



Interact Communications

Monthly Performance Report

June 2023-April 2024 Fiscal Yr Review



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Industry Benchmarks



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SEM Campaign June 2023 Compared to April 2024

Average CPC was \$1.42 cents , **Current average is \$1.81 cents**

Average CTR was 3.47%, **Current average is 6.28%**

Average Cost Per Contact was \$7, **Current average is \$5.28**

Display Campaign June 2023 Compared to April 2024

Average CPM was \$7.05, **Current CPM is \$6**

Average CTR was .21%, **Current average is .20%**

Facebook/Instagram June 2023 Compared to April 2024

Average CPM was \$9, **Current CPM is \$15**

Average CTR was .60%, **Current average is 3.41%**

YouTube Campaign June 2023 Compared to April 2024

Average completed video view rate was 53%, **Current rate is 60%**

Average cost per completed video was .04 cents, **Current cost is .03 cents**

Snapchat Campaign June 2023 Compared to April 2024

Average CPM was \$31, **Current average is \$24**

Average CTR was 3.40%, **Current average is 3%**

Main Campaigns**Industry Benchmarks For Comparison****PPC Industry Averages**

Average CPC is \$4.18

Average CTR is 4%

Average Cost Per Contact is \$58

Facebook/Instagram Industry Averages

Average CPM is \$15-\$25 detailed audiences,

Average CTR is .70%

YouTube Industry Averages

Average completed video view rate 20-25%

Average cost per completed video view .15 cents

Display Industry Averages

Average CPM \$15-\$25

Display

- Removed multiple OTT tactics that were running and causing the CPM to be inflated. Kept OTT running only for priority audiences and used static ads for all other audiences to help decrease the CPM and generate more impressions
- Added in an audience to target low income work industries such as blue collar workers/food service industry/bartenders/etc
- Added in audience to target online gamers/gaming platforms such as Xbox/Playstation to reach young males
- Added in Lookalike audience based off traffic from website remarketing to reach potential new students

Facebook/Instagram

- Added in an audience to target low income work industries such as blue collar workers/food service industry/bartenders/etc
- Added in audience to target online gamers/gaming platforms such as Xbox/Playstation to reach young males
- Added in audience targeting Adult Career Education/Trade School Interests/Vocational Schools
- Added in Lookalike audience based off traffic from website remarketing to reach potential new students

Snapchat

- Added in an audience to bars/nightclubs/entertainment venues
- Added in audience to target online gamers/gaming platforms such as Xbox/Playstation to reach young males to YouTube & TikTok

YouTube/TikTok

- Added in an audience to target low income work industries such as blue collar workers/food service industry/bartenders/etc to YouTube
- Added in audience to target online gamers/gaming platforms such as Xbox/Playstation to reach young males to YouTube & TikTok

Spotify to YouTube Music

- Replaced Spotify with YouTube Music – doubled the amount of completed audios with a much lower cost to reach a larger audience

Search Engine Marketing

- Daily adjustments of bids to reduce waste of budget and obtain a lower cost per click when we can
- Monthly performance reviews
- Software optimization implemented to shift budget between mobile/desktop devices, Google/Yahoo/Bing for optimal performance
- Software optimization to adjust budget spent towards keywords and focus on keywords that drive conversions

Display

- Geofence high school graduations

Facebook/Instagram

- Keep Leads campaign running year round
- Keep CRM campaigns for stopouts/applied not enrolled/prospects running year round
- Have specific creative for each audiences: high schoolers, military, adult career edu, general audience, etc
- Add in Spanish video, only have English video running (6)

Snapchat

- No changes recommend

TikTok

- Add in more Spanish video, only have 1 running and we have 13 English video running

YouTube

- Add in more Spanish video, only have 2 running and we have 8 English video running

Spotify to YouTube Music

- Add in Spanish YouTube Music

Search Engine Marketing

- Adjust any program keywords to see if we need to add/remove program specific text ads groups

