

READY *career
education*

Riverside Inland Empire Consortium

Monthly Performance Report

11/01/2023 - 11/30/2023



interact | 2-year college experts

REACHLOCAL®

Industry Benchmarks



interact | 2-year college experts

REACHLOCAL

READY *career education*

READY career
education

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 \$1.32**

Average CTR is 6.21%, **Your Average is 4%**

Average Cost Per Contact is \$62, **Your Average is \$7**

Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$13**

Average CPC Custom Audience \$1 - \$2 , **Your Average is \$1.60**

Average CTR is 1%, **Your Average is 1.10%**

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 .04**

TikTok Benchmarks , Industry Average & Your Average

Average CPM is \$10-\$15, **Your Average is \$9**

Display Benchmarks , Industry Average & Your Average

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

Average CTR is .17%, **Your Average is .18%**

Snpachat Benchmarks , Industry Average & Your Average

Average CPM is \$20-\$30, **Your Average is \$36**

Average CTR is 1%, **Your Average is 3.19%**

Total Campaign Metrics:

Total Impressions:

1 , 8 6 8 , 3 8 5

Total Visits:

1 3 , 3 6 5

View-Through Ad Visits:

5 4

Completed Video Views:

6 6 0 , 3 4 7



Cumulative Chart

Platform	November	December	January	February	March	April	May	June	July	August	September	October	November	All-Time TOTAL
Social Media: Facebook & Instagram														
Impressions	350,990	349,925	470,749	342,065	386,797	422,519	416,870	464,889	581,971	551,831	342,218	342,645	330,735	21,318,530
Clicks	2,112	2,234	3,580	2,780	2,842	3,062	2,522	2,769	3,180	3,222	2,977	2,795	2,714	217,758
Digital Marketing - Display Ads														
Impressions	518,231	686,162	600,521	606,915	676,517	647,239	676,206	613,423	546,648	561,475	428,832	521,601	510,756	61,535,597
Clicks	977	1,230	1,149	1,890	1,245	1,165	1,210	1,190	891	967	664	978	845	125,946
Cost Per Thousand Impressions (CPM)	\$7.15	\$6.42	\$6.11	\$5.95	\$5.85	\$5.88	\$5.97	\$6.68	\$6.19	\$6.05	\$7.97	\$6.83	\$7.24	\$7.45
Over the Top Video Views	32,101	34,053	20,609	22,238	24,673	24,081	19,299	18,395	14,940	16,141	15,571	15,048	15,596	853,015
Pay Per Click- Main														
Visits to Websites	2,473	3,052	2,660	2,929	3,064	2,671	2,537	3,963	4,461	3,698	3,604	3,398	3,794	166,011
Calls	32	29	29	22	21	8	21	20	20	37	28	21	24	5073
Average Cost per Visit	\$2.27	\$1.84	\$2.11	\$1.92	\$1.84	\$2.11	\$2.22	\$1.42	\$1.26	\$1.35	\$1.39	\$1.47	\$1.32	\$2.34
Average Cost per Contact	\$5.38	\$4.89	\$6.15	\$7.69	\$7.64	\$8.76	\$7.86	\$7.67	\$5.36	\$5.63	\$4.08	\$5.56	\$6.91	\$15.62
Click Thru Rate	5.75%	6.32%	5.83%	4.43%	4.08%	4.95%	4.02%	3.71%	4.27%	3.97%	4.05%	4.04%	3.85%	5.64%
Pay Per Click- Programs														
Visits to Websites									1,280	1,697	1,387	1,385	1,448	7,207
Calls									17	31	19	3	9	79
Average Cost per Visit									\$2.48	\$1.89	\$2.31	\$2.31	\$2.21	\$2.24
Average Cost per Contact									\$14.88	\$12.45	\$15.76	\$17.02	\$21.77	\$16.38
Click Thru Rate									5.69%	4.59%	4.59%	4.13%	4.12%	4.62%
YouTube Marketing - English														
Impressions	49,309	54,062	78,389	63,916	65,889	61,243	53,568	54,040	59,286	66,015	59,939	60,192	55,269	4,668,682
Completed Views	28,597	31,389	44,161	34,403	35,526	32,446	27,441	28,700	29,864	36,058	33,407	34,453	31,039	2,287,997
Clicks	21	11	25	40	30	35	28	31	42	27	32	21	20	4,411
Cost Per View	\$0.04	\$0.04	\$0.03	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.06
YouTube Marketing - Spanish														
Impressions	43,792	48,139	70,005	54,402	56,179	47,447	47,979	45,612	45,390	51,387	47,960	57,316	41,950	9,240,552
Completed Views	26,190	29,282	42,479	30,920	32,190	27,386	27,011	26,579	24,913	29,829	27,892	34,751	25,224	4,360,473
Clicks	30	21	49	33	28	46	53	39	42	26	29	40	25	20,977
Cost Per View	\$0.04	\$0.04	\$0.02	\$0.03	\$0.03	\$0.03	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04	\$0.03	\$0.04	\$0.03
Snapchat														
Impressions	53,487	48,344	60,205	66,004	91,459	83,539	87,668	66,000	70,166	57,647	59,250	77,632	55,836	13,136,325
Swipe-Ups	1,021	638	988	1,246	2,282	2,496	2,253	2,303	2,207	1,916	2,117	2,479	1,781	173,031
Cost Per Thousand Impressions (CPM)	\$26.35	\$41.56	\$33.85	\$30.28	\$21.93	\$24.35	\$23.30	\$31.07	\$27.37	\$34.53	\$31.15	\$26.37	\$36.25	\$15.09
Cost Per Swipe-Up (CPSU)	\$1.95	\$3.15	\$2.06	\$1.60	\$0.88	\$0.81	\$0.91	\$0.89	\$0.87	\$1.04	\$0.87	\$0.83	\$1.14	\$0.95
TikTok- English														
Impressions	262,256	301,099	350,122	283,987	263,762	297,025	291,739	292,830	341,194	289,179	295,630	335,360	323,871	16,706,011
Video Views	239,025	204,229	183,634	126,083	240,272	264,512	194,547	261,754	309,791	284,514	291,952	331,814	320,433	151,3811
Clicks	1892	2113	3482	2461	2,375	2,504	2,330	2,212	2,815	3,285	2,598	3,080	2,648	17,912
Cost Per Thousand Impressions (CPM)	\$10.78	\$9.54	\$8.36	\$10.14	\$11.31	\$9.88	\$10.02	\$9.77	\$8.62	\$10.35	\$9.98	\$8.85	\$9.15	\$9.85

