

READY *career
education*

Interact Communications

Monthly Performance Report

09/01/2023 - 09/30/2023



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Industry Benchmarks



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READY *career education*

CPM = Cost Per Thousand Impressions

CPC = Cost Per Click

CTR = Click Through Rate On The Ad

READY career
education

Total Campaign Metrics:

Total Impressions:

1,755,423

Total Visits:

13,570

View-Through Ad Visits:

119

Completed Audio & Video Views:

627,537

PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18-\$13, **Your Average is \$1.39**

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

Average Cost Per Contact is \$62, **Your Average is \$4**

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 \$1.52**

Average CTR is 1%, **Your Average is 0.87%**

YouTube Benchmarks, Industry Average & Your Average

Average completed video view rate 35%, **Your Average is 55%**

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 .21%**

Snpachat Benchmarks, Industry Average & Your Average

Average CPM is \$20-\$30, **Your Average is \$31**

Average CTR is 1%, **Your Average is 3.57%**



Cumulative Chart

Platform	September	October	November	December	January	February	March	April	May	June	July	August	September	All-Time TOTAL
Social Media: Facebook & Instagram														
Impressions	325,609	256,255	350,990	349,925	470,749	342,065	386,797	422,519	416,870	464,889	581,971	551,831	342,218	20,645,150
Clicks	2,382	1,730	2,112	2,234	3,580	2,780	2,842	3,062	2,522	2,769	3,180	3,222	2,977	212,249
Digital Marketing - Display Ads														
Impressions	557,702	485,106	518,231	686,162	600,521	606,915	676,517	647,239	676,206	613,423	546,648	561,475	428,832	60,503,240
Clicks	1,425	1,186	977	1,230	1,149	1,890	1,245	1,165	1,210	1,190	891	967	664	124,123
Cost Per Thousand Impressions (CPT)	\$7.24	\$7.74	\$7.15	\$6.42	\$6.11	\$5.95	\$5.85	\$5.88	\$5.97	\$6.68	\$6.19	\$6.05	\$7.97	\$7.46
Over the Top Video Views	19,931	29,054	32,101	34,053	20,609	22,238	24,673	24,081	19,299	18,395	14,940	16,141	15,571	822,371
Pay Per Click- Main														
Visits to Websites	2,584	1,953	2,473	3,052	2,660	2,929	3,064	2,671	2,537	3,963	4,461	3,698	3,604	158,819
Calls	37	32	32	29	29	22	21	8	21	20	20	37	28	5028
Average Cost per Visit	\$2.18	\$2.36	\$2.27	\$1.84	\$2.11	\$1.92	\$1.84	\$2.11	\$2.22	\$1.42	\$1.26	\$1.35	\$1.39	\$2.37
Average Cost per Contact	\$10.28	\$6.58	\$5.38	\$4.89	\$6.15	\$7.69	\$7.64	\$8.76	\$7.86	\$7.67	\$5.36	\$5.63	\$4.08	\$15.88
Click Thru Rate	6.82%	6.44%	5.75%	6.32%	5.83%	4.43%	4.08%	4.95%	4.02%	3.71%	4.27%	3.97%	4.05%	5.69%
Pay Per Click- Programs														
Visits to Websites											1,290	1,697	1,387	4,374
Calls											17	31	19	67
Average Cost per Visit											\$2.48	\$1.89	\$2.31	\$2.23
Average Cost per Contact											\$14.88	\$12.45	\$15.76	\$14.36
Click Thru Rate											5.69%	4.59%	4.59%	4.96%
YouTube Marketing - English														
Impressions	47,821	60,897	49,309	54,062	78,389	63,916	65,889	61,243	53,568	54,040	59,286	66,015	59,939	4,553,221
Completed Views	27,577	35,348	28,597	31,389	44,161	34,403	35,526	32,446	27,441	28,700	29,864	36,058	33,407	2,222,505
Clicks	21	38	21	11	25	40	30	35	28	31	42	27	32	4,370
Cost Per View	\$0.04	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.06
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	9,141,286
Completed Views			26,190	29,282	42,479	30,920	32,190	27,386	27,011	26,579	24,913	29,829	27,892	4,300,498
Clicks			30	21	49	33	28	46	53	39	42	26	29	20,912
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
Snapchat														
Impressions	74,331	61,690	53,487	48,344	60,205	66,004	91,459	83,539	87,668	66,000	70,166	57,647	59,250	13,002,857
Swipe-Ups	1,813	1,452	1,021	638	988	1,246	2,282	2,496	2,253	2,303	2,207	1,916	2,117	168,771
Cost Per Thousand Impressions (CPT)	\$27.35	\$32.72	\$26.35	\$41.56	\$33.85	\$30.28	\$21.93	\$24.35	\$23.30	\$31.07	\$27.37	\$34.53	\$31.15	\$14.49
Cost Per Swipe-Up (CPSU)	\$1.12	\$1.39	\$1.95	\$3.15	\$2.06	\$1.60	\$0.88	\$0.81	\$0.91	\$0.89	\$0.87	\$1.04	\$0.87	\$0.95
TikTok - English														
Impressions	259,134	245,052	262,256	301,099	350,122	283,987	263,762	297,025	291,739	292,830	341,194	289,179	295,630	1670601
Video Views	235,454	222,950	239,025	204,229	183,634	126,083	240,272	264,512	104,547	261,754	309,791	284,514	291,952	1513811
Clicks	1,723	2,110	1,892	2,113	3,482	2,461	2,375	2,504	2,330	2,212	2,815	3,285	2,598	17,912
Cost Per Thousand Impressions (CPM)	\$11.38	\$11.96	\$10.78	\$9.54	\$8.36	\$10.14	\$11.31	\$9.88	\$10.02	\$9.77	\$8.62	\$10.35	\$9.98	\$9.93

