

READY *career
education*

Inland Empire/Desert Regional Consortium

Monthly Performance Report

10/01/2023 - 10/31/2023



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Industry Benchmarks



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READY *career education*

READY career
education

Total Campaign Metrics:

Total Impressions:

1,969,650

Total Visits:

14,314

View-Through Ad Visits:

113

Completed Video Views:

870,045

*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 \$1.47**Average CTR is 6.21%, **Your Average is 4%**Average Cost Per Contact is \$62, **Your Average is \$6****Facebook/IG Benchmarks, Industry Average & Your Average**Average CPM for detailed audiences is \$15-\$22, **Your Average is \$13**Average CPC Custom Audience \$1 - \$2, **Your Average is \$1.65**Average CTR is 1%, **Your Average is 0.82%****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 \$8****Display Benchmarks, Industry Average & Your Average**Average CPM is \$15-\$20, **Your Average is \$6**Average CTR is .17%, **Your Average is .21%****Snpachat Benchmarks, Industry Average & Your Average**Average CPM is \$20-\$30, **Your Average is \$26**Average CTR is 1%, **Your Average is 3.19%**

Cumulative Chart

Platform	October	November	December	January	February	March	April	May	June	July	August	September	October	All-Time TOTAL
Social Media: Facebook & Instagram														
Impressions	256,255	350,990	349,925	470,749	342,065	386,797	422,519	416,870	464,889	581,971	551,831	342,218	342,645	20,987,795
Clicks	1,730	2,112	2,234	3,580	2,780	2,842	3,062	2,522	2,769	3,180	3,222	2,977	2,795	215,044
Digital Marketing – Display Ads														
Impressions	485,106	518,231	686,162	600,521	606,915	676,517	647,239	676,206	613,423	546,648	561,475	428,832	521,601	61,024,841
Clicks	1,186	977	1,230	1,149	1,890	1,245	1,165	1,210	1,190	891	967	664	978	125,101
Cost Per Thousand Impressions (CPT)	\$7.74	\$7.15	\$6.42	\$6.11	\$5.95	\$5.85	\$5.88	\$5.97	\$6.68	\$6.19	\$6.05	\$7.97	\$6.83	\$7.46
Over the Top Video Views	29,054	32,101	34,053	20,609	22,238	24,673	24,081	19,299	18,395	14,940	16,141	15,571	15,048	837,419
Pay Per Click- Main														
Visits to Websites	1,953	2,473	3,052	2,660	2,929	3,064	2,671	2,537	3,963	4,461	3,698	3,604	3,398	162,217
Calls	32	32	29	29	22	21	8	21	20	20	37	28	21	5049
Average Cost per Visit	\$2.36	\$2.27	\$1.84	\$2.11	\$1.92	\$1.84	\$2.11	\$2.22	\$1.42	\$1.26	\$1.35	\$1.39	\$1.47	\$2.36
Average Cost per Contact	\$6.58	\$5.38	\$4.89	\$6.15	\$7.69	\$7.64	\$9.76	\$7.86	\$7.67	\$5.36	\$5.63	\$4.08	\$6.56	\$15.75
Click Thru Rate	6.44%	5.75%	6.32%	5.83%	4.43%	4.08%	4.95%	4.02%	3.71%	4.27%	3.97%	4.05%	4.04%	5.67%
Pay Per Click- Programs														
Visits to Websites										1,290	1,697	1,387	1,385	5,759
Calls										17	31	19	3	70
Average Cost per Visit										\$2.48	\$1.89	\$2.31	\$2.31	\$2.25
Average Cost per Contact										\$14.88	\$12.45	\$15.76	\$17.02	\$15.03
Click Thru Rate										5.69%	4.59%	4.59%	4.13%	4.75%
YouTube Marketing – English														
Impressions	60,897	49,309	54,062	78,389	63,916	65,889	61,243	53,568	54,040	59,286	66,015	59,939	60,192	4,613,413
Completed Views	35,348	28,597	31,389	44,161	34,403	35,526	32,446	27,441	28,700	29,864	36,058	33,407	34,453	2,256,958
Clicks	38	21	11	25	40	30	35	28	31	42	27	32	21	4,391
Cost Per View	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.06
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	9,198,602
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	4,335,249
Clicks		30	21	49	33	28	46	53	39	42	26	29	40	20,952
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	\$0.03
Snapchat														
Impressions	61,690	53,487	48,344	60,205	66,004	91,459	83,539	87,668	66,000	70,166	57,647	59,250	77,632	13,080,489
Swipe-Ups	1,452	1,021	638	988	1,246	2,282	2,496	2,253	2,303	2,207	1,916	2,117	2,479	171,250
Cost Per Thousand Impressions (CPT)	\$32.72	\$26.35	\$41.56	\$33.85	\$30.28	\$21.93	\$24.35	\$23.30	\$31.07	\$27.37	\$34.53	\$31.15	\$26.37	\$14.70
Cost Per Swipe-Up (CPSU)	\$1.39	\$1.95	\$3.15	\$2.06	\$1.60	\$0.88	\$0.81	\$0.91	\$0.89	\$0.87	\$1.04	\$0.87	\$0.83	\$0.94
TikTok - English														
Impressions	245,052	262,256	301,099	350,122	283,987	263,762	297,025	291,739	292,830	341,194	289,179	295,630	335,360	1670601
Video Views	222,950	239,025	204,229	183,634	126,083	240,272	264,512	104,547	261,754	309,791	284,514	291,952	331,814	1513811
Clicks	2,110	1,892	2,113	3,482	2,461	2,375	2,504	2,330	2,212	2,815	3,285	2,598	3,080	17,912
Cost Per Thousand Impressions (CPM)	\$11.96	\$10.78	\$9.54	\$8.36	\$10.14	\$11.31	\$9.88	\$10.02	\$9.77	\$8.62	\$10.35	\$9.98	\$8.85	\$9.88
CPC	\$1.38	\$1.50	\$1.36	\$0.84	\$1.16	\$1.25	\$1.17	\$1.25	\$1.29					\$1.13