Cumulative Chart

Platform	November	December	January	February	March	April	May	June	July	August	September	October	November	All-Time TOTAL
Website Traffic														
Total Page Views	10,762	13,882	19,341	20,128	25,210	29,103	10,551	21,698	30,979	29,798	34,840	42,032	42,446	1128,233
Apply Clicks	193	194	291	163	260	387	239	713	939	1,531	1,116	1,122	906	18,826
Average Time Spent (on Home Page)	2:14	2:15	1:37	1:20	1:34	1:35	1:36	:13	:40	0:06	:18	:15	:16	1:30
Top Sources for Site Exploration (Dir)	62.10%	58.70%	49.50%	41.50%	34.30%	28%	26%	29%						50.26%
Newscenter Traffic														
Total Page Views	569	503	467	400	457	321	483	304	111	675	630	1,513	584	31559
Average Time Spent (on Home Page)	2:04	2:17	1:05	1:25	3:05	1:07	2:33	2:55	:36	:28	:33	:12	:31	1:53
E-Newsletter														
Average open rate														60.53%
Average click-through rate														8.69%
Unique Open	32%	37%	53%	30%	33%	32%	32%	30%	52%	29%	30%	36%	30%	25%
Clicks	13%	21%	9%	17%	18%	17%	11%	19%	9%	15%	11%	3%	6%	13%
Employer-Newsletter														
Unique Open		13%		10%		13%		12%		20%		33%		17%
Clicks		15%		2%		2%		2%		2%		6%		10%
Employer-Newsletter - Julie's List														
Unique Open		29%		20%		23%		22%		27%		35%		21%
Clicks		7%		4%		3%		1%		2%		4%		15%
Counselor-Newsletter														
Unique Open	31%		39%		43%		42%				55%		23%	37%
Clicks	8%		11%		10%		6%				6%		10%	7%



Call Report

	Target	Count
Barstow Community College	(760) 252-2411	2
Copper Mountain College	(760) 366-3791	1
San Bernardino Valley College	(909) 384-4400	1
Crafton Hills College	(909) 794-2161	3
Desert Colleges	(951) 222-8221	11
Norco College	(951) 372-7000	1
Moreno Valley College	(951) 571-6100	1
Grand Total		20
Programs	Target	Count
Barstow Community College	(760) 252-2411	2
San Bernardino Valley College	(909) 384-4400	4
Crafton Hills College	(909) 794-2161	2
Desert Colleges	(951) 222-8221	3
Norco College	(951) 372-7000	1
Moreno Valley College	(951) 571-6100	1
Grand Total		13



PPC



interact | 2-year college experts

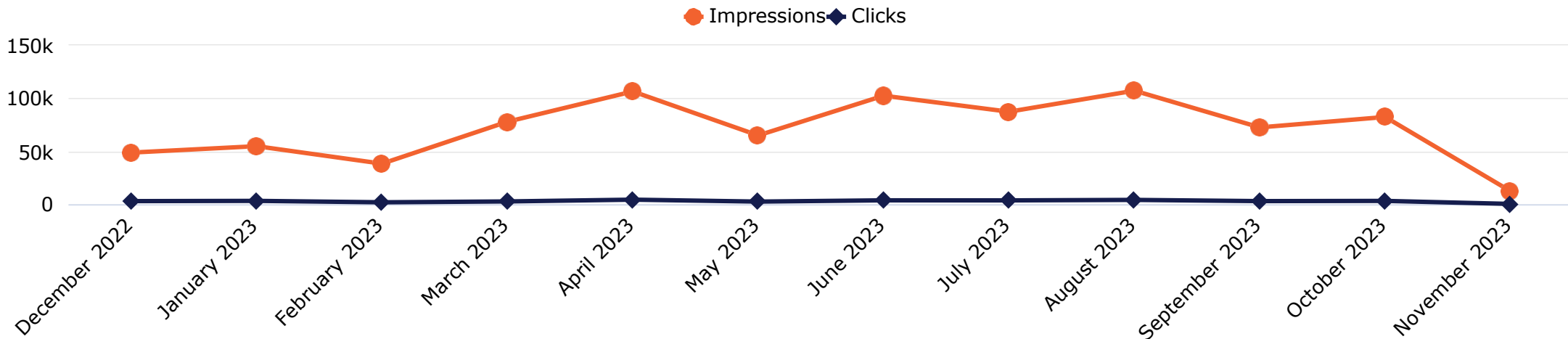
REACHLOCAL

READY *career
education*

PPC General Performance

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Apply Button Clicked	Total Leads	Web Events	Average Cost Per Contact
Riverside Inland Empire Desert Consortium PPC 2023	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Total clicks on the "apply now button" as a contact since we can't track the final form submits	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
	\$5,625.00	Jan-23	45,657	2,660	5.83	\$2.11	29	1	885	915	1,397	\$6.15
	\$5,625.00	Feb-23	66,167	2,929	4.43	\$1.92	22	1	708	731	1,311	\$7.69
	\$5,625.00	Mar-23	75,190	3,064	4.08	\$1.84	21	0	715	736	1,298	\$7.64
	\$5,625.00	Apr-23	53,953	2,671	4.95	\$2.11	8	2	632	642	1,127	\$8.76
	\$5,625.00	May-23	63,139	2,537	4.02	\$2.22	21	2	693	716	1,222	\$7.86
	\$5,625.00	Jun-23	106,734	3,963	3.71	\$1.42	20	3	710	733	2,289	\$7.67
	\$5,000.00	Jul-23	104,390	4,461	4.27	\$1.12	20	7	1,022	1,049	2,219	\$4.77
	\$5,000.00	Aug-23	93,236	3,698	3.97	\$1.35	37	5	846	888	1,929	\$5.63
	\$5,000.00	Sep-23	88,916	3,604	4.05	\$1.39	28	0	1,197	1,225	2,284	\$4.08
	\$5,000.00	Oct-23	84,208	3,398	4.04	\$1.47	21	2	739	762	1,941	\$6.56
	\$5,000.00	Nov-23	98,449	3,794	3.85	\$1.32	24	2	698	724	1,361	\$6.91
TOTALS:	\$58,750.00		880,039	36,779	4.18	\$1.60	251	25	8,845	9,121	18,378	\$6.44

