

Interact Communications

Monthly Performance Report

02/01/2023 - 02/28/2023



Industry Benchmarks



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COLLEGES
CREATING SUCCESS

Campaign Benchmarks


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Total Campaign Metrics:

Total Impressions:

1,600,350

Total Visits:

9,822

View-Through Ad Visits:

192

Completed Video Views:

201,239

CPM = Cost Per Thousand Impressions

CPC = Cost Per Click

CTR = Click Through Rate On The Ad

CPCV = Cost Per Completed Video View

CPSU = Cost Per Swipe Up Or Visit To The Website

PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18 , **Your Average is \$3**

Average CTR is 4% , **Your Average is 5%**

Average Cost Per Contact is \$58 , **Your Average is \$32**

Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$20-\$25 , **Your Average is \$9**

Average CPC Custom Audience \$1.50 - \$2 , **Your Average is \$1.30**

Average CTR is .73% , **Your Average is 0.72%**

YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 20-25% , **Your Average is 71%**

Average cost per completed video view .15 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 \$10-\$15 , **Your Average is \$9**

PPC



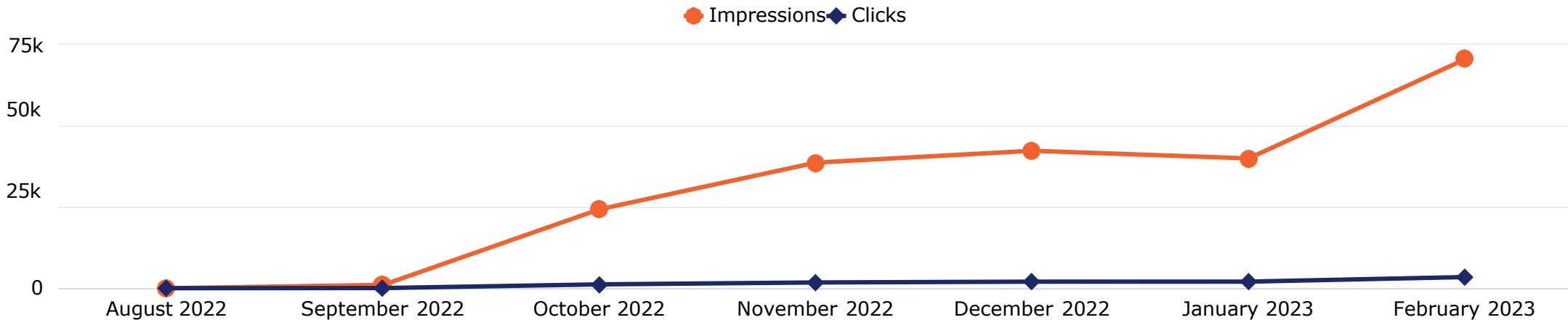
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PPC Performance

	Budget	Date	Impressions	Clicks	Click Through Rate %	Average CPC	Calls	Website Engagement	Total Leads	Web Events	Average Cost Per Engagement
North Carolina Community College System PPC 2022-2023	<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>Contact Us Clicked OR Visit To College's Direct Website</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>
	\$7,000.19	Oct-22	25,159	1,209	4.81	\$5.79	5	140	145	162	\$48.28
	\$7,000.19	Nov-22	37,806	1,702	4.50	\$4.11	5	195	200	195	\$35.00
	\$7,000.19	Dec-22	41,617	1,994	4.79	\$3.51	22	219	241	219	\$29.05
	\$7,000.19	Jan-23	42,487	2,117	4.98	\$3.31	24	268	268	219	\$26.12
	\$12,896.80	Feb-23	82,352	3,895	4.73	\$3.31	38	430	399	219	\$32.32
TOTALS:	\$40,897.56		229,421	10,917	4.76	\$3.75	94	1,252	1,253	1,014	\$32.64

03/01/2022 - 02/28/2023



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
community college	7.33%
Technical Community College	5.24%
community colleges	6.27%
find colleges	2.84%
vocational training school	7.16%
college degrees	3.77%
trade schools	3.05%
community college near me	4.14%
community colleges in	1.23%
community colleges in Charlotte	12.61%
online college classes	2.21%
online degree programs	2.41%
community college classes	6.20%
trade school	6.65%
vocational training	4.46%
college courses	4.96%
community college programs	4.57%
Emergency Medical Training	5.64%
job training programs	8.16%
college degree	4.50%

WEB EVENTS - CONTINUED

02/01/2023 - 02/28/2023

Event Name	Event Count
*College Location Website ...	166
*Contact Us Clicked	35
*Sector Insights Clicked	27
*Central Piedmont - Visit W...	19
*Wake Technical - Visit We...	14
*Fayetteville - Visit Website	9
*Guilford - Visit Website	9
*Cape Fear - Visit Website	8
*Rowan-Cabarrus - Visit W...	6
*Asheville-Buncombe - Visi...	5
*Craven Community - Visit ...	5
*Catawba - Visit Website	4