PPC



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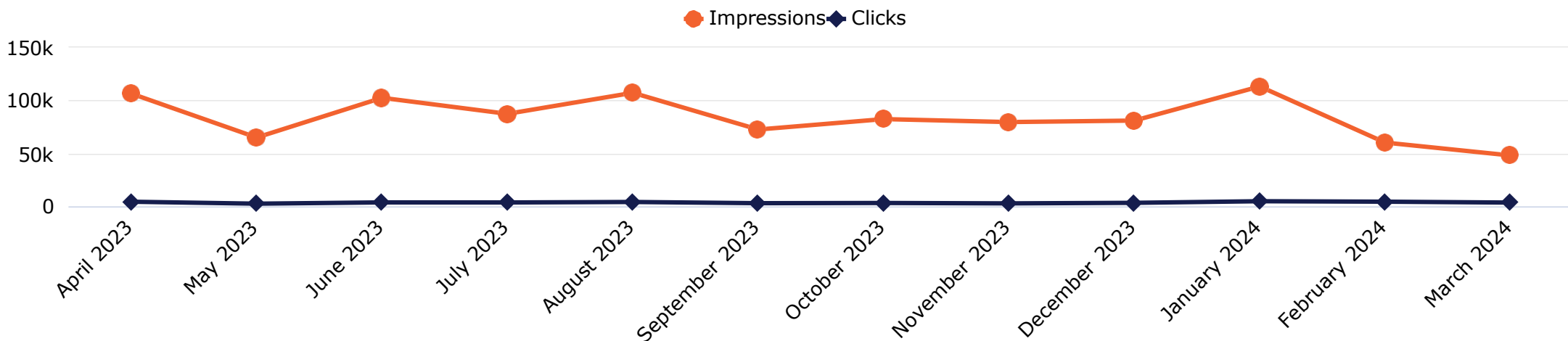
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PPC Performance

Online Marketing Initiatives 2024
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 2024												
	\$5,000.00	Jan-24	101,461	5,253	5.18	\$0.95	15	1	886	902	3,694	\$5.54
	\$5,000.00	Feb-24	45,277	3,817	8.43	\$1.31	14	3	870	887	3,643	\$5.64
	\$5,000.00	Mar-24	39,432	2,691	6.82	\$1.86	30	3	846	879	2,243	\$5.69
	\$4,184.00	Apr-24	36,854	2,316	6.28	\$1.81	10	1	781	792	1,695	\$5.28
TOTALS:	\$19,184.00		223,024	14,077	6.31	\$1.36	69	8	3,383	3,460	11,275	\$5.54