12/01/2022 - 11/30/2023



TOP KEYWORDS

Keyword	CTR
college degrees	3.02%
online colleges	3.52%
college application	5.31%
community colleges	3.86%
Riverside City College	2.16%
online learning	5.13%
online certificate courses	6.47%
college admissions	5.33%
Mt San Jacinto College	5.88%
associate of arts programs	14.00%
college courses	5.65%
chaffey college	1.93%
city colleges	3.77%
community colleges in	4.72%
find colleges	3.75%
online training courses	6.38%
College Of The Desert	1.89%
human services certificate	25.00%
online certificate programs	1.93%
online degrees	3.25%

WEB EVENTS - CONTINUED

11/01/2023 - 11/30/2023

Event Name	Event Count
Apply	162
Career Resources	50
*Advanced Manufacturing	44
Contact Us	36
*Accounting/Finance/Busin...	32
*Jacinto college link clicked	32
*Energy/Construction and U...	31
*Information Communicatio...	29
*Digital Media	27
*Medical/Nursing	25
*Barstow college link clicked	24
*Aeronautics/Aviation/Auto...	23

WEB EVENTS - CONTINUED

11/01/2023 - 11/30/2023

Event Name	Event Count
View Colleges	19
*Copper college link clicked	14
*Riverside Apply Now click...	12
Financial Aid	12
*San Bernardino Valley Col...	11
*Crafton college link clicked	8
*Norco college link clicked	6
*Victor Valley College Click...	6
*Chaffey Apply Now clicked	4
*Palo Verde College Clicked	4
*Desert Apply Now clicked	2
*Riverside City College Clic...	2

Top Performing Text Ads

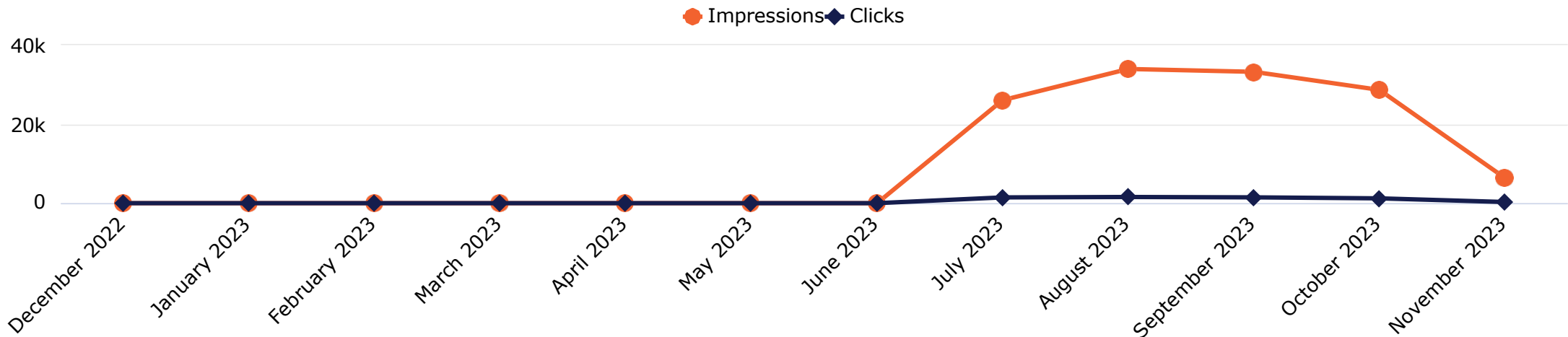
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	14,163	482	3.40%
Dual Enrollment	12	2	16.67%
Total	14,175	484	3.41%

PPC Programs Performance

Online Marketing Initiatives 2023												
Ads running on Google, Yahoo and Bing												
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Apply Button Clicked	Total Leads	Web Events	Average Cost Per Contact
	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Total clicks on the "apply now button" as a contact since we can't track the final fom submits	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
Riverside Inland Empire Desert Consortium PPC 2023												
	\$3,200.00	Jul-23	22,662	1,290	5.69	\$2.48	17	2	196	215	345	\$14.88
	\$3,200.00	Aug-23	36,972	1,697	4.59	\$1.89	31	1	225	257	524	\$12.45
	\$3,200.00	Sep-23	30,216	1,387	4.59	\$2.31	19	1	183	203	440	\$15.76
	\$3,200.00	Oct-23	33,526	1,385	4.13	\$2.31	3	1	184	188	440	\$17.02
<i>tracking code removed and added back 11/21</i>	\$3,200.00	Nov-23	35,140	1,448	4.12	\$2.21	9	1	137	147	182	\$21.77
TOTALS:	\$16,000.00		158,516	7,207	4.55	\$2.22	79	6	925	1,010	1,931	\$15.84

12/01/2022 - 11/30/2023



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
technical college	4.52%
nursing class	4.01%
chaffey college	6.73%
nearby community colleges	3.39%
food service certificate	13.98%
computer technology class	5.88%
OSHA Certification	4.48%
business class	3.18%
Technical Community College	2.45%
medical assistant class	3.24%
Nursing college class	3.87%
Rad tech program	5.15%
accounting college class	7.81%
business college class	6.76%
firefighter program	10.20%
nursing college	2.60%
registered nursing class	4.00%
teaching certificate	3.23%
criminal justice class	3.54%
emt program	5.80%

WEB EVENTS - CONTINUED 11/01/2023 - 11/30/2023

Event Name	Event Count
*Apply Page	81
*Resources Page	41
*View Colleges Page	15
*Chaffey College- College ...	11
*College of the Desert- Coll...	11
*San Bernardino Valley Coll...	11
*Mt. San Jacinto College- C...	10
*Barstow Community Colle...	8
*Moreno Valley College- Co...	8
*Victor Valley College- Coll...	8
*Norco College- College Pr...	7
*Riverside City College- Col...	6

WEB EVENTS - CONTINUED 11/01/2023 - 11/30/2023

Event Name	Event Count
* Crafton Hills College- Coll...	5
*Copper Mountain College-...	5
*Palo Verde College- Colleg...	3
*Crafton Hills College - App...	2
*Barstow Community Colle...	1
*Chaffey College - Apply N...	1
*College of the Desert - Ap...	1
*Future Student Resources...	1
*Mt. San Jacinto College - ...	1
*Riverside City College - Ap...	1



Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	3,068	148	4.82%
Medical / Nursing	3,110	119	3.83%
Accounting / Finance / Business / Real Estate	762	25	3.28%
Digital Media -	280	14	5.00%
Child Development	352	11	3.13%
Outdoor / Architecture	199	10	5.03%
Aeronautics / Aviation / Automotive	68	3	4.41%
Total	7,839	330	4.21%

Display



interact | 2-year college experts

REACHLOCAL

READY *career education*

Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD Riverside Inland Empire Display	510,756	845	\$7.24	1	\$3325.66

Targeted Audience OTT Streaming	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
OTT Streaming_Large Screen	8,341	8,335	8,317	8,290	8,264	8,237	98.82%
OTT Streaming_Small Screen	8,234	8,297	7,928	7,710	7,525	7,359	88.70%
Totals	16,575	16,632	16,245	16,000	15,789	15,596	93.77%

Targeted Audience	Impressions	Clicks	CTR	Viewthrough Visits
Run of Network	92,747	204	0.22%	0
Keyword Search Retargeting	49,728	112	0.23%	0
Lookalike Audience	46,830	102	0.22%	0
Adult career education Audience	46,515	58	0.12%	0
Curated Low Income Work industries Audience	46,424	72	0.16%	0
HighSchoolGeofencing	45,912	58	0.13%	39
Military/online learning Audience	44,995	37	0.08%	0
SpanishAffinityAudience	40,598	58	0.14%	0
SpanishEducationAudience	40,426	71	0.18%	0
Website Remarketing	40,006	71	0.18%	10
OTT_Large Screen	8,341	0	0.00%	4
OTT_Small Screen	8,234	2	0.02%	1
Totals	510,756	845	0.18%	54

Facebook & Instagram



interact | 2-year college experts

REACHLOCAL

READY *career
education*



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>330,735 Impressions ▼ -11,910</p>	<p>\$4,335.66 Cost ▼ \$-283.26</p>	<p>\$13.11 CPM ▼ \$-0.37</p>	<p>2,714 Clicks ▼ -81</p>	<p>\$1.60 CPC ▼ \$-0.06</p>
<p>1.10% Clicks (All) CTR ▲ 0.60%</p>	<p>2 Post Reactions ▼ -92.00%</p>	<p>2 Post Saves ● 0.00%</p>	<p>90 Video 100% Views ▼ -79.36%</p>	<p>3,015 Post Engagements ▼ -39.23%</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
18-55, Military/Online Learning/Adult Education	3,792	33	62	1.64%	0	1	0	2	0	65
Education, Online Learning, 18-50	3,915	24	43	1.10%	0	0	0	0	0	68
General 18-19	100	0	0	0.00%	0	1	0	1	0	3
Retargeting	2,749	25	52	1.89%	0	0	1	1	0	122
Some College, HS Grads, Adult Learners, 18-50	316,740	2,317	2,529	0.80%	0	0	1	86	0	2,738
Spanish - Education, Online Education/Adult Learner, High School Student	3,439	19	28	0.81%	0	0	0	0	0	19
Total	330,735	2,418	2,714	0.82%	0	2	2	90	0	3,015

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	260,373	1,939	2,117	0	0	0	0	0	0.81%	1,939
Some College, HS Grads, A...	Carousel Ad - ...	https://www.facebook.com/1968716713	25,781	155	169	0	0	0	0	0	0.66%	155
Some College, HS Grads, A...	Static - Workin...	https://www.facebook.com/1968716713	25,263	183	187	0	0	0	0	0	0.74%	183
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	4,490	31	39	0	0	0	1	79	0.87%	383
Spanish - Education, Onlin...	Carousel Ad - S...	https://www.facebook.com/1968716713	2,147	16	25	0	0	0	0	0	1.16%	16
Education, Online Learning...	Carousel Ad - G...	https://www.facebook.com/1968716713	1,336	4	9	0	0	0	0	0	0.67%	4
Education, Online Learning...	Carousel Ad - ...	https://www.facebook.com/1968716713	1,231	8	12	0	0	0	0	0	0.97%	8
Spanish - Education, Onlin...	Static - Spanis...	https://www.facebook.com/1968716713	1,190	3	3	0	0	0	0	0	0.25%	3
18-55, Military/Online Lear...	Carousel Ad - G...	https://www.facebook.com/1968716713	1,152	9	14	0	0	0	0	0	1.22%	9
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	833	9	17	0	0	0	0	7	2.04%	78
Retargeting	Video Ad - Pre ...	https://www.facebook.com/1968716713	695	7	17	0	0	0	1	0	2.45%	86
Retargeting	Static Ad - Gen...	https://www.facebook.com/1968716713	649	4	12	0	0	0	0	0	1.85%	4
18-55, Military/Online Lear...	Static Ad - Gen...	https://www.facebook.com/1968716713	636	9	19	0	0	0	0	0	2.99%	9
Retargeting	Static Ad - Gen...	https://www.facebook.com/1968716713	578	7	13	0	0	0	0	0	2.25%	7
18-55, Military/Online Lear...	Carousel Ad - G...	https://www.facebook.com/1968716713	573	2	3	0	0	0	0	0	0.52%	2
Retargeting	Carousel Ad - G...	https://www.facebook.com/1968716713	536	6	8	0	0	0	0	0	1.49%	6
18-55, Military/Online Lear...	Static Ad - Gen...	https://www.facebook.com/1968716713	480	3	9	0	1	0	0	0	1.88%	4
18-55, Military/Online Lear...	Carousel Ad - ...	https://www.facebook.com/1968716713	470	6	9	0	0	0	0	0	1.91%	6
Total	--	--	328,413	2,401	2,682	0	1	0	2	86	0.82%	2,902

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	45,402	1	0	28	0	443	0.98%	641
Instagram	285,333	1	0	62	0	2,271	0.80%	2,374
Total	330,735	2	0	90	0	2,714	0.82%	3,015



