%

**410,208**

Impressions  
▼ -2.78%

**402,003**

Views  
● 0.00%

**98.92%**

View rate  
● 0.00%

**29**

Clicks  
▼ -58.57%

**\$0.02**

CPV  
● 0.00%

**AD GROUP PERFORMANCE**

03/01/2024 - 03/31/2024

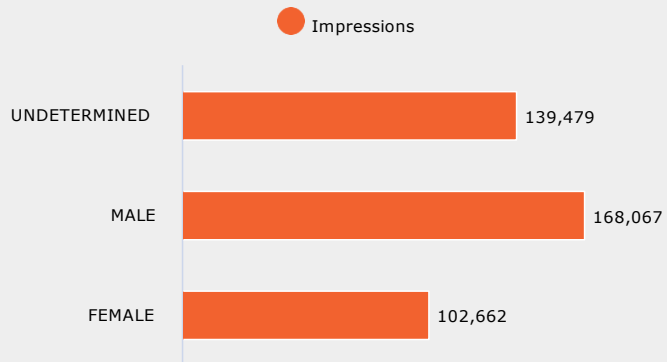
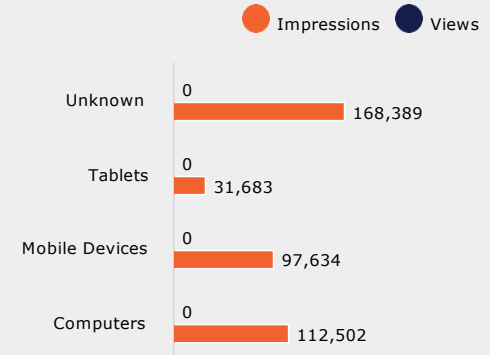
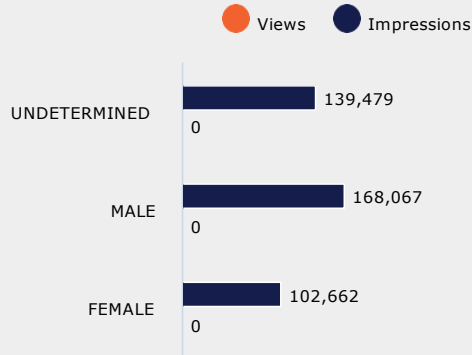
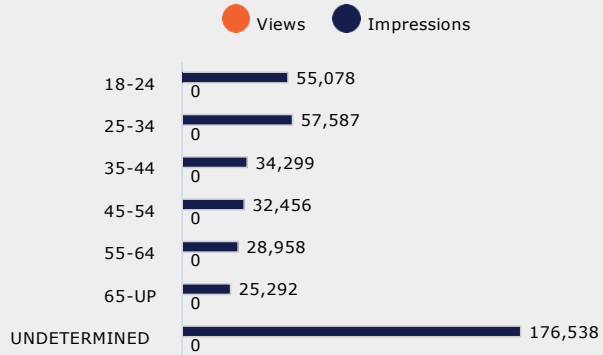
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Affinity   Gamers	72,933	0	0.00%	7	99.70%	99.43%	99.15%	98.63%
General	232,037	0	0.00%	6	99.83%	99.63%	99.44%	99.13%
In-Market   Education	105,238	0	0.00%	16	99.82%	99.60%	99.40%	98.66%
<b>Total</b>	<b>410,208</b>	<b>0</b>	<b>0.00%</b>	<b>29</b>	<b>99.81%</b>	<b>99.59%</b>	<b>99.38%</b>	<b>98.92%</b>

**AD PERFORMANCE**

03/01/2024 - 03/31/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Inland Youtube Music	205,214	0	0.00%	12	99.83%	99.61%	99.39%	98.92%
Ready, Set, Career at your local community college	204,994	0	0.00%	17	99.82%	99.60%	99.40%	98.95%
<b>Total</b>	<b>410,208</b>	<b>0</b>	<b>0.00%</b>	<b>29</b>	<b>99.82%</b>	<b>99.60%</b>	<b>99.40%</b>	<b>98.94%</b>