Platform	September	October	November	December	January	February	March	April	May	June	July	August	September	All-Time TOTAL
Website Traffic														
Total Page Views	12,875	10,941	10,762	13,882	19,341	20,128	25,210	29,103	10,551	21,698	30,979	29,798	34,840	1,043,755
Apply Clicks	228	279	193	194	291	163	260	387	239	713	939	1,531	1,116	16,798
Average Time Spent (on Home Page)	1:42	1:44	2:14	2:15	1:37	1:20	1:34	1:35	1:36	:13	:40	0:06	:18	1:30
Top Sources for Site Exploration (Dir)	61.30%	59.30%	62.10%	58.70%	49.50%	41.50%	34.30%	28%	26%	29%				50.26%
Newscenter Traffic														
Total Page Views	475	580	569	503	467	400	457	321	483	304	111	675	630	29562
Average Time Spent (on Home Page)	2:06	2:38	2:04	2:17	1:05	1:25	3:05	1:07	2:33	2:55	:36	:28	:33	1:53
E-Newsletter														
Average open rate														60.53%
Average click-through rate														8.69%
Unique Open	27%	34%	32%	37%	53%	30%	33%	32%	32%	30%	52%	29%	30%	25%
Clicks	14%	14%	13%	21%	9%	17%	18%	17%	11%	19%	9%	15%	11%	13%
Employer-Newsletter														
Unique Open		12%		13%		10%		13%		12%		20%		15%
Clicks		19%		15%		2%		2%		2%		2%		10%
Employer-Newsletter - Julie's List														
Unique Open		26%		29%		20%		23%		22%		27%		20%
Clicks		10%		7%		4%		3%		1%		2%		16%
Counselor-Newsletter														
Unique Open	35%		31%		39%		43%		42%				55%	37%
Clicks	9%		8%		11%		10%		6%				6%	7%

PPC



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Call Report

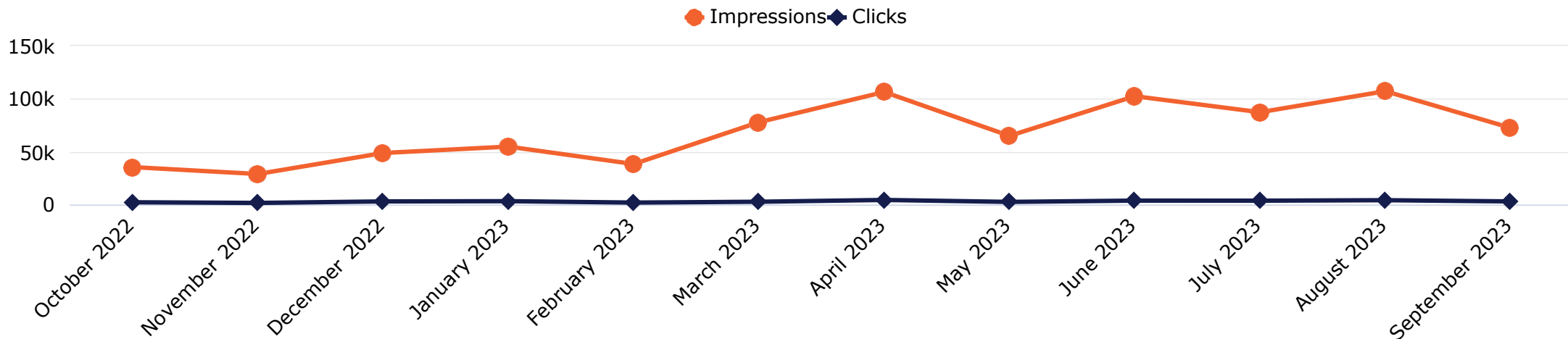
Colleges	Row Labels	Count of Target
College of the Desert	(760) 346-8041	1
Copper Mountain	(760) 366-3791	2
Crafton Hills	(909) 794-2161	9
Inland Desert/Regional Consortium	(951) 222-8221	15
Norco College	(951) 372-7000	1
	Grand Total	28

Colleges - Programs	Row Labels	Count of Target
Crafton Hills	(909) 794-2161	3
Inland Desert/Regional Consortium	(951) 222-8221	14
Norco	(951) 372-7086	1
	Grand Total	18

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 form submits	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, and 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
TOTALS:	\$48,750.00		697,382	29,587	4.24	\$1.65	206	21	7,408	7,635	15,076	\$6.39

10/01/2022 - 09/30/2023



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
college degrees	3.74%
online colleges	3.79%
Mt San Jacinto College	8.23%
Riverside City College	9.70%
chaffey college	3.34%
Barstow Community College	12.01%
College Of The Desert	3.44%
community colleges	4.41%
community college	6.47%
online courses	4.02%
online certificate courses	4.46%
jr colleges near me	10.86%
college admissions	4.87%
college application	5.52%
find local colleges	3.45%
career college	5.67%
college courses	4.49%
online classes	4.45%
Copper Mountain College	2.88%
find colleges	3.31%

WEB EVENTS - CONTINUED

09/01/2023 - 09/30/2023

Event Name	Event Count
Apply	589
Contact Us	151
Career Resources	146
*Jacinto college link clicked	135
*Riverside City College Click...	124
*Barstow college link clicked	103
View Colleges	103
Financial Aid	94
*Copper college link clicked	61
*Chaffey college link clicked	60
*Crafton college link clicked	42
*Norco college link clicked	42