Cumulative Chart

Platform	October	November	December	January	February	March	April	May	June	July	August	September	October	All-Time TOTAL
Website Traffic														
Total Page Views	10,941	10,762	13,882	19,341	20,128	25,210	29,103	10,551	21,698	30,979	29,798	34,840	42,032	1,085,787
Apply Clicks	279	193	194	291	163	260	387	239	713	939	1,531	1,116	1,122	17,920
Average Time Spent (on Home Page)	1:44	2:14	2:15	1:37	1:20	1:34	1:35	1:36	:33	:40	0:06	:18	:15	1:30
Top Sources for Site Exploration (Dir)	59.30%	62.10%	58.70%	49.50%	41.50%	34.30%	28%	26%	29%					50.26%
Newscenter Traffic														
Total Page Views	580	569	503	467	400	457	321	483	304	111	675	630	1,513	31075
Average Time Spent (on Home Page)	2:38	2:04	2:17	1:05	1:25	3:05	1:07	2:33	2:55	:36	:28	:33	:12	1:53
E-Newsletter														
Average open rate														60.53%
Average click-through rate														8.69%
Unique Open	34%	32%	37%	53%	30%	33%	32%	32%	30%	52%	29%	30%	36%	25%
Clicks	14%	13%	21%	9%	17%	18%	17%	11%	19%	9%	15%	11%	3%	13%
Employer-Newsletter														
Unique Open	12%		13%		10%		13%		12%		20%		33%	17%
Clicks	19%		15%		2%		2%		2%		2%		6%	10%
Employer-Newsletter - Julie's List														
Unique Open	26%		29%		20%		23%		22%		27%		35%	21%
Clicks	10%		7%		4%		3%		1%		2%		4%	15%
Counselor-Newsletter														
Unique Open		31%		39%		43%		42%				55%		37%
Clicks		8%		11%		10%		6%				6%		7%



PPC



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	Target	Count
Victor Valley College	(760) 245-4271	1
Crafton Hills College	(909) 794-2161	6
Desert Colleges	(951) 222-8221	13
Norco College	(951) 372-7000	2
Grand Total		22

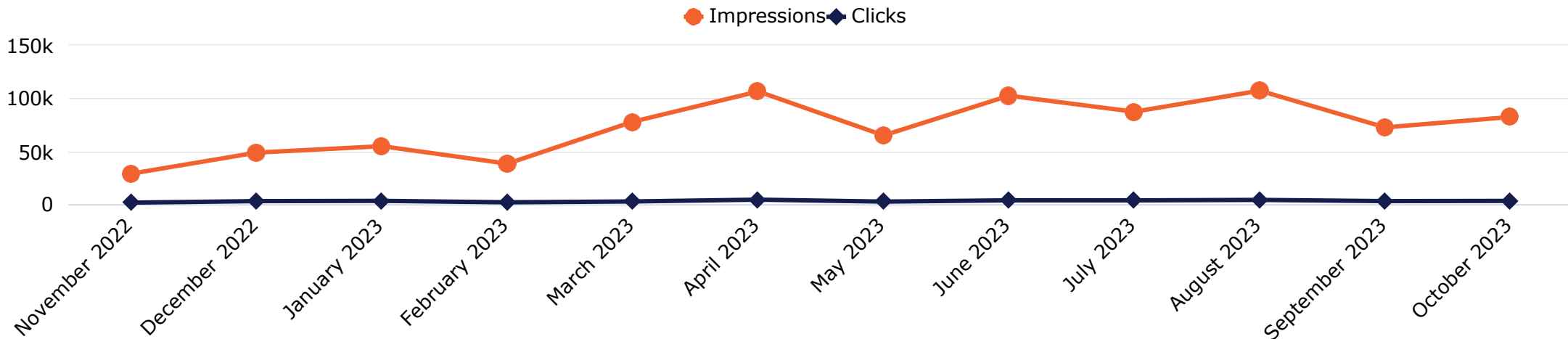
Programs	Target	Count
College of the Desert	(760) 346-8041	1
Crafton Hills College	(909) 794-2161	1
Desert Colleges	(951) 222-8221	1
Grand Total		3



PPC Performance

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Apply Button Clicked	Total Leads	Web Events	Average Cost Per Contact
Riverside Inland Empire Desert Consortium PPC 2023	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Total clicks on the "apply now button" as a contact since we can't track the final fom 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
TOTALS:	\$53,750.00		781,590	32,985	4.22	\$1.63	227	23	8,147	8,397	17,017	\$6.40

11/01/2022 - 10/31/2023



TOP KEYWORDS

Keyword	CTR
online colleges	3.66%
college degrees	3.59%
Mt San Jacinto College	8.40%
Riverside City College	8.07%
Barstow Community College	9.05%
chaffey college	4.22%
community colleges	4.44%
college application	4.87%
College Of The Desert	3.35%
college admissions	5.58%
community college	6.50%
online learning	4.05%
find local colleges	4.55%
online certificate programs	2.87%
find colleges	3.75%
jr colleges near me	13.93%
associate of arts programs	9.47%
vocational education schools	4.71%
photography associates degree	19.44%
city colleges	4.12%

WEB EVENTS - CONTINUED

10/01/2023 - 10/31/2023

Event Name	Event Count
Apply	669
Contact Us	222
Career Resources	194
View Colleges	148
Financial Aid	142
*Digital Media	106
*Accounting/Finance/Busin...	100
*Information Communicatio...	98
*Advanced Manufacturing	97
*Medical/Nursing	97
*Energy/Construction and U...	88
*Aeronautics/Aviation/Auto...	85