WEB EVENTS - CONTINUED

02/01/2023 - 02/28/2023

Event Name	Event Count
*Coastal Carolina - Visit W...	4
*Mitchell - Visit Website	4
*Carteret - Visit Website	3
*Durham - Visit Website	3
*Piedmont - Visit Website	3
*Sandhills - Visit Website	3
*South Piedmont - Visit We...	3
*Alamance - Visit Website	2
*Brunswick - Visit Website	2
*Caldwell - Visit Website	2
*Central Carolina - Visit We...	2
*Gaston - Visit Website	2



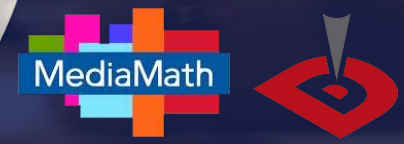
Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General College	71,410	3,447	4.83%
Career Programs	1,917	75	3.91%
Total	73,327	3,522	4.80%



Display



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Display Performance

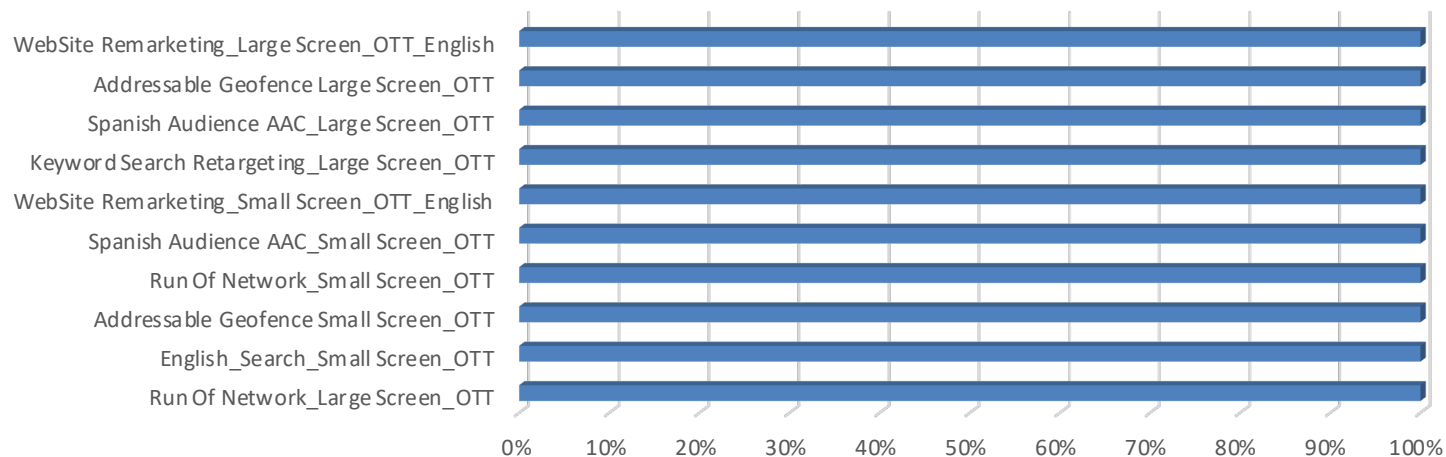
Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD N Carolina Community Colleges System Display	429,269	1,647	\$9.29	4	\$3,986.17
Total	429,269	1,647	\$9.29	4	\$3,986.17

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Addressable Geofence English_	104,811	210	0.20%	0
Website Remarketing_English_	90,125	171	0.19%	52
Lookalike Audience	89,133	405	0.45%	4
Curated Audience_Spanish	53,333	90	0.17%	0
Keyword Search Retargeting_English_	32,801	112	0.34%	0
Run Of Network_Large Screen_OTT	6,964	0	0.00%	4
English_Search_Small Screen_OTT	6,752	80	1.18%	4
Addressable Geofence Small Screen_OTT	6,093	176	2.89%	2
Run Of Network_Small Screen_OTT	6,049	48	0.79%	2
Spanish Audience AAC_Small Screen_OTT	6,045	61	1.01%	2
WebSite Remarketing_Small Screen_OTT_English	6,026	294	4.88%	14
Keyword Search Retargeting_Large Screen_OTT	5,830	0	0.00%	6
Spanish Audience AAC_Large Screen_OTT	5,829	0	0.00%	6
Addressable Geofence Large Screen_OTT	5,780	0	0.00%	4
WebSite Remarketing_Large Screen_OTT_English	3,698	0	0.00%	92
Totals:	429,269	1,647	0.38%	192