WEB EVENTS - CONTINUED

09/01/2023 - 09/30/2023

Event Name	Event Count
*Moreno college link clicked	41
*Desert college link clicked	40
*San Bernardino Valley Col...	40
*Victor Valley College Click...	38
*Palo Verde College Clicked	25
*Riverside Apply Now click...	9
*Crafton Apply Now clicked	8
*Energy/Construction and ...	8
*Advanced Manufacturing	7
*Chaffey Apply Now clicked	7
*Digital Media	7
*Medical/Nursing	7



Top Performing Text Ads

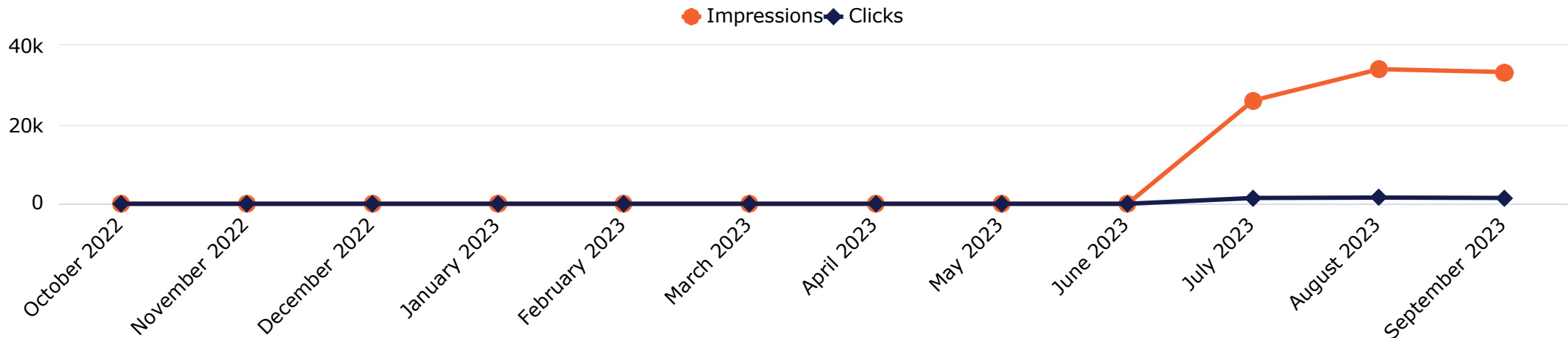
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	73,235	3,119	4.26%
Dual Enrollment	24	1	4.17%
Total	73,259	3,120	4.26%

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	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	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
TOTALS:	\$9,600.00		89,850	4,374	4.87	\$2.19	67	4	604	675	1,309	\$14.22

10/01/2022 - 09/30/2023



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
chaffey college	13.71%
nursing class	2.71%
nearby community colleges	3.53%
technical college	3.10%
computer technology class	3.91%
manicuring class	16.78%
business class	3.15%
firefighter program	10.26%
Technical Community College	3.94%
registered nursing class	3.97%
Moreno Valley College	5.96%
emt program	6.63%
early childhood education degree	4.54%
radiologic technology class	5.57%
Nursing college class	3.76%
teacher certificate	3.07%
medical assistant class	2.76%
dental assistant program	4.59%
criminal justice class	3.05%
interior design class	4.33%

WEB EVENTS - CONTINUED 09/01/2023 - 09/30/2023

Event Name	Event Count
*Apply Page	173
*Resources Page	109
*Chaffey College- College ...	96
*Norco College- College Pr...	18
*San Bernardino Valley Coll...	10
*Chaffey College - Apply N...	9
*College of the Desert- Coll...	9
*Riverside City College- Col...	9
*Barstow Community Colle...	8
*Copper Mountain College-...	8
*Barstow Community Colle...	5
*View Colleges Page	5

WEB EVENTS - CONTINUED 09/01/2023 - 09/30/2023

Event Name	Event Count
* Crafton Hills College- Coll...	4
*Mt. San Jacinto College- ...	3
*Palo Verde College- Colleg...	3
*College of the Desert - Ap...	2
*Future Student Resources...	2
*Contact Form Submitted	1
*Financial Aid Clicked - Car...	1
*Moreno Valley College - A...	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	12,795	747	5.84%
Medical / Nursing	11,694	385	3.29%
Accounting / Finance / Business / Real Estate	3,745	116	3.10%
Digital Media -	2,463	96	3.90%
Outdoor / Architecture	1,173	88	7.50%
Child Development	1,600	56	3.50%
Aeronautics / Aviation / Automotive	337	16	4.75%
Total	33,807	1,504	4.45%

Display



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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD Riverside Inland Empire Display	428,832	664	\$7.97	11	\$3,417.55
Total	428,832	664	\$7.97	11	\$3,417.55

OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
OTT Streaming_Large Screen	8,297	8,249	8,200	8,187	8,168	8,146	98.75%
OTT Streaming_Small Screen	8,177	8,134	7,846	7,716	7,571	7,425	91.28%
Totals	16,474	16,383	16,046	15,903	15,739	15,571	95.04%

Targeted Audience	Impressions	Clicks	CTR	Viewthrough Visits
Run of Network	91,676	114	0.12%	0
Lookalike Audience	56,243	121	0.22%	1
Keyword Search Retargeting	49,662	97	0.20%	0
HighSchoolGeofencing	46,477	54	0.12%	55
work industries_Audience	45,865	81	0.18%	1
Adult career education Audience	45,777	69	0.15%	3
Military/online learning Audience	45,376	61	0.13%	1
SpanishEducationAudience	40,204	60	0.15%	1
SpanishAffinityAudience	39,883	59	0.15%	0
Website Remarketing	38,766	80	0.21%	53
OTT Streaming_Large Screen	8,297	0	0.00%	3
OTT Streaming_Small Screen	8,177	4	0.05%	1
Totals	516,403	800	0.15%	119