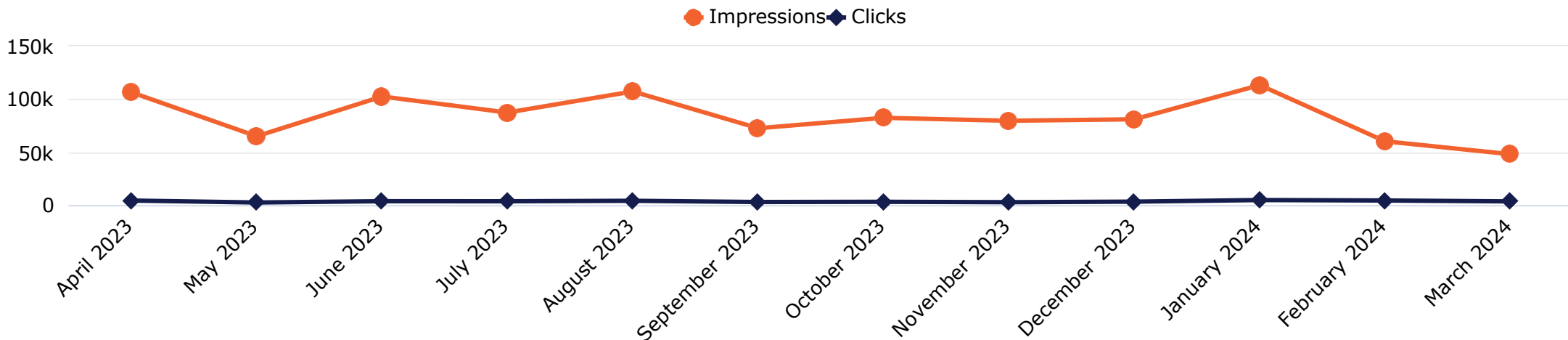
04/01/2023 - 03/31/2024



PPC Programs Performance

Online Marketing Initiatives 2024												
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
Riverside Inland Empire Desert Consortium PPC 2024	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Total clicks on the "apply now button" as a contact since we can't track the final fom submits	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
	\$3,200.00	Jan-24	40,664	2,065	5.08	\$1.55	13	1	221	235	626	\$13.62
	\$3,200.00	Feb-24	38,753	2,829	7.30	\$1.13	8	3	301	312	1,615	\$10.26
	\$3,200.00	Mar-24	27,438	2,006	7.31	\$1.60	8	4	329	341	1,865	\$9.38
	\$3,200.00	Apr-24	22,767	1,564	6.87	\$2.05	3	4	771	778	1,178	\$4.11
TOTALS:	\$12,800.00		129,622	8,464	6.53	\$1.51	32	12	1,622	1,666	5,284	\$7.68

04/01/2023 - 03/31/2024



Display



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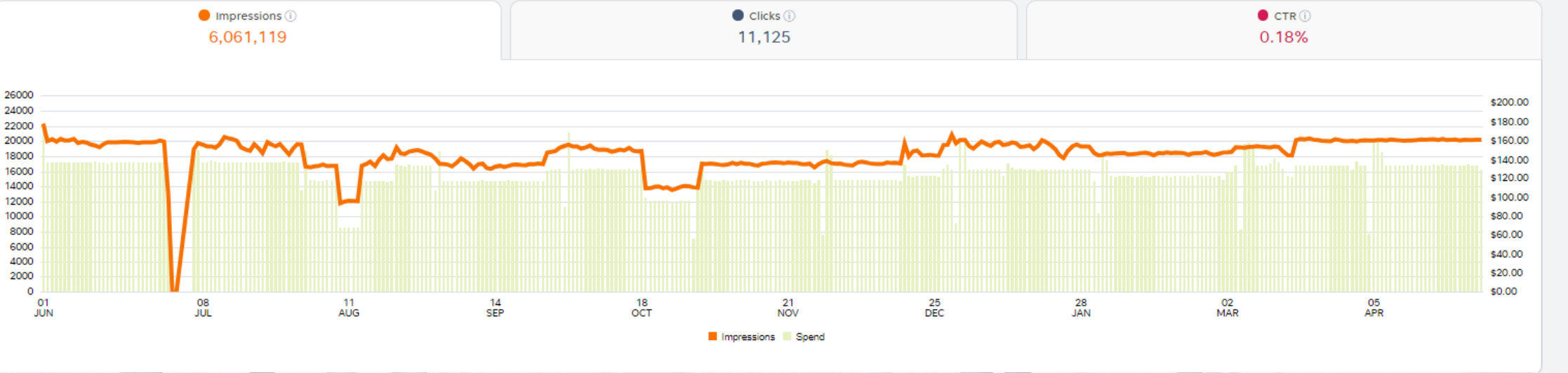
Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD Riverside Inland Empire Display	6,061,119	11,225	\$6.84	2	\$41,472.08
Total					

Display Activity by Date

Date	Impressions	Clicks	Website Visits (Viewthrough)	CTR	CPC	CPM	Spend	Walk-ins	CPW	Video Views	100% watched
Total	6,061,119	11,125	392	0.18%	\$3.73	\$6.84	\$41,472.08	522	\$79.45	180,463	172,338