WEB EVENTS - CONTINUED

10/01/2023 - 10/31/2023

Event Name	Event Count
*Jacinto college link clicked	60
*Barstow college link clicked	50
*Crafton college link clicked	32
*Copper college link clicked	31
*Palo Verde College Clicked	29
*San Bernardino Valley Col...	26
*Norco college link clicked	15
*Victor Valley College Click...	14
*Crafton Apply Now clicked	10
*Chaffey college link clicked	8
*Desert college link clicked	8
*Chaffey Apply Now clicked	7

Top Performing Text Ads

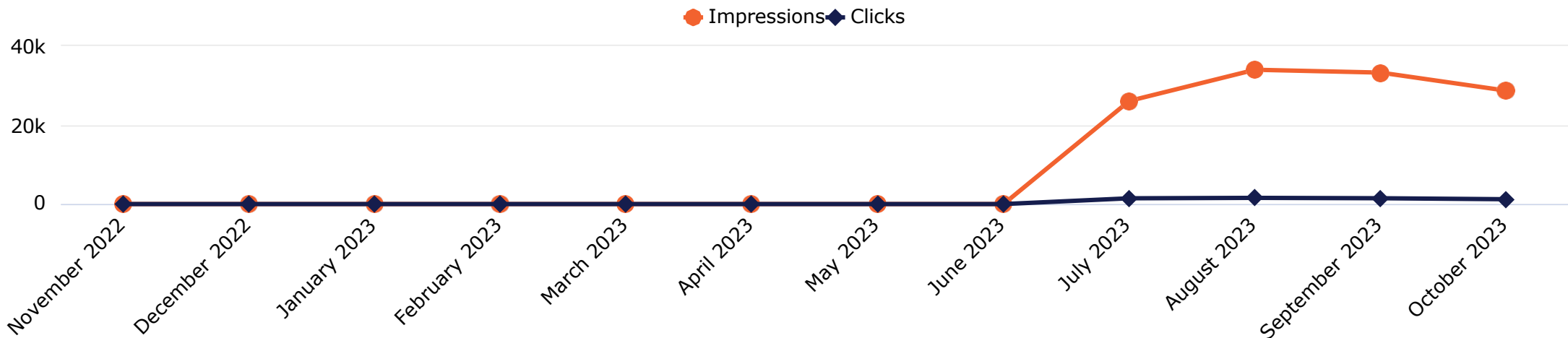
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	84,663	3,434	4.06%
Dual Enrollment	6	0	0.00%
Total	84,669	3,434	4.06%

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 2023	<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	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
TOTALS:	\$12,800.00		123,376	5,759	4.67	\$2.22	70	5	788	863	1,749	\$14.83

11/01/2022 - 10/31/2023



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
nursing class	3.79%
technical college	4.29%
chaffey college	8.44%
nearby community colleges	2.86%
business class	4.20%
food service certificate	10.47%
medical assistant class	4.51%
computer technology class	3.93%
Technical Community College	2.95%
registered nursing class	3.76%
good community colleges	11.24%
radiologic technology class	6.96%
early childhood education degree	4.28%
teacher certificate	5.36%
medical assistant degree	3.17%
nursing college	5.57%
Rad tech program	7.95%
firefighter program	9.84%
business college class	7.76%
OSHA Certification	4.18%

WEB EVENTS - CONTINUED

10/01/2023 - 10/31/2023

Event Name	Event Count
*Apply Page	169
*Resources Page	84
*Chaffey College- College ...	29
*Copper Mountain College...	15
*Norco College- College Pr...	15
*Mt. San Jacinto College- C...	13
*San Bernardino Valley Coll...	11
* Crafton Hills College- Coll...	10
*College of the Desert- Coll...	9
*Moreno Valley College- Co...	8
*Riverside City College- Col...	8
*Victor Valley College- Coll...	8

WEB EVENTS - CONTINUED

10/01/2023 - 10/31/2023

Event Name	Event Count
*Barstow Community Colle...	6
*View Colleges Page	6
*Chaffey College - Apply N...	5
*Palo Verde College- Colleg...	4
*Crafton Hills College - App...	2
*Barstow Community Colle...	1
*Copper Mountain College ...	1
*Moreno Valley College - A...	1

Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	10,956	539	4.92%
Medical / Nursing	11,752	471	4.01%
Accounting / Finance / Business / Real Estate	2,963	103	3.48%
Child Development	1,213	54	4.45%
Outdoor / Architecture	790	48	6.08%
Digital Media -	1,220	44	3.61%
Aeronautics / Aviation / Automotive	311	10	3.22%
Total	29,205	1,269	4.35%

Display



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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD Riverside Inland Empire Display	521,601	978	\$6.83	6	\$3,561.47
Total	521,601	978	\$6.83	6	\$3,561.47

OTT Over The Top Connected TV Streaming	Impressions	Clicks	CTR	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
OTT_Large Screen	8,053	0	0.00%	7,984	7,950	7,935	7,898	7,865	98.51%
OTT_Small Screen	7,967	2	0.03%	8,038	7,569	7,421	7,293	7,183	89.36%
Totals	16,020	2	0.01%	16,022	15,519	15,356	15,191	15,048	93.92%

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
General Awareness	88,343	222	0.25%	2
Lookalike Audience	79,414	236	0.30%	6
Keyword Search Retargeting	47,175	99	0.21%	1
Adult Career Education	43,901	66	0.15%	0
Low Income Work Industries	43,750	58	0.13%	1
Military/online learning Audience	43,591	61	0.14%	2
HighSchoolGeofencing	43,433	59	0.14%	56
Website Remarketing	38,964	66	0.17%	33
SpanishEducationAudience	38,719	53	0.14%	0
SpanishAffinityAudience	38,521	56	0.15%	0
OTT_Large Screen	8,053	0	0.00%	11
OTT_Small Screen	7,967	2	0.03%	1
Totals	521,831	978	0.21%	113