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

342,218

Impressions
▼ -209,613

\$4,514.32

Cost
▲ \$64.76

\$13.19

CPM
▲ \$5.13

2,977

Clicks
▼ -245

\$1.52

CPC
▲ \$0.14

0.87%

Clicks (All) CTR
▲ 48.98%

31

Post Reactions
▼ -91.01%

3

Post Saves
▼ -62.50%

457

Video 100% Views
▼ -84.47%

5,051

Post Engagements
▼ -87.32%

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	21,441	154	282	1.32%	0	4	1	5	0	209
Education, Online Learning, 18-50	18,584	106	205	1.10%	0	8	0	34	0	438
General 18-19	754	4	9	1.19%	0	2	0	2	0	38
Retargeting	8,774	65	127	1.45%	0	9	2	51	0	565
Some College, HS Grads, Adult Learners, 18-50	286,684	2,104	2,305	0.80%	0	8	0	360	0	3,719
Spanish - Education, Online Education/Adult Learner, High School Student	5,981	44	49	0.82%	0	0	0	5	0	82
Total	342,218	2,477	2,977	0.87%	0	31	3	457	0	5,051

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	172,400	1,432	1,488	0	1	0	0	0	0.86%	1,433
Some College, HS Grads, A...	Carousel Ad - ...	https://www.facebook.com/1968716713	75,765	417	478	0	0	0	0	0	0.63%	417
Some College, HS Grads, A...	Carousel Ad - G...	https://www.facebook.com/1968716713	21,775	136	185	0	2	0	0	0	0.85%	138
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	12,314	97	114	0	2	0	0	293	0.93%	1,290
18-55, Military/Online Lear...	Carousel Ad - G...	https://www.facebook.com/1968716713	6,546	41	68	0	0	0	0	0	1.04%	41
Spanish - Education, Onlin...	Static - Spanis...	https://www.facebook.com/1968716713	5,533	42	46	0	0	0	0	0	0.83%	42
18-55, Military/Online Lear...	Static Ad - Gen...	https://www.facebook.com/1968716713	5,344	26	71	0	1	0	0	0	1.33%	27
Education, Online Learning...	Carousel Ad - ...	https://www.facebook.com/1968716713	5,322	31	63	0	0	0	0	0	1.18%	31
Some College, HS Grads, A...	Video Ad - Pre ...	https://www.facebook.com/1968716713	4,430	22	40	0	3	0	0	67	0.90%	441
Education, Online Learning...	Carousel Ad - G...	https://www.facebook.com/1968716713	4,088	21	38	0	0	0	0	0	0.93%	21
Retargeting	Static Ad - Gen...	https://www.facebook.com/1968716713	3,570	24	60	0	2	0	1	0	1.68%	27
18-55, Military/Online Lear...	Static - Workin...	https://www.facebook.com/1968716713	3,262	28	48	0	2	0	0	0	1.47%	30
18-55, Military/Online Lear...	Static Ad - Gen...	https://www.facebook.com/1968716713	3,109	29	53	0	0	0	1	0	1.70%	30
Retargeting	Video Ad - Pre ...	https://www.facebook.com/1968716713	2,849	24	41	0	6	0	1	49	1.44%	460
Education, Online Learning...	Static Ad - Gen...	https://www.facebook.com/1968716713	2,793	14	28	0	0	0	0	0	1.00%	14
Education, Online Learning...	Static Ad - Gen...	https://www.facebook.com/1968716713	2,292	16	33	0	0	0	0	0	1.44%	16
Education, Online Learning...	Video Ad - Pre ...	https://www.facebook.com/1968716713	2,158	13	19	0	5	0	0	33	0.88%	303
18-55, Military/Online Lear...	Carousel Ad - ...	https://www.facebook.com/1968716713	2,062	8	17	0	0	0	0	0	0.82%	8
Total	--	--	335,612	2,421	2,890	0	24	0	3	442	0.86%	4,769

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	254,684	12	0	222	0	2,460	0.97%	3,080
Instagram	87,534	19	0	235	0	517	0.59%	1,971
Total	342,218	31	0	457	0	2,977	0.87%	5,051



Snapchat



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Why are these metrics important?