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

\$2,024.16

Spend
▼ -1.13%

55,836

Impressions
▼ -28.08%

\$36.25

CPM
▲ 37.46%

1,781

Swipe Ups
▼ -28.16%

1.14

eCPSU
▲ 37.62%

3.19%

Swipe Up Percent
▼ -0.11%

1.19

Frequency
▼ -1.34%

5,857

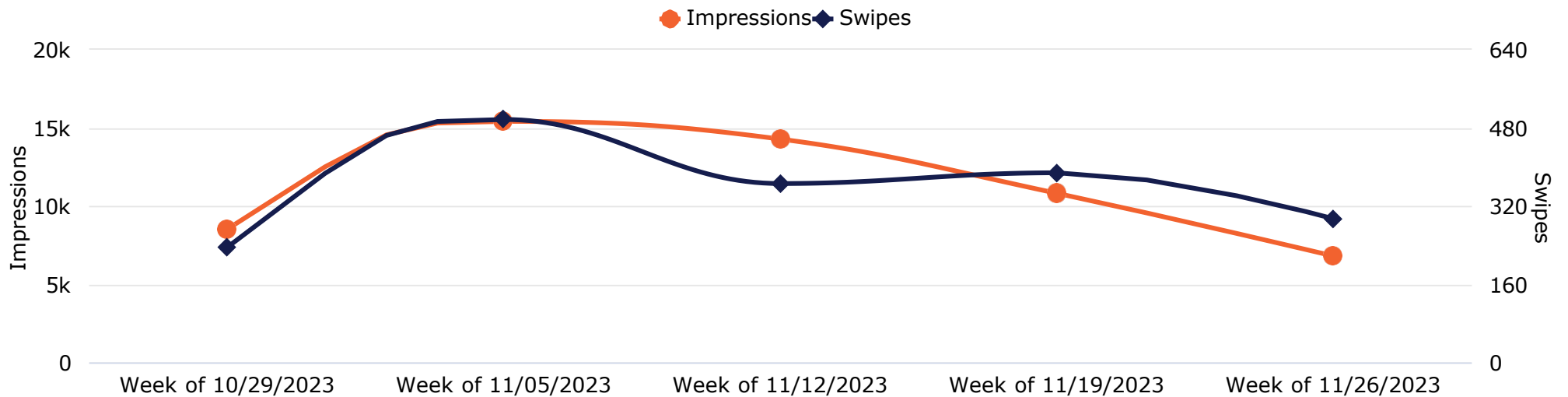
Video Views
▼ -26.48%

739

View Completion
▼ -29.15%

IMPRESSIONS VS. SWIPES

11/01/2023 - 11/30/2023



TOP-PERFORMING ADS

11/01/2023 - 11/30/2023

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
Video Ad 2 4.14.22	15,903	\$15.83	0.79	318	2.00%	1,217	143
Video Ad 1 4.14.22	12,849	\$25.41	0.72	453	3.53%	1,622	269
Static Ad High School 4.14.22	6,787	\$23.39	1.09	145	2.14%	0	0
Video - Inland Pre-Roll Snapchat Fall 2020	6,697	\$68.52	1.30	353	5.27%	1,324	91
Video - Inland Authentic Narration Snapchat Fall 2020	2,774	\$73.36	1.37	149	5.37%	613	61
Inland_April2020_Snapchat_5 - Updated LP - 5.19.20	2,415	\$40.38	3.48	28	1.16%	0	0
Video Ad Spanish 4.14.22	2,177	\$93.29	1.35	150	6.89%	492	86
Video - Inland Covid Voice Over Snapchat Fall 2020	1,855	\$66.96	1.53	81	4.37%	470	61
Inland_April2020_Snapchat_1 - Updated LP - 5.19.20	1,452	\$40.96	2.38	25	1.72%	0	0
Static Ad Spanish 4.14.22	1,284	\$54.62	1.56	45	3.50%	119	28
Copy of Inland_April2020_Snapchat_2 - Updated LP - 5.18.78		\$45.09	1.65	24	2.73%	0	0
Inland_April2020_Snapchat_3 - Updated LP - 5.19.20	444	\$41.60	4.62	4	0.90%	0	0
Inland_April2020_Snapchat_4 - Updated LP - 5.19.20	238	\$32.01	1.90	4	1.68%	0	0
Inland_April2020_Snapchat_2 - Updated LP - 5.19.20	83	\$55.40	2.30	2	2.41%	0	0
Total	55,836	\$36.25	1.14	1,781	3.19%	5,857	739

TOP-PERFORMING ADS

11/01/2023 - 11/30/2023

Ad Squads Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
16-25	34,648	\$20.06	0.78	891	2.57%	2,782	405
18-35	13,051	\$56.36	1.43	515	3.95%	1,808	160
Nighclubs/Bars/Entertainment	4,676	\$68.52	1.78	180	3.85%	656	60
16-40 Spanish	3,461	\$78.95	1.40	195	5.63%	611	114
Total	55,836	\$36.25	1.14	1,781	3.19%	5,857	739



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

\$981.56

Cost
▼ -17.61%

41,950

Impressions
▼ -26.81%

25,224

Views
▼ -27.42%

60.13%

View rate
▼ -0.83%

25

Clicks
▼ -37.50%

\$0.04

CPV
▲ 13.51%

AD GROUP PERFORMANCE

11/01/2023 - 11/30/2023

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	41,285	24,808	60.09%	24	82.97%	68.93%	63.32%	59.46%
Keywords	584	365	62.50%	1	84.59%	70.55%	65.58%	61.30%
Topics	81	51	62.96%	0	80.25%	67.90%	66.67%	62.96%
Total	41,950	25,224	60.13%	25	82.99%	68.95%	63.36%	59.49%

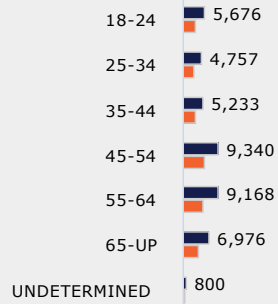
AD PERFORMANCE

11/01/2023 - 11/30/2023

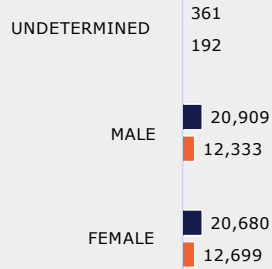
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Listo, Marca, Carrera -	32,742	19,682	60.11%	23	82.79%	68.73%	63.13%	59.26%
Ready, Set Career - Fabian	9,208	5,542	60.19%	2	83.69%	69.71%	64.15%	60.32%
Total	41,950	25,224	60.13%	25	82.99%	68.95%	63.35%	59.49%