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

342,645

Impressions
▲ 427

\$4,618.92

Cost
▲ \$104.60

\$13.48

CPM
▲ \$0.29

2,795

Clicks
▼ -182

\$1.65

CPC
▲ \$0.14

0.82%

Clicks (All) CTR
▼ -6.23%

25

Post Reactions
▼ -19.35%

2

Post Saves
▼ -33.33%

436

Video 100% Views
▼ -4.60%

4,961

Post Engagements
▼ -1.78%

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	11,781	60	146	1.24%	0	1	1	1	0	78
Education, Online Learning, 18-50	24,879	144	258	1.04%	0	8	0	16	0	346
General 18-19	493	4	4	0.81%	0	3	0	2	0	38
Retargeting	13,528	90	141	1.04%	0	11	1	34	0	523
Some College, HS Grads, Adult Learners, 18-50	286,213	1,986	2,197	0.77%	0	2	0	381	0	3,884
Spanish - Education, Online Education/Adult Learner, High School Student	5,751	44	49	0.85%	0	0	0	2	0	92
Total	342,645	2,328	2,795	0.82%	0	25	2	436	0	4,961

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...	Static - Workin...	https://www.facebook.com/1968716713	111,808	978	1,015	0	1	0	0	0	0.91%	979
Some College, HS Grads, A...	Carousel Ad - ...	https://www.facebook.com/1968716713	111,251	633	730	0	0	0	0	0	0.66%	633
Some College, HS Grads, A...	Carousel Ad - G...	https://www.facebook.com/1968716713	34,581	214	268	0	0	0	0	0	0.78%	214
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	24,293	137	154	0	0	0	0	345	0.63%	1,703
Education, Online Learning...	Carousel Ad - ...	https://www.facebook.com/1968716713	10,303	54	108	0	0	0	0	0	1.05%	54
Retargeting	Static Ad - Gen...	https://www.facebook.com/1968716713	6,158	45	69	0	0	0	0	0	1.12%	45
Education, Online Learning...	Static Ad - Gen...	https://www.facebook.com/1968716713	5,680	31	40	0	1	0	0	0	0.70%	32
Spanish - Education, Onlin...	Static - Spanis...	https://www.facebook.com/1968716713	5,274	36	41	0	0	0	0	0	0.78%	36
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	4,280	24	30	0	1	0	0	36	0.70%	355
18-55, Military/Online Lear...	Carousel Ad - G...	https://www.facebook.com/1968716713	4,269	22	48	0	0	0	0	0	1.12%	22
18-55, Military/Online Lear...	Static Ad - Gen...	https://www.facebook.com/1968716713	4,041	21	47	0	1	0	0	0	1.16%	22
Education, Online Learning...	Static Ad - Gen...	https://www.facebook.com/1968716713	3,300	29	40	0	0	0	0	0	1.21%	29
Retargeting	Static Ad - Gen...	https://www.facebook.com/1968716713	3,027	16	21	0	1	0	0	0	0.69%	17
Retargeting	Video Ad - Pre ...	https://www.facebook.com/1968716713	2,449	10	14	0	10	0	1	26	0.57%	274
Education, Online Learning...	Carousel Ad - G...	https://www.facebook.com/1968716713	2,439	12	32	0	0	0	0	0	1.31%	12
18-55, Military/Online Lear...	Static Ad - Gen...	https://www.facebook.com/1968716713	2,162	11	34	0	0	0	1	0	1.57%	12
Education, Online Learning...	Video Ad - Pre ...	https://www.facebook.com/1968716713	1,852	13	17	0	7	0	0	16	0.92%	208
Retargeting	Video Ad - Pre ...	https://www.facebook.com/1968716713	1,416	18	34	0	0	0	0	8	2.40%	186
Total	--	--	338,583	2,304	2,742	0	22	0	2	431	0.81%	4,833

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	191,960	5	0	87	0	1,857	0.97%	2,294
Instagram	150,685	20	0	349	0	938	0.62%	2,667
Total	342,645	25	0	436	0	2,795	0.82%	4,961



Snapchat



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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.

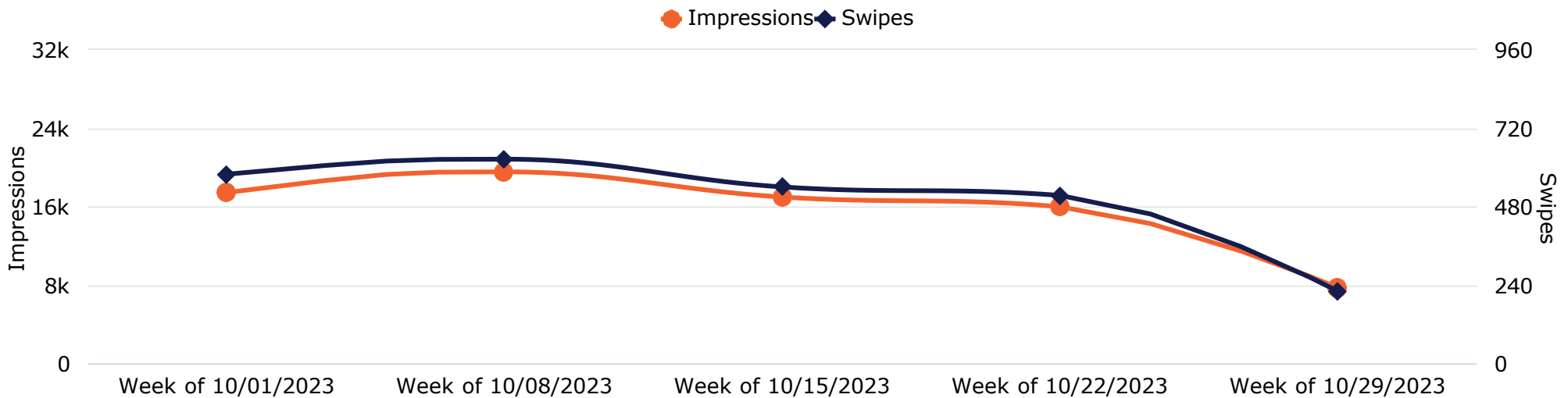
View Completion - Number of time your top Snap ad was viewed to 97%.