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

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

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

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

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

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

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

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

Snapchat Performance

\$1,845.86

Spend
▼ -7.27%

59,250

Impressions
▲ 2.78%

\$31.15

CPM
▼ -9.78%

2,117

Swipe Ups
▲ 10.49%

0.87

eCPSU
▼ -16.07%

3.57%

Swipe Up Percent
▲ 7.50%

1.19

Frequency
▲ 5.76%

6,414

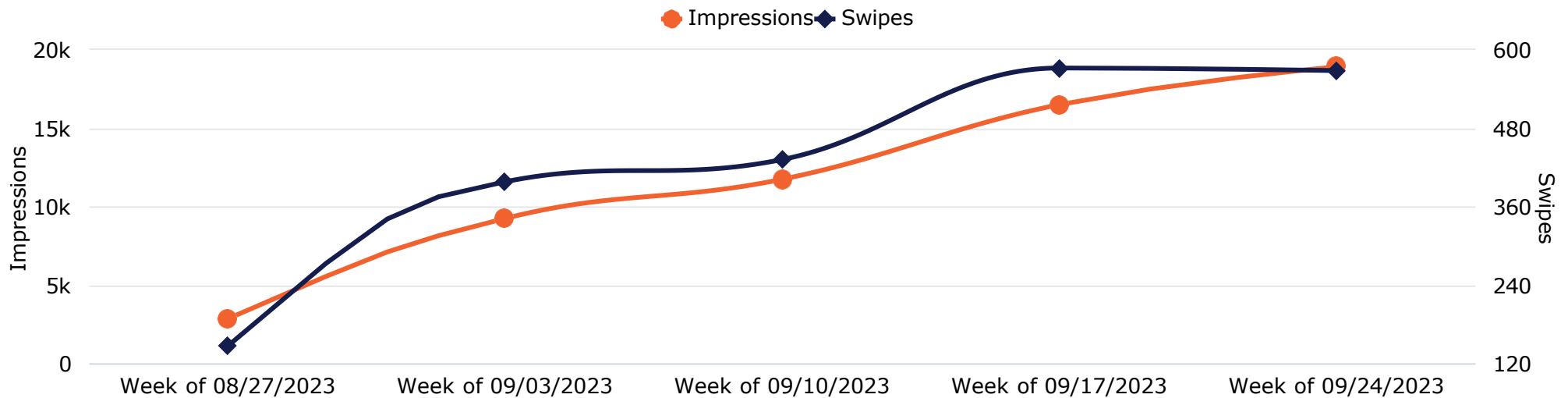
Video Views
▲ 26.86%

862

View Completion
▲ 25.66%

IMPRESSIONS VS. SWIPES

09/01/2023 - 09/30/2023



TOP-PERFORMING ADS

09/01/2023 - 09/30/2023

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
Video Ad 1 4.14.22	27,021	\$22.18	0.65	926	3.43%	2,964	520
Video Ad 2 4.14.22	11,705	\$17.73	0.72	290	2.48%	1,009	103
Video - Inland Pre-Roll Snapchat Fall 2020	6,461	\$61.18	0.92	428	6.62%	1,350	91
Inland_April2020_Snapchat_1 - Updated LP - 5.19.20	4,125	\$41.76	1.74	99	2.40%	0	0
Static Ad High School 4.14.22	3,185	\$22.63	0.99	73	2.29%	0	0
Video - Inland Covid Voice Over Snapchat Fall 2020	1,599	\$64.09	1.07	96	6.00%	440	52
Video - Inland Authentic Narration Snapchat Fall 2020	1,329	\$67.75	1.01	89	6.70%	336	40
Static Ad Spanish 4.14.22	1,105	\$48.35	2.54	21	1.90%	95	22
Inland_April2020_Snapchat_5 - Updated LP - 5.19.20	941	\$33.46	2.62	12	1.28%	0	0
Video Ad Spanish 4.14.22	941	\$85.22	1.60	50	5.31%	196	32
Copy of Inland_April2020_Snapchat_2 - Updated LP - 5.14.10		\$54.15	1.17	19	4.63%	0	0
Video 1	179	\$39.64	0.89	8	4.47%	15	1
Inland_April2020_Snapchat_3 - Updated LP - 5.19.20	155	\$49.43	7.66	1	0.65%	0	0
Inland_April2020_Snapchat_2 - Updated LP - 5.19.20	41	\$56.60	0.00	0	0.00%	0	0
Video 2	31	\$41.36	0.43	3	9.68%	9	1
Inland_April2020_Snapchat_4 - Updated LP - 5.19.20	22	\$47.31	0.52	2	9.09%	0	0
Total	59,250	\$31.15	0.87	2,117	3.57%	6,414	862

TOP-PERFORMING ADS

09/01/2023 - 09/30/2023

Ad Squads Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
16-25	41,372	\$20.55	0.67	1,268	3.06%	3,919	610
20-40	15,832	\$54.45	1.11	778	4.91%	2,204	198
16-40 Spanish	2,046	\$65.31	1.88	71	3.47%	291	54
Total	59,250	\$31.15	0.87	2,117	3.57%	6,414	862



YouTube



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Why are these metrics important?

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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

\$987.54

Cost
▲ 0.01%

47,960

Impressions
▼ -6.67%

27,892

Views
▼ -6.49%

58.16%

View rate
▲ 0.19%

29

Clicks
▲ 11.54%

\$0.04

CPV
▲ 6.95%

AD GROUP PERFORMANCE

09/01/2023 - 09/30/2023

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	37,869	21,616	57.08%	28	80.84%	66.56%	60.51%	56.30%
Keywords	8,014	4,926	61.47%	1	84.13%	70.63%	65.43%	61.14%
Topics	2,077	1,350	65.00%	0	85.62%	73.08%	67.67%	64.87%
Total	47,960	27,892	58.16%	29	81.60%	67.53%	61.64%	57.48%

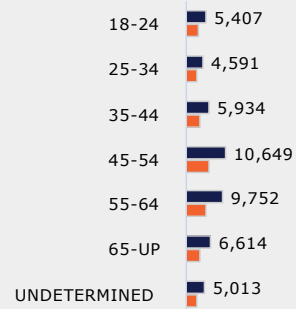
AD PERFORMANCE

09/01/2023 - 09/30/2023

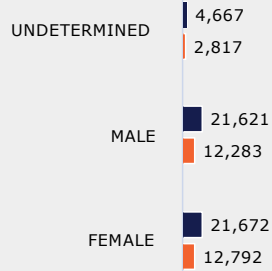
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Listo, Marca, Carrera -	40,079	23,042	57.49%	27	81.20%	66.89%	60.92%	56.66%
Ready, Set Career - Fabian	7,881	4,850	61.54%	2	83.63%	70.78%	65.32%	61.67%
Total	47,960	27,892	58.16%	29	81.60%	67.53%	61.64%	57.48%