YouTube Performance

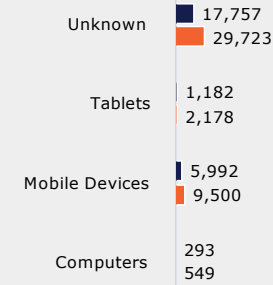
Views Impressions



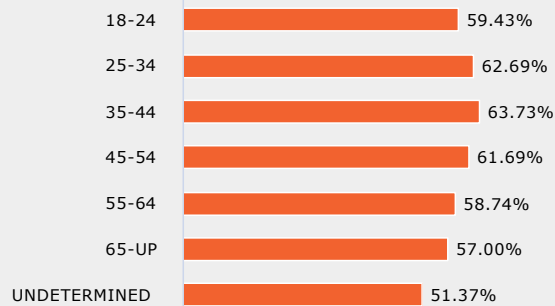
Views Impressions



Impressions Views



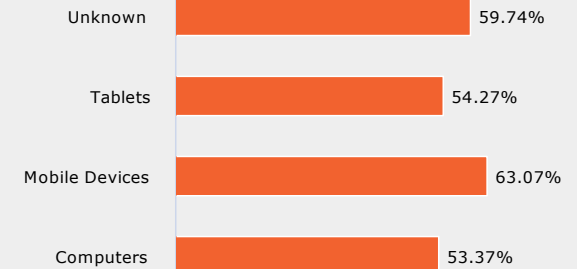
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	78.75%	64.97%	58.21%	53.60%
Mobile Devices	84.08%	72.01%	66.43%	62.04%
Tablets	79.65%	64.04%	58.29%	52.95%
Unknown	82.97%	68.41%	62.84%	59.27%

Age Range	25%	50%	75%	100%
18-24	82.43%	68.40%	62.75%	58.93%
25-34	85.53%	72.35%	66.27%	62.43%
35-44	85.50%	72.41%	67.04%	63.39%
45-54	84.09%	70.36%	64.86%	61.06%
55-64	82.40%	67.54%	61.93%	57.76%
65-UP	79.96%	65.46%	59.91%	56.23%
UNDETERMINED	75.84%	60.05%	55.04%	50.52%

Gender	25%	50%	75%	100%
FEMALE	84.26%	70.43%	64.64%	60.74%
MALE	81.88%	67.62%	62.21%	58.40%
UNDETERMI...	74.36%	61.38%	56.71%	51.48%

YouTube English Performance

\$1,393.82

Cost
▲ 0.01%

55,269

Impressions
▼ -8.18%

31,039

Views
▼ -9.91%

56.16%

View rate
▼ -1.88%

20

Clicks
▼ -4.76%

\$0.04

CPV
▲ 11.01%

AD GROUP PERFORMANCE

11/01/2023 - 11/30/2023

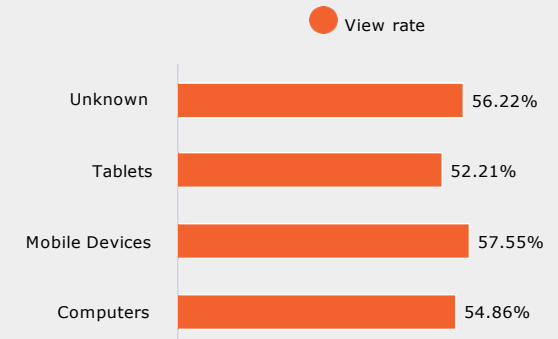
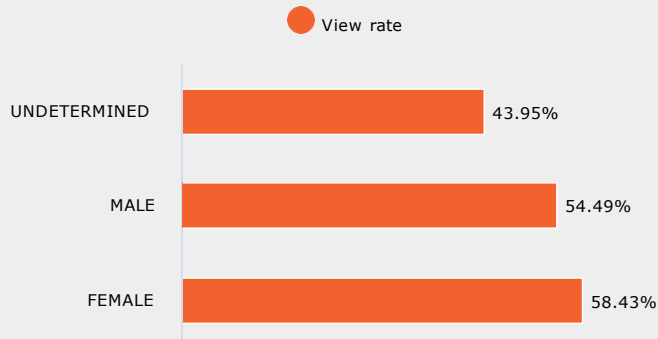
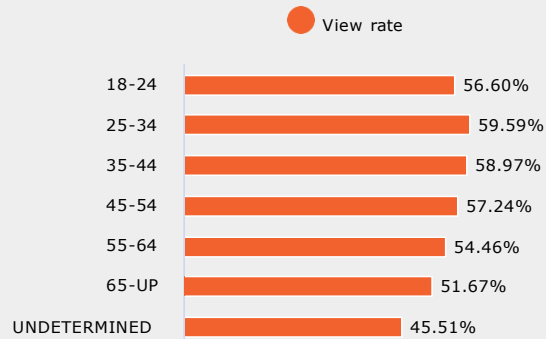
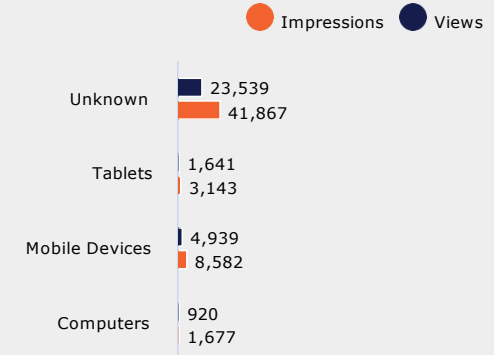
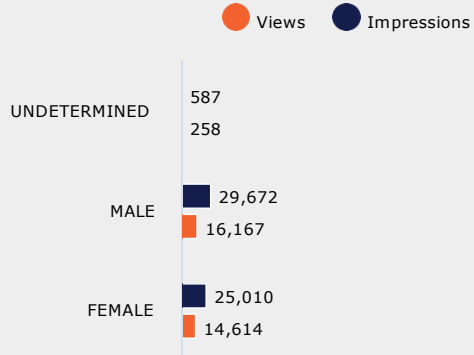
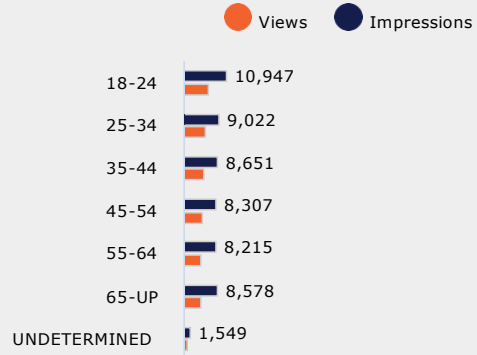
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	44,927	24,630	54.82%	20	75.18%	62.35%	56.54%	52.17%
Business Keywords	67	46	68.66%	0	86.57%	76.12%	73.13%	65.67%
Energy, Construction, Utilities	22	16	72.73%	0	77.27%	72.73%	68.18%	59.09%
Information, Communications, and Technology	63	31	49.21%	0	71.43%	57.14%	53.97%	46.03%
Keywords	10,106	6,269	62.03%	0	79.87%	68.43%	63.73%	60.41%
Topics	67	36	53.73%	0	82.09%	64.18%	61.19%	53.73%