Snapchat Performance

<p>\$2,047.30</p> <p>Spend</p> <p>▲ 10.91%</p>	<p>77,632</p> <p>Impressions</p> <p>▲ 31.02%</p>	<p>\$26.37</p> <p>CPM</p> <p>▼ -15.35%</p>	<p>2,479</p> <p>Swipe Ups</p> <p>▲ 17.10%</p>	<p>0.83</p> <p>eCPSU</p> <p>▼ -5.28%</p>
<p>3.19%</p> <p>Swipe Up Percent</p> <p>▼ -10.63%</p>	<p>1.21</p> <p>Frequency</p> <p>▲ 1.74%</p>	<p>7,967</p> <p>Video Views</p> <p>▲ 24.21%</p>	<p>1,043</p> <p>View Completion</p> <p>▲ 21.00%</p>	

IMPRESSIONS VS. SWIPES

10/01/2023 - 10/31/2023



Snapchat Performance

TOP-PERFORMING ADS

10/01/2023 - 10/31/2023

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
Video Ad 2 4.14.22	22,964	\$12.98	0.61	486	2.12%	1,898	207
Video Ad 1 4.14.22	21,244	\$18.62	0.57	689	3.24%	2,660	478
Static Ad High School 4.14.22	10,650	\$18.92	0.93	217	2.04%	0	0
Video - Inland Pre-Roll Snapchat Fall 2020	10,126	\$55.83	0.86	658	6.50%	2,326	178
Inland_April2020_Snapchat_5 - Updated LP - 5.19.20	4,368	\$33.71	1.99	74	1.69%	0	0
Video Ad Spanish 4.14.22	2,667	\$76.39	1.05	194	7.27%	647	114
Static Ad Spanish 4.14.22	2,286	\$42.04	1.60	60	2.62%	204	43
Inland_April2020_Snapchat_1 - Updated LP - 5.19.20	1,498	\$33.73	2.41	21	1.40%	0	0
Video - Inland Authentic Narration Snapchat Fall 2020	703	\$55.85	0.85	46	6.54%	173	19
Copy of Inland_April2020_Snapchat_2 - Updated LP - 5.1498		\$41.40	1.87	11	2.21%	0	0
Video - Inland Covid Voice Over Snapchat Fall 2020	290	\$53.21	1.19	13	4.48%	59	4
Inland_April2020_Snapchat_3 - Updated LP - 5.19.20	232	\$42.69	1.42	7	3.02%	0	0
Inland_April2020_Snapchat_2 - Updated LP - 5.19.20	59	\$36.91	1.09	2	3.39%	0	0
Inland_April2020_Snapchat_4 - Updated LP - 5.19.20	47	\$40.05	1.88	1	2.13%	0	0
Total	77,632	\$26.37	0.83	2,479	3.19%	7,967	1,043

TOP-PERFORMING ADS

10/01/2023 - 10/31/2023

Ad Squads Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
16-25	54,236	\$15.97	0.63	1,370	2.53%	4,512	673
20-40	18,443	\$47.79	1.03	855	4.64%	2,604	213
16-40 Spanish	4,953	\$60.54	1.18	254	5.13%	851	157
Total	77,632	\$26.37	0.83	2,479	3.19%	7,967	1,043

YouTube



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Why are these metrics important?

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

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

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

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

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

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

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

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

YouTube Spanish

\$1,191.29

Cost
▲ 20.63%

57,316

Impressions
▲ 19.51%

34,751

Views
▲ 24.59%

60.63%

View rate
▲ 4.25%

40

Clicks
▲ 37.93%

\$0.03

CPV
▼ -3.18%

AD GROUP PERFORMANCE

10/01/2023 - 10/31/2023

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	55,765	33,798	60.61%	40	83.04%	69.73%	64.05%	59.95%
Keywords	1,309	808	61.73%	0	85.31%	71.77%	65.57%	61.13%
Topics	242	145	59.92%	0	79.34%	68.60%	63.64%	60.33%
Total	57,316	34,751	60.63%	40	83.08%	69.77%	64.09%	59.98%

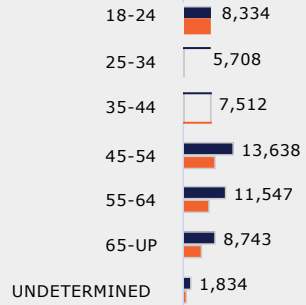
AD PERFORMANCE

10/01/2023 - 10/31/2023

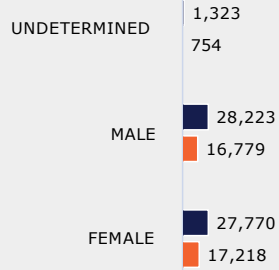
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Listo, Marca, Carrera -	46,661	27,993	59.99%	36	82.58%	69.05%	63.32%	59.16%
Ready, Set Career - Fabian	10,655	6,758	63.43%	4	85.27%	72.94%	67.44%	63.60%
Total	57,316	34,751	60.63%	40	83.08%	69.77%	64.09%	59.98%