YouTube Performance

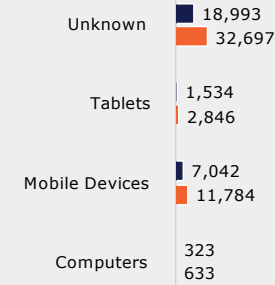
Views Impressions



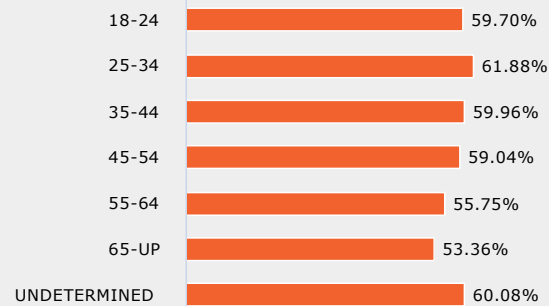
Views Impressions



Impressions Views



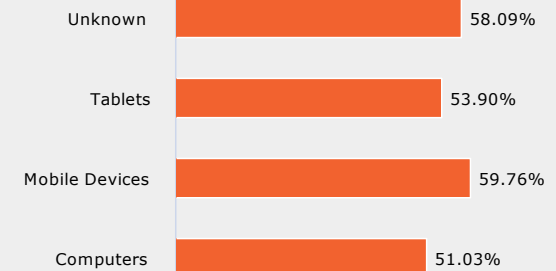
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	79.67%	61.97%	55.59%	50.50%
Mobile Devices	81.97%	69.17%	63.12%	58.67%
Tablets	77.99%	62.92%	57.15%	52.82%
Unknown	81.82%	67.44%	61.62%	57.59%

Age Range	25%	50%	75%	100%
18-24	83.06%	69.28%	63.34%	59.14%
25-34	83.12%	71.27%	65.10%	61.33%
35-44	82.68%	68.94%	63.32%	59.45%
45-54	82.49%	68.82%	62.73%	58.35%
55-64	79.39%	64.98%	59.21%	54.86%
65-UP	79.16%	62.76%	56.60%	52.26%
UNDETERMINED	82.98%	69.03%	63.72%	60.00%

Gender	25%	50%	75%	100%
FEMALE	82.67%	68.58%	62.51%	58.21%
MALE	80.18%	66.08%	60.24%	56.13%
UNDETERMI...	83.16%	69.32%	64.10%	60.33%

YouTube English Performance

\$1,393.57

Cost
▼ 0.00%

59,939

Impressions
▼ -9.20%

33,407

Views
▼ -7.35%

55.73%

View rate
▲ 2.04%

32

Clicks
▲ 18.52%

\$0.04

CPV
▲ 7.93%

AD GROUP PERFORMANCE

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	45,382	24,880	54.82%	29	75.26%	62.06%	56.52%	52.46%
Business Keywords	2,054	1,099	53.51%	0	71.35%	59.60%	54.78%	50.35%
Energy, Construction, Utilities	823	409	49.70%	0	65.99%	54.77%	50.25%	46.23%
Information, Communications, and Technology	985	627	63.66%	0	78.87%	68.40%	64.53%	61.69%
Keywords	9,416	5,681	60.33%	1	77.72%	66.68%	62.08%	58.09%
Topics	1,017	576	56.64%	2	74.06%	62.80%	58.26%	54.91%

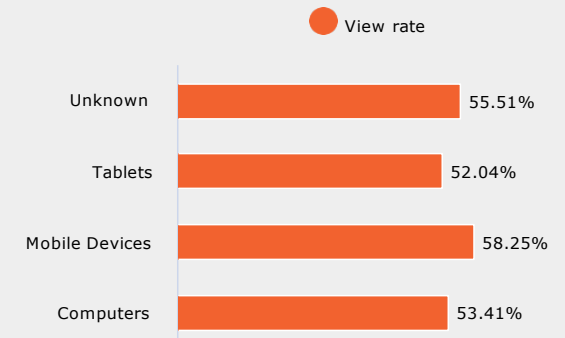
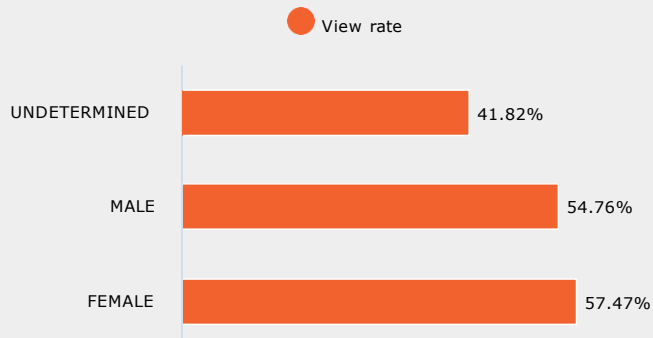
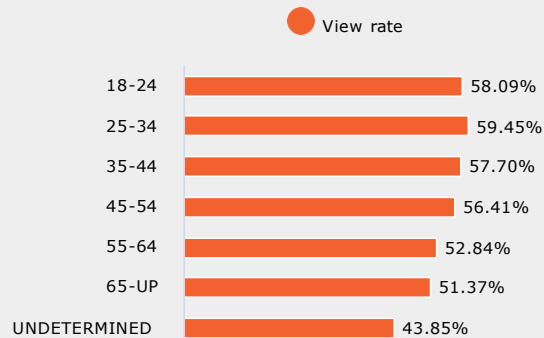
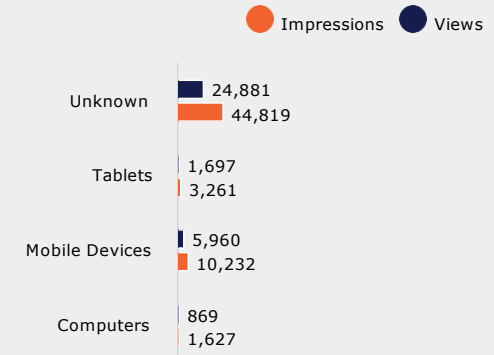
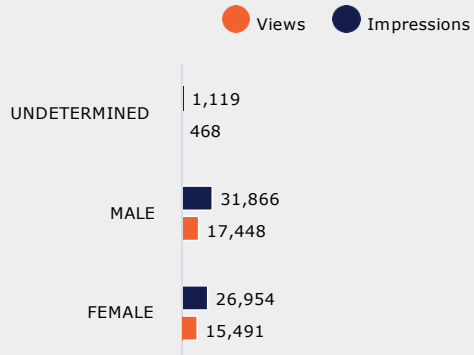
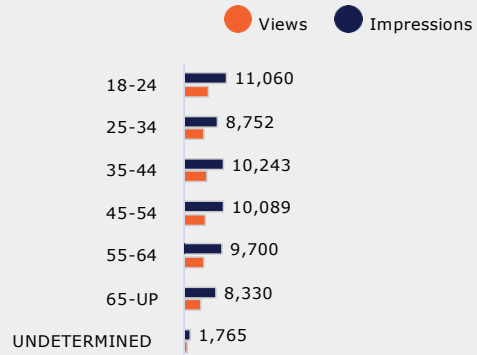
09/01/2023 - 09/30/2023