AD PERFORMANCE

11/01/2023 - 11/30/2023

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
We're ready for you !	14,080	8,174	58.05%	7	81.11%	68.01%	62.21%	58.19%
Inland Fall2019 Preroll1	10,913	6,086	55.77%	2	82.59%	67.28%	60.67%	55.98%
IEDRC/KVCR	8,088	3,967	49.05%	4	59.00%	49.25%	43.40%	38.98%
Inland Fall 2021 Pre-Roll :30 v2	5,154	3,202	62.13%	3	83.99%	71.37%	66.46%	62.39%
We're READY for you.	5,001	3,311	66.21%	0	85.80%	74.46%	69.65%	66.48%
XIMENA IEDRC/KVCR	3,110	1,397	44.92%	0	56.08%	45.11%	39.43%	34.23%
Total	46,346	26,137	56.40%	16	76.75%	64.10%	58.31%	54.07%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	76.76%	63.64%	56.40%	51.61%
Mobile Devices	79.82%	67.48%	60.98%	55.93%
Tablets	76.91%	62.54%	55.37%	49.27%
Unknown	75.20%	62.73%	57.50%	53.66%

Age Range	25%	50%	75%	100%
18-24	78.47%	65.59%	59.56%	55.33%
25-34	79.78%	67.14%	61.69%	57.96%
35-44	78.67%	66.60%	60.98%	56.64%
45-54	76.05%	64.21%	58.75%	54.30%
55-64	73.42%	60.71%	55.09%	51.03%
65-UP	70.46%	57.56%	52.27%	47.95%
UNDETERMINED	67.94%	53.68%	47.91%	43.57%

Gender	25%	50%	75%	100%
FEMALE	78.47%	65.95%	60.34%	56.14%
MALE	74.20%	61.60%	56.01%	51.85%
UNDETERMINED	66.59%	52.86%	47.17%	41.84%

YouTube Music

<p>\$987.95</p> <p>Cost ▼ -3.10%</p>	<p>200,945</p> <p>Impressions ▼ -13.88%</p>	<p>192,907</p> <p>Views ● 0.00%</p>	<p>96.55%</p> <p>View rate ● 0.00%</p>	<p>16</p> <p>Clicks ▼ -50.00%</p>	<p>\$0.05</p> <p>CPV ● 0.00%</p>
---	--	--	---	--	---

AD GROUP PERFORMANCE

11/01/2023 - 11/30/2023

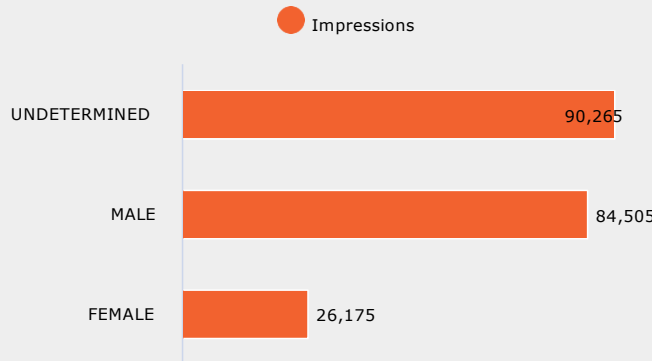
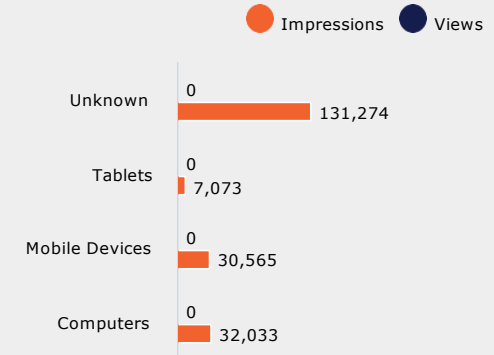
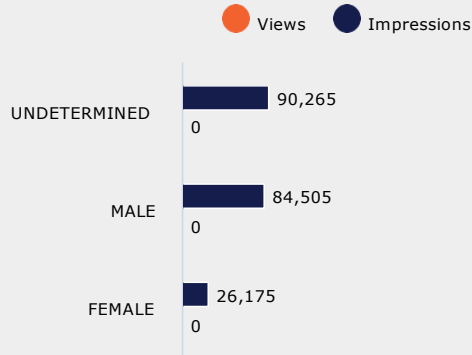
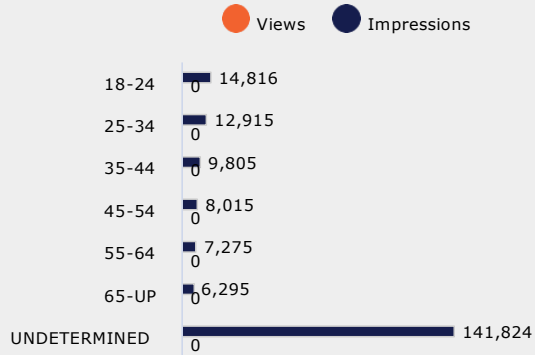
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Affinity Gamers	54,934	0	0.00%	8	98.72%	98.13%	97.62%	96.68%
General	112,758	0	0.00%	6	99.00%	98.45%	97.96%	96.86%
In-Market Education	33,253	0	0.00%	2	98.06%	97.32%	96.71%	95.30%
Total	200,945	0	0.00%	16	98.77%	98.18%	97.66%	96.55%

AD PERFORMANCE

11/01/2023 - 11/30/2023

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Ready, Set, Career at your local community college	200,945	0	0.00%	16	98.80%	98.23%	97.72%	96.58%
Total	200,945	0	0.00%	16	98.80%	98.23%	97.72%	96.58%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	95.89%	95.40%	94.94%	94.58%
Mobile Devices	95.70%	92.85%	90.65%	88.93%
Tablets	98.81%	97.74%	96.89%	96.12%
Unknown	99.98%	99.92%	99.81%	98.76%