Custom: Jun 1, 2023 to Apr 30, 2024 Calendar Table Chart Custom - Close



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

4,425,984

Impressions
▼ -99,815

\$49,095.04

Cost
▲ \$954.80

\$11.09

CPM
▲ \$0.46

49,932

Clicks
▲ 7,471

\$0.98

CPC
▼ \$-0.15

1.83%

Clicks (All) CTR
▼ -66.87%

1,571

Post Reactions
▲ 6,730.43%

24

Post Shares
▲ 700.00%

47

Post Saves
▲ 840.00%

15,666

Video 100% Views
▲ 1,325.48%

TOP-PERFORMING AD SETS

Ad Set Name	Impressions	Link Clicks	Clicks (All)	Clicks (All) CTR	Page Likes	Post Reactions	Post Shares	Post Saves	Video 100% Views	Post Comments
18-45, Military	122,222	596	1,141	0.93%	0	3	2	1	0	0
18-55, Military/Online Learning/Adult Education	82,612	549	1,047	1.27%	0	19	0	2	40	0
Education, Online Learning, 18-50	240,114	3,953	5,496	2.29%	0	103	3	9	810	1
General 18-19	762,835	1,776	2,111	0.28%	0	1,173	5	14	7,707	1
Retargeting	579,883	13,762	17,712	3.05%	0	212	12	18	2,595	6
Some College, HS Grads, Adult Learners, 18-50	2,498,572	19,516	21,464	0.86%	0	60	2	3	4,417	0
Spanish - Education, Online Education/Adult Learner, High School Student	139,743	864	961	0.69%	0	1	0	0	97	0
Spanish - Parents	1	0	0	0.00%	0	0	0	0	0	0
Spanish - Work Industires	1	0	0	0.00%	0	0	0	0	0	0
Total	4,425,983	41,016	49,932	1.13%	0	1,571	24	47	15,666	8

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Shares	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR
Facebook	2,062,430	178	15	7	5,004	0	35,380	1.72%
Instagram	2,363,544	1,393	9	1	10,662	0	14,552	0.62%
Unknown	10	0	0	0	0	0	0	0.00%
Total	4,425,984	1,571	24	8	15,666	0	49,932	1.13%