YouTube Performance

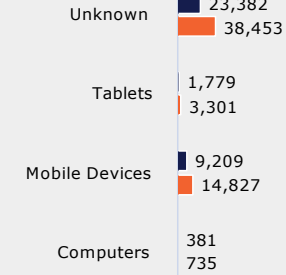
● Views ● Impressions



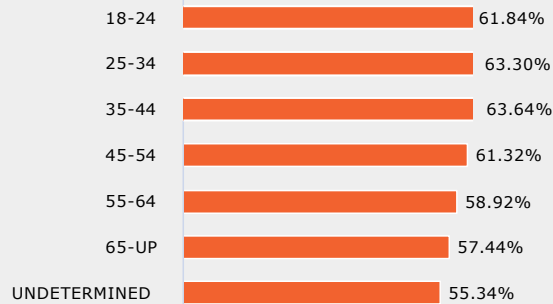
● Views ● Impressions



● Impressions ● Views



● View rate



● View rate



● View rate



Device Type	25%	50%	75%	100%
Computers	82.52%	64.74%	56.54%	52.16%
Mobile Devices	84.00%	71.58%	65.65%	61.08%
Tablets	79.11%	63.75%	57.63%	52.95%
Unknown	83.07%	69.69%	64.18%	60.31%

Age Range	25%	50%	75%	100%
18-24	84.13%	70.96%	65.26%	61.35%
25-34	85.12%	72.78%	67.44%	62.87%
35-44	84.45%	72.65%	67.20%	63.16%
45-54	83.35%	70.16%	64.46%	60.72%
55-64	82.11%	67.96%	62.04%	58.02%
65-UP	81.03%	66.76%	61.20%	56.51%
UNDETERMINED	80.02%	66.17%	59.43%	55.21%

Gender	25%	50%	75%	100%
FEMALE	84.56%	71.24%	65.45%	61.35%
MALE	81.74%	68.44%	62.87%	58.80%
UNDETERMI...	80.24%	67.29%	61.31%	56.54%

YouTube English

\$1,393.68

Cost
▲ 0.01%

60,192

Impressions
▲ 0.42%

34,453

Views
▲ 3.13%

57.24%

View rate
▲ 2.70%

21

Clicks
▼ -34.38%

\$0.04

CPV
▼ -3.03%

AD GROUP PERFORMANCE

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	47,129	26,493	56.21%	20	76.57%	63.86%	58.34%	53.99%
Business Keywords	201	105	52.24%	0	67.66%	57.21%	52.74%	48.76%
Energy, Construction, Utilities	73	41	56.16%	0	76.71%	61.64%	57.53%	50.68%
Information, Communications, and Technology	80	44	55.00%	0	74.17%	62.92%	59.17%	55.42%
Keywords	12,573	7,699	61.23%	1	80.50%	68.24%	63.35%	59.82%
Topics	99	50	50.51%	0	75.67%	61.40%	55.20%	49.15%

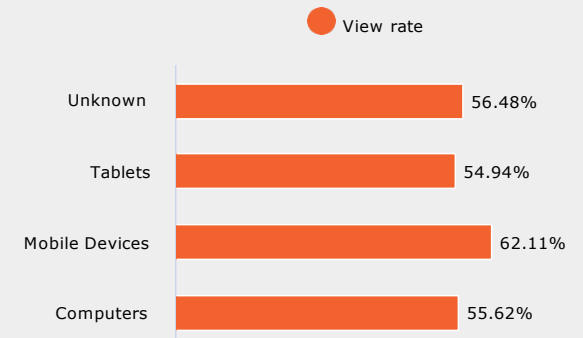
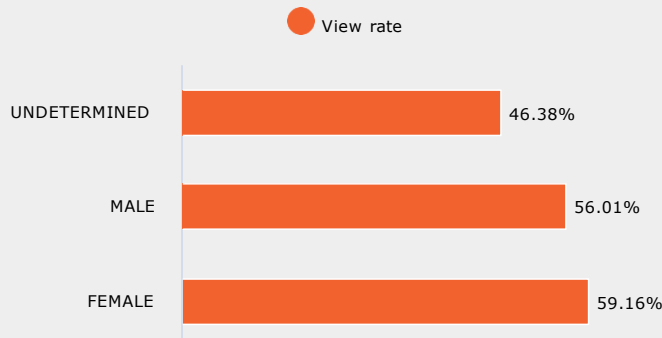
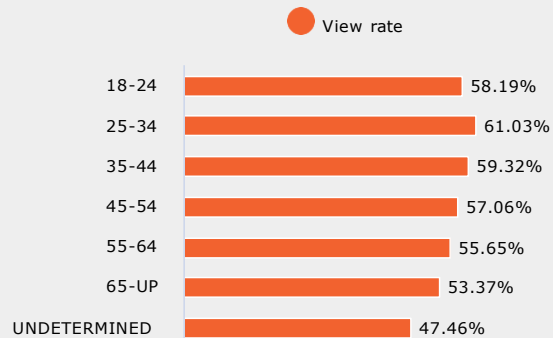
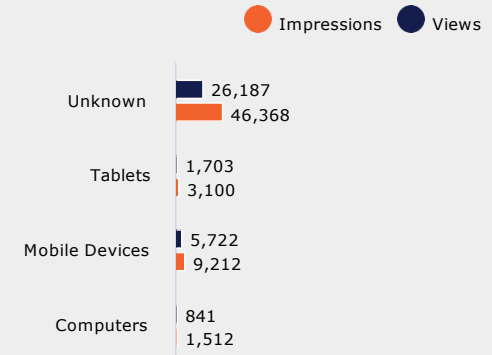
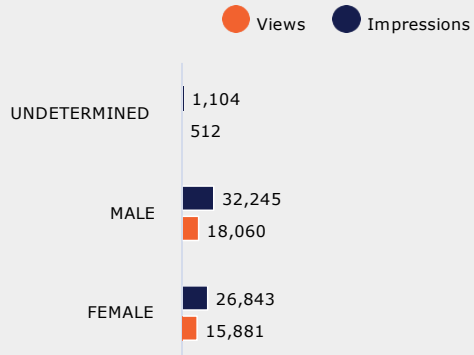
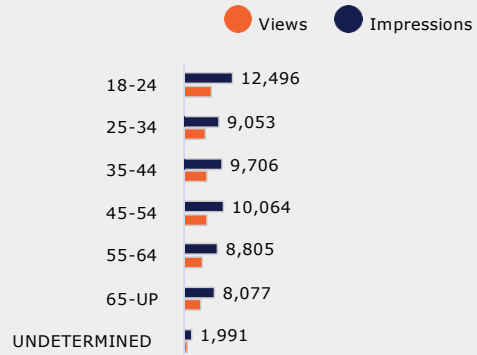
10/01/2023 - 10/31/2023