Age Range	25%	50%	75%	100%
18-24	95.49%	94.59%	93.84%	93.10%
25-34	95.52%	94.46%	93.47%	92.62%
35-44	94.02%	90.03%	86.64%	84.15%
45-54	96.81%	95.18%	94.13%	93.22%
55-64	96.81%	95.42%	94.20%	93.24%
65-UP	97.93%	96.85%	95.77%	94.86%
UNDETERMINED	99.81%	99.66%	99.51%	98.47%

Gender	25%	50%	75%	100%
FEMALE	96.74%	95.09%	93.74%	92.53%
MALE	98.23%	97.56%	96.95%	95.72%
UNDETERMINED	99.66%	99.45%	99.25%	98.38%

Spotify

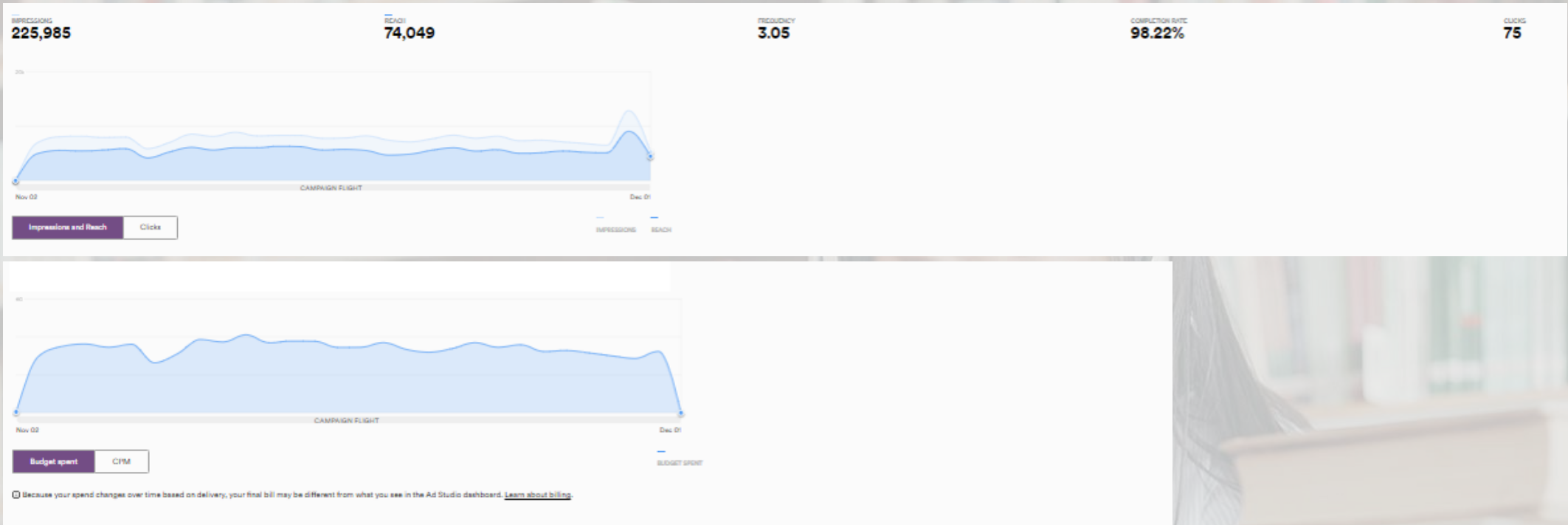


interact | 2-year college experts

REACHLOCAL

READY *career
education*

Spotify Performance



TIKTOK



interact

2-year college experts

REACHLOCAL

READY *career
education*

TIKTOK

\$2,962.44

Total Cost
▼ \$-5.42

323,871

Impressions
▼ -11,489

2,648

Clicks
▼ -432

\$9.15

CPM
▲ \$0.30

\$1.12

CPC
▲ \$0.16

0.82%

CTR
▼ -10.98%

320,433

Video Views
▼ -3.43%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
LA Education-1-1	323,871	2,648	\$9.15	320,433
Total	323,871	2,648	\$9.15	320,433

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4086471_readysetcareer_DMA	how much will you make v3.mp4_9.6.23	108,742	892	\$9.60	\$1.17	0.82%	107,412
C4086471_readysetcareer_DMA	Inland TikTok 2023 2 words.mp4_9.6.23	37,657	272	\$8.80	\$1.22	0.72%	37,364
C4086471_readysetcareer_DMA	Inland TikTok 2023 CC in 2 words (Medium).mp4_11.13.23	2,108	15	\$7.40	\$1.04	0.71%	2,095
C4086471_readysetcareer_DMA	Inland TikTok 2023 Fast vs Focused (mild).mp4_11.13.23	12,063	101	\$8.60	\$1.03	0.84%	11,947
C4086471_readysetcareer_DMA	Inland TikTok 2023 FvF.mp4_9.6.23	4,734	52	\$11.22	\$1.02	1.10%	4,652
C4086471_readysetcareer_DMA	Inland TikTok 2023 General 1 (Medium).mp4_11.13.23	2,748	17	\$7.75	\$1.25	0.62%	2,728
C4086471_readysetcareer_DMA	Inland TikTok 2023 General 2 (Medium).mp4_11.13.23	3,174	23	\$7.84	\$1.08	0.72%	3,126
C4086471_readysetcareer_DMA	Inland TikTok 2023 General 3 (Medium).mp4_11.13.23	12,322	110	\$9.52	\$1.07	0.89%	12,193
C4086471_readysetcareer_DMA	Inland TikTok 2023 General 4 (Medium).mp4_11.13.23	4,176	30	\$5.51	\$0.77	0.72%	4,140
C4086471_readysetcareer_DMA	Inland TikTok 2023 Laugh (Hot).mp4_11.13.23	10,998	104	\$8.57	\$0.91	0.95%	10,882
C4086471_readysetcareer_DMA	Inland TikTok 2023 Mow Much Will You Make_ (Medium).mp4_11.13.23	50,350	443	\$8.69	\$0.99	0.88%	49,822
C4086471_readysetcareer_DMA	Inland TikTok 2023 Music (Medium).mp4_11.13.23	10,188	90	\$9.41	\$1.07	0.88%	10,071
C4086471_readysetcareer_DMA	Inland TikTok 2023 Tiny Mic (Hot).mp4_11.13.23	1,775	11	\$5.39	\$0.87	0.62%	1,763
7 rows not shown							
Total	--	323,871	2,648	\$9.15	\$1.12	0.82%	320,433

READY *career
education*

Thank You



interact | 2-year college experts

REACHLOCAL[®]