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

\$22,162.19

Spend
▲ 973.05%

790,850

Impressions
▲ 847.94%

\$28.02

CPM
▲ 13.20%

23,892

Swipe Ups
▲ 1,154.83%

0.93

eCPSU
▼ -14.49%

3.02%

Swipe Up Percent
▲ 32.38%

1.18

Frequency
▲ 2.25%

68,841

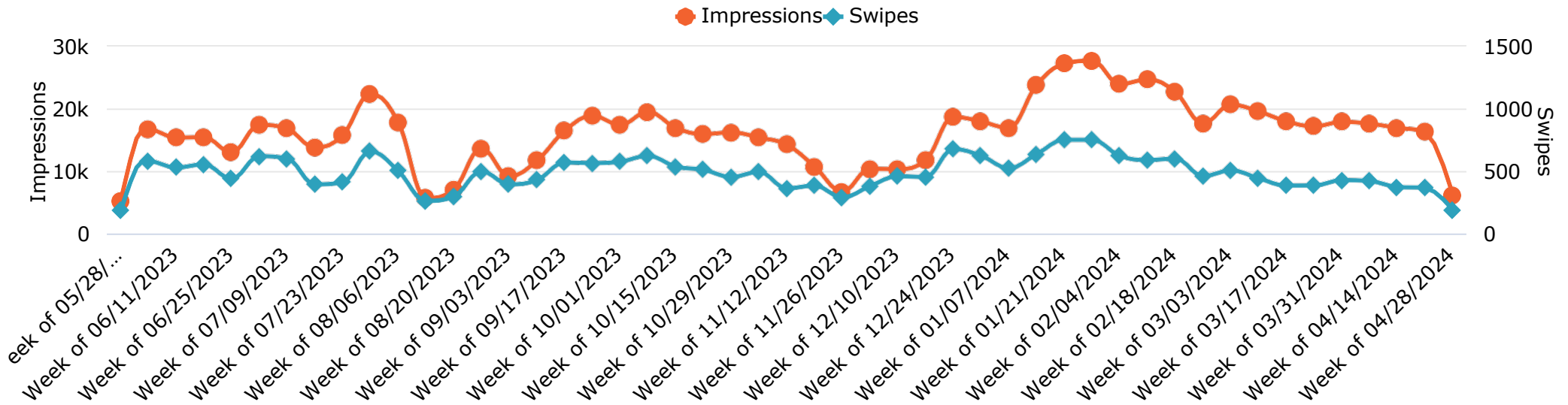
Video Views
▲ 1,231.55%

9,986

View Completion
▲ 951.16%

IMPRESSIONS VS. SWIPES

06/01/2023 - 04/30/2024



Snapchat Performance

TOP-PERFORMING ADS

06/01/2023 - 04/30/2024

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent	Video Views	View Completion
Video Ad 1 4.14.22	234,765	\$20.59	0.66	7,309	3.11%	22,234	3,778
Video Ad 2 4.14.22	194,313	\$15.69	0.72	4,213	2.17%	13,235	1,774
Static Ad Spanish 4.14.22	62,741	\$38.01	1.36	1,751	2.79%	5,435	972
Video - Inland Pre-Roll Snapchat Fall 2020	59,153	\$51.18	0.96	3,159	5.34%	11,171	919
Static Ad High School 4.14.22	53,002	\$22.68	1.07	1,127	2.13%	0	0
Inland_April2020_Snapchat_1 - Updated LP - 5.19.20	42,357	\$34.75	1.48	993	2.34%	0	0
Video Ad Spanish 4.14.22	38,498	\$61.03	1.14	2,066	5.37%	6,922	1,353
Video Ad Entertainment	35,254	\$22.83	1.13	710	2.01%	2,070	303
Video - Inland Authentic Narration Snapchat Fall 2020	32,288	\$49.20	1.00	1,588	4.92%	5,698	654
Inland_April2020_Snapchat_5 - Updated LP - 5.19.20	12,429	\$34.63	2.18	197	1.58%	0	0
Video - Inland Covid Voice Over Snapchat Fall 2020	11,728	\$43.83	1.14	450	3.84%	1,954	213
Copy of Inland_April2020_Snapchat_2 - Updated LP - 5.16.974		\$36.59	1.65	155	2.22%	0	0
Inland_April2020_Snapchat_3 - Updated LP - 5.19.20	2,082	\$38.08	1.89	42	2.02%	0	0
Inland_April2020_Snapchat_4 - Updated LP - 5.19.20	1,931	\$27.93	1.32	41	2.12%	0	0
Video 1	1,503	\$33.75	1.33	38	2.53%	82	7
Inland_April2020_Snapchat_2 - Updated LP - 5.19.20	1,457	\$37.59	1.24	44	3.02%	0	0
Video 2	375	\$31.27	1.30	9	2.40%	40	13
Total	790,850	\$28.02	0.93	23,892	3.02%	68,841	9,986

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 Performance

\$18,257.01

Cost
▲ 918.57%

857,832

Impressions
▲ 922.69%

474,574

Views
▲ 901.87%

55.32%

View rate
▼ -2.04%

298

Clicks
▲ 1,468.42%

\$0.04

CPV
▲ 1.67%

AD GROUP PERFORMANCE

06/01/2023 - 04/30/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	737,252	403,329	54.71%	283	73.98%	61.42%	55.80%	51.72%
Business Keywords	8,196	4,423	53.97%	3	72.63%	60.58%	55.42%	51.52%
Energy, Construction, Utilities	2,867	1,511	52.70%	0	69.09%	57.55%	52.56%	47.91%
Information, Communications, and Technolo	5,971	3,454	57.85%	1	76.39%	64.60%	59.77%	56.33%
Keywords	96,164	57,764	60.07%	6	77.97%	66.34%	61.56%	58.08%
Topics	4,536	2,537	55.93%	4	75.50%	63.07%	58.08%	54.09%
Welding	2,846	1,556	54.67%	1	71.41%	60.10%	54.61%	50.73%
Total	857,832	474,574	55.32%	298	74.41%	61.98%	56.46%	52.46%