AD PERFORMANCE

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
We're ready for you !	20,385	11,430	56.07%	14	79.39%	65.22%	59.94%	56.27%
IEDRC/KVCR	8,317	4,120	49.54%	0	59.51%	49.83%	44.51%	40.53%
Inland Fall 2021 Pre-Roll	5,289	3,180	60.12%	6	82.28%	69.21%	63.93%	60.21%
We're READY for you.	4,977	3,275	65.80%	4	85.17%	73.63%	69.09%	65.93%
Chrisanthony - Digital Media Student	4,819	2,997	62.19%	2	85.28%	72.16%	66.47%	62.43%
XIMENA IEDRC/KVCR	4,121	1,696	41.16%	1	52.30%	41.29%	36.32%	29.77%
Total	47,908	26,698	55.73%	27	75.12%	62.50%	57.28%	53.32%

09/01/2023 - 09/30/2023

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	76.36%	61.45%	55.32%	50.68%
Mobile Devices	80.36%	67.41%	61.25%	56.81%
Tablets	75.55%	61.03%	55.10%	50.15%
Unknown	74.24%	61.79%	56.75%	52.91%

Age Range	25%	50%	75%	100%
18-24	79.13%	66.51%	60.61%	56.85%
25-34	78.95%	66.67%	61.95%	58.03%
35-44	77.23%	64.79%	59.70%	55.90%
45-54	75.19%	62.99%	57.74%	53.53%
55-64	72.13%	59.03%	53.42%	49.09%
65-UP	70.80%	57.40%	52.07%	47.91%
UNDETERMINED	65.26%	50.54%	46.15%	42.22%

Gender	25%	50%	75%	100%
FEMALE	77.56%	64.57%	59.04%	55.27%
MALE	74.06%	61.61%	56.45%	52.22%
UNDETERMINED	62.02%	48.33%	44.40%	39.84%

YouTube Music

\$943.96

Cost
▼ -54.48%

186,216

Impressions
▼ -53.63%

180,629

Views
● 0.00%

97.94%

View rate
● 0.00%

42

Clicks
▼ -64.10%

\$0.05

CPV
● 0.00%

AD GROUP PERFORMANCE

09/01/2023 - 09/30/2023

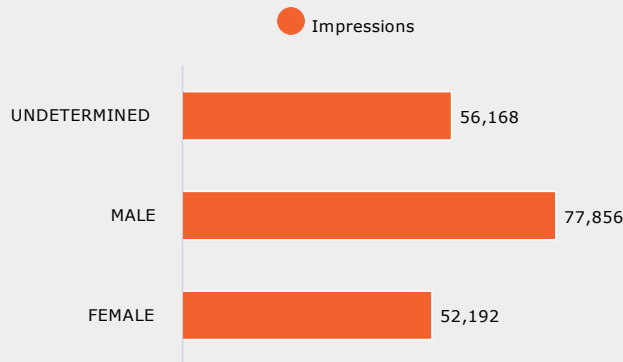
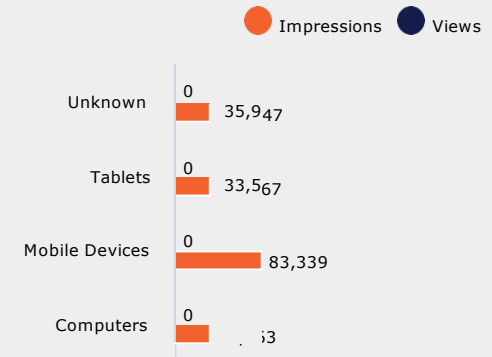
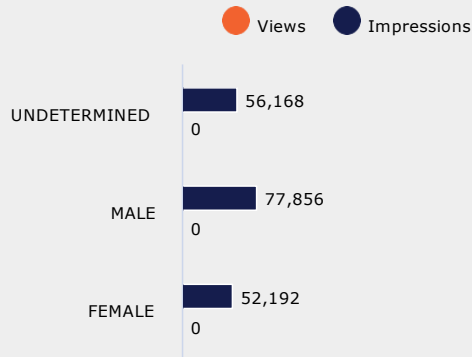
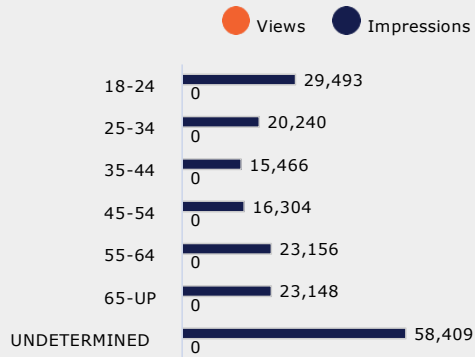
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Affinity Gamers	52,095	0	0.00%	12	99.10%	98.38%	97.85%	97.44%
General	114,079	0	0.00%	23	99.48%	99.00%	98.63%	98.26%
In-Market Education	20,042	0	0.00%	7	99.14%	98.44%	97.86%	97.37%
Total	186,216	0	0.00%	42	99.34%	98.76%	98.33%	97.94%