AD PERFORMANCE

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
We're ready for you !	17,928	10,104	56.36%	12	79.23%	65.93%	60.53%	56.59%
Inland Fall2019 Preroll1	10,477	6,030	57.55%	3	83.90%	68.97%	62.43%	57.78%
IEDRC/KVCR	7,461	3,835	51.40%	0	61.75%	51.65%	46.54%	42.21%
We're READY for you.	5,962	3,925	65.83%	1	85.42%	73.41%	69.08%	66.07%
Inland Fall 2021 Pre-Roll :30 v2	5,531	3,609	65.25%	1	85.63%	73.89%	69.39%	65.33%
XIMENA IEDRC/KVCR	3,744	1,606	42.89%	2	53.86%	42.95%	37.08%	31.32%
Total	51,103	29,109	56.96%	19	77.19%	64.52%	59.11%	54.93%

10/01/2023 - 10/31/2023

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	77.59%	63.55%	58.32%	54.16%
Mobile Devices	83.05%	71.62%	65.54%	60.84%
Tablets	79.84%	65.16%	58.57%	53.00%
Unknown	76.05%	63.39%	58.23%	54.24%

Age Range	25%	50%	75%	100%
18-24	79.03%	66.81%	61.23%	57.21%
25-34	81.38%	68.93%	63.82%	59.90%
35-44	79.57%	66.88%	61.50%	57.58%
45-54	77.02%	64.52%	58.98%	54.72%
55-64	74.32%	61.87%	56.64%	52.15%
65-UP	73.01%	59.85%	54.64%	49.87%
UNDETERMINED	70.50%	56.12%	50.33%	46.70%

Gender	25%	50%	75%	100%
FEMALE	79.90%	67.00%	61.44%	57.28%
MALE	75.49%	63.19%	57.96%	53.75%
UNDETERMINED	69.87%	55.40%	49.97%	45.88%

YouTube Music

\$1,019.58

Cost
▲ 8.01%

233,332

Impressions
▲ 25.30%

228,662

Views
● 0.00%

98.78%

View rate
● 0.00%

32

Clicks
▼ -23.81%

\$0.04

CPV
● 0.00%

AD GROUP PERFORMANCE

10/01/2023 - 10/31/2023

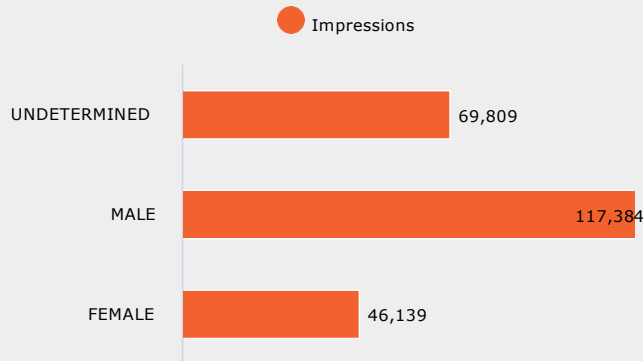
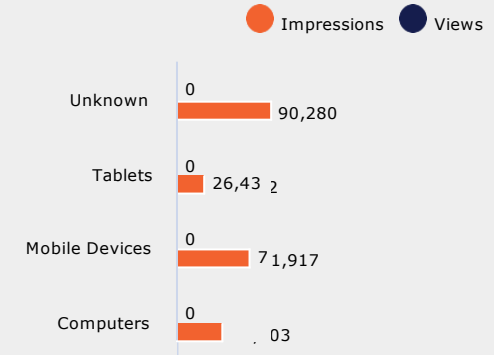
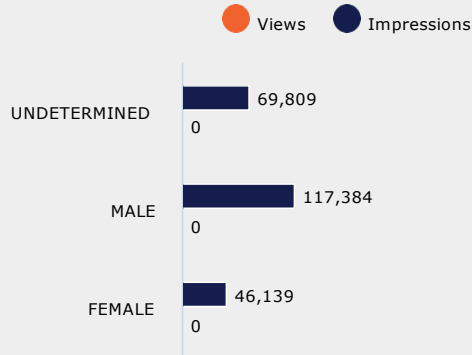
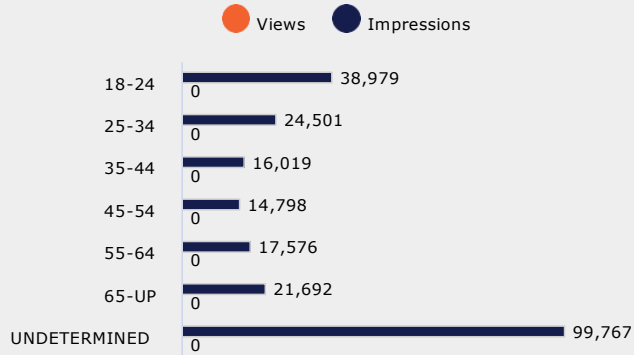
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Affinity Gamers	63,222	0	0.00%	3	99.88%	99.64%	99.33%	98.89%
General	140,116	0	0.00%	26	99.93%	99.66%	99.31%	98.97%
In-Market Education	29,994	0	0.00%	3	99.33%	98.79%	98.28%	97.67%
Total	233,332	0	0.00%	32	99.84%	99.54%	99.18%	98.78%