# YouTube Performance



Device Type	25%	50%	75%	100%
Computers	99.54%	99.18%	98.84%	98.40%
Mobile Devices	99.35%	98.89%	98.53%	98.14%
Tablets	99.54%	99.11%	98.76%	98.40%
Unknown	100.00%	100.00%	99.99%	99.63%

Age Range	25%	50%	75%	100%
18-24	99.87%	99.73%	99.57%	99.05%
25-34	99.65%	99.34%	99.05%	98.55%
35-44	99.49%	99.10%	98.84%	98.49%
45-54	99.54%	99.27%	99.05%	98.75%
55-64	99.54%	99.17%	98.85%	98.52%
65-UP	99.45%	99.04%	98.70%	98.33%
UNDETERMINED	99.89%	99.77%	99.63%	99.17%

Gender	25%	50%	75%	100%
FEMALE	99.70%	99.45%	99.21%	98.82%
MALE	99.75%	99.50%	99.28%	98.82%
UNDETERMINED	99.86%	99.69%	99.52%	99.06%



# TIKTOK



**interact**

2-year college experts

**REACHLOCAL**

**READY** *career  
education*

# TIKTOK

**\$2,976.00**

Total Cost  
▼ \$-6.94

**274,849**

Impressions  
▼ -76,820

**2,514**

Clicks  
▼ -965

**\$10.83**

CPM  
▲ \$2.35

**\$1.18**

CPC  
▲ \$0.33

**0.91%**

CTR  
▼ -7.54%

**272,469**

Video Views  
▼ -21.26%

**TOP-PERFORMING AD SETS**

Ad Group Name	Impressions	Clicks	CPM	Video Views
LA   Education-1-1	274,849	2,514	\$10.83	272,469
<b>Total</b>	<b>274,849</b>	<b>2,514</b>	<b>\$10.83</b>	<b>272,469</b>

**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	66,852	677	\$11.84	\$1.17	1.01%	66,247
C4086471_readyssetcareer_DMA	IMG_1634.MOV	748	9	\$10.64	\$0.88	1.20%	734
C4086471_readyssetcareer_DMA	IMG_1635.MOV	263	1	\$6.31	\$1.66	0.38%	259
C4086471_readyssetcareer_DMA	IMG_2103.MOV_2024-03-26 10:21:49	1,863	22	\$12.80	\$1.08	1.18%	1,839
C4086471_readyssetcareer_DMA	Inland TikTok 2023 CC in 2 words (Medium).mp4_11.13.23	322	4	\$14.04	\$1.13	1.24%	318
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Fast vs Focused (mild).mp4_11.13.23	6,594	47	\$8.41	\$1.18	0.71%	6,531
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 2 (Medium).mp4_11.13.23	644	6	\$11.80	\$1.27	0.93%	637
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 3 (Medium).mp4_11.13.23	2,714	21	\$9.99	\$1.29	0.77%	2,679
C4086471_readyssetcareer_DMA	Inland TikTok 2023 General 4 (Medium).mp4_11.13.23	578	4	\$8.48	\$1.23	0.69%	569
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Laugh (Hot).mp4_11.13.23	20,279	186	\$10.30	\$1.12	0.92%	20,098
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Mow Much Will You Make_ (Medium).mp4_11.13.23	73,535	639	\$10.34	\$1.19	0.87%	72,910
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Music (Medium).mp4_11.13.23	45,027	399	\$10.54	\$1.19	0.89%	44,670
C4086471_readyssetcareer_DMA	Inland TikTok 2023 Tiny Mic (Hot).mp4_11.13.23	42,549	377	\$10.71	\$1.21	0.89%	42,230
7 rows not shown							
<b>Total</b>	--	<b>274,849</b>	<b>2,514</b>	<b>\$10.83</b>	<b>\$1.18</b>	<b>0.91%</b>	<b>272,469</b>

**READY** *career  
education*

# Thank You



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