AD PERFORMANCE

09/01/2023 - 09/30/2023

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Ready, Set, Career at your local community college	186,216	0	0.00%	42	99.41%	98.83%	98.39%	97.99%
Total	186,216	0	0.00%	42	99.41%	98.83%	98.39%	97.99%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	99.47%	99.04%	98.73%	98.33%
Mobile Devices	98.45%	97.53%	96.98%	96.48%
Tablets	99.45%	98.94%	98.48%	98.07%
Unknown	99.97%	99.89%	99.79%	99.82%

Age Range	25%	50%	75%	100%
18-24	99.43%	99.07%	98.80%	98.71%
25-34	97.81%	96.63%	95.98%	95.45%
35-44	97.66%	96.58%	95.98%	95.37%
45-54	99.08%	98.43%	98.00%	97.53%
55-64	99.40%	98.89%	98.46%	98.12%
65-UP	99.36%	98.79%	98.32%	97.84%
UNDETERMINED	99.70%	99.33%	98.97%	98.61%

Gender	25%	50%	75%	100%
FEMALE	99.33%	98.87%	98.49%	98.11%
MALE	98.69%	97.85%	97.31%	96.89%
UNDETERMINED	99.77%	99.45%	99.15%	98.82%

Spotify

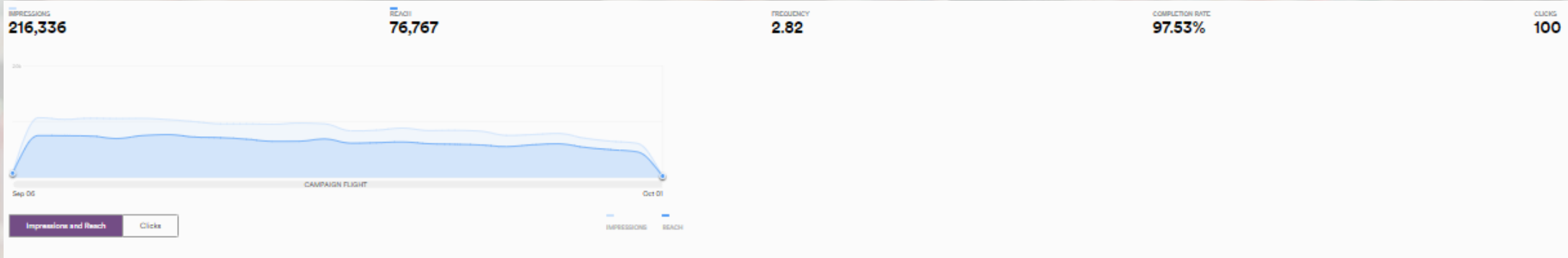


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Spotify Performance



TIKTOK



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\$2,950.24

Total Cost
▼ \$-42.40

295,630

Impressions
▲ 6,451

2,598

Clicks
▼ -687

\$9.98

CPM
▼ \$-0.37

\$1.14

CPC
▲ \$0.22

0.88%

CTR
▼ -22.64%

291,952

Video Views
▲ 2.61%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
LA Education-1-1	295,630	2,598	\$9.98	291,952
Total	295,630	2,598	\$9.98	291,952

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	27,859	296	\$12.18	\$1.15	1.06%	27,532
C4086471_readyssetcareer_DMA	Inland TikTok 2023 2 words.mp4_9.6.23	11,710	104	\$10.21	\$1.15	0.89%	11,564
C4086471_readyssetcareer_DMA	Inland TikTok 2023 FvF.mp4_9.6.23	8,248	72	\$9.08	\$1.04	0.87%	8,116
C4086471_readyssetcareer_DMA	Inland TikTok Automotive v8.mp4_Inland TikTok Automotive v8.mp4-Aj2cc-	36,560	314	\$9.77	\$1.14	0.86%	36,097
C4086471_readyssetcareer_DMA	Inland TikTok Cyber Security v8.mp4-CWk2R-	4,369	40	\$11.73	\$1.28	0.92%	4,290
C4086471_readyssetcareer_DMA	Inland TikTok Future of Community College-t8nee-	159,591	1,360	\$9.61	\$1.13	0.85%	157,665
C4086471_readyssetcareer_DMA	Video Ad	36,044	312	\$10.29	\$1.19	0.87%	35,627
C4086471_readyssetcareer_DMA	what do you do after class v2.mp4_4.9.6.23	11,249	100	\$9.23	\$1.04	0.89%	11,061
Total	--	295,630	2,598	\$9.98	\$1.14	0.88%	291,952

READY *career
education*

Thank You



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