AD PERFORMANCE

06/01/2023 - 04/30/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
We're ready for you !	261,441	151,676	58.02%	90	80.75%	67.44%	61.93%	58.27%
IEDRC/KVCR	158,032	74,801	47.33%	30	57.96%	47.58%	41.97%	37.77%
Inland Fall2019 Preroll1	104,330	64,331	61.66%	25	85.80%	72.49%	66.30%	61.90%
We're READY for you.	73,428	43,104	58.70%	45	80.95%	67.62%	62.44%	58.92%
Inland Fall 2021 Pre-Roll	61,575	37,121	60.29%	39	82.39%	69.53%	64.34%	60.50%
XIMENA IEDRC/KVCR	47,678	20,452	42.90%	19	54.57%	43.00%	37.45%	31.93%
Ready, Set, Career - Justi	35,058	21,321	60.82%	15	82.51%	69.59%	64.73%	61.01%
ERIC IEDRC/KVCR	31,525	12,647	40.12%	9	50.65%	40.31%	35.14%	30.73%
Total	773,067	425,453	55.03%	272	74.16%	61.73%	56.20%	52.19%

YouTube Spanish Performance

\$13,337.75

Cost
▲ 825.65%

667,189

Impressions
▲ 821.98%

400,908

Views
▲ 812.34%

60.09%

View rate
▼ -1.05%

336

Clicks
▲ 1,192.31%

\$0.03

CPV
▲ 1.46%

AD GROUP PERFORMANCE

06/01/2023 - 04/30/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Audiences	616,836	370,185	60.01%	326	82.34%	68.85%	63.24%	59.31%
Keywords	43,489	26,516	60.97%	10	83.19%	69.73%	64.36%	60.41%
Topics	6,864	4,207	61.29%	0	82.94%	70.14%	64.67%	60.99%
Total	667,189	400,908	60.09%	336	82.40%	68.92%	63.33%	59.40%

AD PERFORMANCE

06/01/2023 - 04/30/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Listo, Marca, Carrera -	548,743	326,875	59.57%	295	81.90%	68.28%	62.68%	58.71%
Ready, Set Career - Fabian	118,446	74,033	62.50%	41	84.74%	71.89%	66.34%	62.58%
Total	667,189	400,908	60.09%	336	82.40%	68.92%	63.33%	59.40%

YouTube Music Performance

\$14,555.07

Cost
▲ 656.97%

3,140,276

Impressions
▲ 665.53%

543

Clicks
▲ 1,772.41%

97.25%

View rate
▼ -1.05%

3,140,276

Impressions
▲ 821.98%

AD GROUP PERFORMANCE

06/01/2023 - 04/30/2024

Ad Group Name	Impressions	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Affinity Gamers	724,340	131	98.52%	98.03%	97.60%	97.03%
General	1,852,215	244	99.25%	98.85%	98.49%	98.05%
In-Market Education	563,721	168	97.18%	96.43%	95.83%	94.91%
Total	3,140,276	543	98.71%	98.23%	97.80%	97.25%

AD PERFORMANCE

06/01/2023 - 04/30/2024

Video Title	Impressions	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Ready, Set, Career at your local	2,469,271	461	98.78%	98.29%	97.87%	97.31%
Inland Youtube Music 15 Second v2	671,005	82	98.65%	98.22%	97.82%	97.26%
Total	3,140,276	543	98.75%	98.27%	97.86%	97.30%

TIKTOK



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\$33,850.04

Total Cost
▼ \$-6.94

3,570,246

Impressions
▼ -76,820

36,219

Clicks
▼ -965

\$9.47

CPM
▲ \$2.35

\$0.94

CPC
▲ \$0.33

1.01%

CTR
▼ -7.54%

3,466,822

Video Views
▼ -21.26%

TOP-PERFORMING AD SETS

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

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Thank You



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