AD PERFORMANCE

10/01/2023 - 10/31/2023

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Ready, Set, Career at your local community college	233,332	0	0.00%	32	99.92%	99.64%	99.26%	98.81%
Total	233,332	0	0.00%	32	99.92%	99.64%	99.26%	98.81%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	99.48%	99.04%	98.63%	98.22%
Mobile Devices	98.89%	98.06%	97.47%	96.79%
Tablets	99.57%	99.13%	98.72%	98.39%
Unknown	100.00%	99.98%	99.85%	99.75%

Age Range	25%	50%	75%	100%
18-24	99.72%	99.50%	99.21%	99.00%
25-34	99.26%	98.64%	98.18%	97.84%
35-44	98.75%	97.90%	97.21%	95.80%
45-54	99.05%	98.18%	97.57%	97.18%
55-64	99.41%	98.99%	98.47%	98.14%
65-UP	99.48%	99.02%	98.51%	98.15%
UNDETERMINED	99.86%	99.64%	99.38%	99.07%

Gender	25%	50%	75%	100%
FEMALE	99.51%	99.05%	98.58%	98.21%
MALE	99.77%	99.46%	99.07%	98.70%
UNDETERMINED	99.79%	99.54%	99.28%	98.80%

Spotify



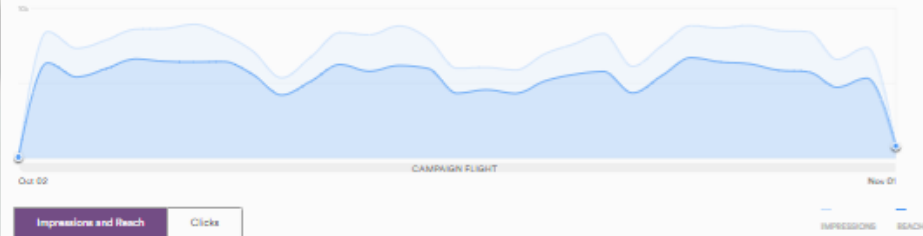
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education*

Spotify Performance

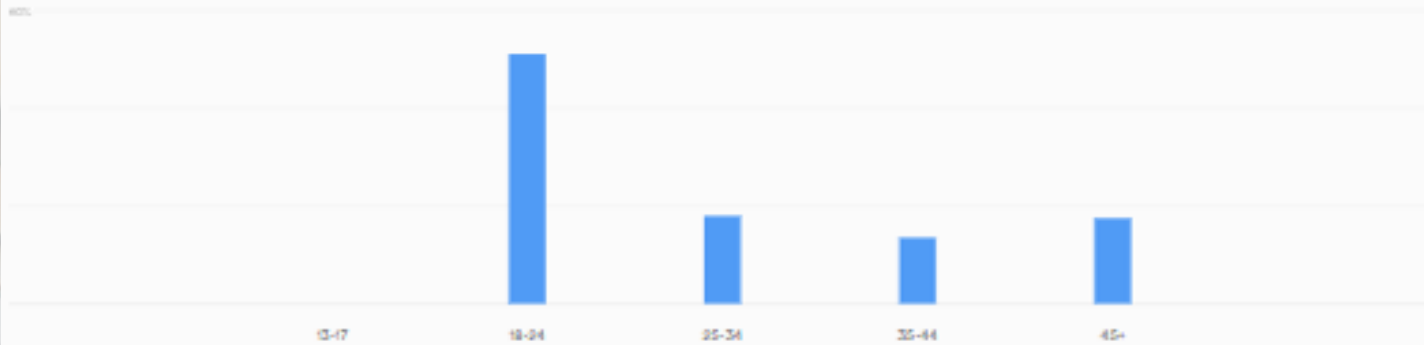
IMPRESSIONS **223,838** REACH **77,070** FREQUENCY **2.9** COMPLETION RATE **97.80%** CLICKS **103**



Audience insights

Who got your ad

Age Gender Genre Platform Placement [Give feedback](#)



Impressions Reach Average CPM Clicks Click-through rate

IMPRESSIONS

TIKTOK



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TIKTOK

\$2,967.86

Total Cost
▲ \$17.62

335,360

Impressions
▲ 39,730

3,080

Clicks
▲ 482

\$8.85

CPM
▼ \$-1.13

\$0.96

CPC
▼ \$-0.17

0.92%

CTR
▲ 4.51%

331,814

Video Views
▲ 13.65%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
LA Education-1-1	335,360	3,080	\$8.85	331,814
Total	335,360	3,080	\$8.85	331,814

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	265,452	2,493	\$8.81	\$0.94	0.94%	262,654
C4086471_readyssetcareer_DMA	Inland TikTok 2023 2 words.mp4_9.6.23	3,351	27	\$12.17	\$1.51	0.81%	3,303
C4086471_readyssetcareer_DMA	Inland TikTok 2023 FvF.mp4_9.6.23	5,449	59	\$10.39	\$0.96	1.08%	5,375
C4086471_readyssetcareer_DMA	Inland TikTok Automotive v8.mp4_Inland TikTok Automotive v8.mp4-Aj2cc-	8,601	86	\$9.36	\$0.94	1.00%	8,506
C4086471_readyssetcareer_DMA	Inland TikTok Cyber Security v8.mp4-CWk2R-	481	3	\$7.23	\$1.16	0.62%	471
C4086471_readyssetcareer_DMA	Inland TikTok Future of Community College-t8nee-	43,510	327	\$8.41	\$1.12	0.75%	43,128
C4086471_readyssetcareer_DMA	Video Ad	4,225	47	\$9.96	\$0.90	1.11%	4,151
C4086471_readyssetcareer_DMA	what do you do after class v2.mp4_4_9.6.23	4,291	38	\$9.12	\$1.03	0.89%	4,226
Total	--	335,360	3,080	\$8.85	\$0.96	0.92%	331,814

READY *career
education*

Thank You



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