OTT Performance

Targeted Audiences Streaming OTT Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Run Of Network_Large Screen_OTT	6,964	6,889	6,795	6,787	6,773	6,737	97.79%
English_Search_Small Screen_OTT	6,752	6,771	5,803	5,420	5,186	4,975	73.48%
Addressable Geofence Small Screen_OTT	6,093	6,174	4,096	3,332	2,993	2,658	43.05%
Run Of Network_Small Screen_OTT	6,049	5,991	4,967	4,582	4,349	3,979	66.42%
Spanish Audience AAC_Small Screen_OTT	6,045	6,018	4,244	3,631	3,348	3,001	49.87%
WebSite Remarketing_Small Screen_OTT_English	6,026	6,098	4,212	3,350	3,045	2,771	45.44%
Keyword Search Retargeting_Large Screen_OTT	5,830	6,089	6,011	5,959	5,953	5,901	96.91%
Spanish Audience AAC_Large Screen_OTT	5,829	6,127	5,995	5,973	5,932	5,858	95.61%
Addressable Geofence Large Screen_OTT	5,780	5,914	5,864	5,830	5,811	5,771	97.58%
WebSite Remarketing_Large Screen_OTT_English	3,698	3,748	3,718	3,717	3,701	3,639	97.09%
Totals:	59,066	59,819	51,705	48,581	47,091	45,290	75.71%

Impressions



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

575,743

Impressions

▼ -243,039

\$5,376.66

Cost

▼ -\$727.22

\$9.34

CPM

▲ \$1.88

4,150

Clicks

▼ -1,790

\$1.30

CPC

▲ \$0.27

0.72%

Clicks (All) CTR

▼ -0.65%

46

Post Reactions

▼ -50.00%

10

Post Saves

▼ -41.18%

99

Video 100% Views

▼ -69.44%

4,385

Post Engagements

▼ -49.23%

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
25-44 In-Market Education, Online Learning, Adult/Career Learners	56,542	326	439	0.78%	0	19	3	0	0	349
25-44 Workforce Industries for healthcare, education, IT, hospitality	8	0	0	0.00%	0	0	0	0	0	0
CRM List	8,335	23	33	0.40%	0	0	0	5	0	157
CRM List - Spanish	86	0	0	0.00%	0	0	0	0	0	0
Interests 25-44 In-Market Education, Online Learning, Adult/Career Learners	200,096	1,078	1,436	0.72%	0	4	0	44	0	1,640
Interests 25-44 Podcasts, Education, In-Car Listening, Gaming, Tech, Community -Spanish	69,719	479	588	0.84%	0	18	7	0	0	507
Interests 25-44 Podcasts, Education, In-Car Listening, Gaming, Tech, Community.	239,347	1,265	1,639	0.68%	0	5	0	50	0	1,716
Interests 25-44 Workforce Industries for healthcare, education, IT, hospitality	1,610	11	15	0.93%	0	0	0	0	0	16
Total	575,743	3,182	4,150	0.72%	0	46	10	99	0	4,385

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
Interests 25-44 Podcasts,...	Carousel Ad	https://www.facebook.com/1105256245	178,884	957	1,285	0	5	0	0	0	0.72%	963
Interests 25-44 In-Market ...	Carousel Ad	https://www.facebook.com/1105256245	147,817	800	1,128	0	3	0	0	0	0.76%	803
Interests 25-44 Podcasts,...	Carousel Ad (S...	https://www.facebook.com/1105256245	69,719	479	588	0	18	0	7	0	0.84%	507
25-44 In-Market Educatio...	Carousel Ad (S...	https://www.facebook.com/1105256245	56,542	326	439	0	19	0	3	0	0.78%	349
Interests 25-44 Podcasts,...	Static Ad	https://www.facebook.com/1105256245	54,842	281	322	0	0	0	0	0	0.59%	281
Interests 25-44 In-Market ...	Static Ad	https://www.facebook.com/1105256245	47,007	250	275	0	1	0	0	0	0.58%	251
Interests 25-44 Podcasts,...	Video Ad 10.2...	https://www.facebook.com/1105256245	5,621	27	32	0	0	0	0	50	0.57%	472
Interests 25-44 In-Market ...	Video Ad 10.2...	https://www.facebook.com/1105256245	5,272	28	33	0	0	0	0	44	0.63%	586
CRM List	Carousel Ad	https://www.facebook.com/1105256245	4,674	16	22	0	0	0	0	0	0.47%	16
CRM List	Video Ad 10.2...	https://www.facebook.com/1105256245	2,344	2	6	0	0	0	0	5	0.26%	136
Interests 25-44 Workforc...	Carousel Ad	https://www.facebook.com/1105256245	1,351	9	13	0	0	0	0	0	0.96%	9
CRM List	Static Ad	https://www.facebook.com/1105256245	1,317	5	5	0	0	0	0	0	0.38%	5
Interests 25-44 Workforc...	Static Ad	https://www.facebook.com/1105256245	244	2	2	0	0	0	0	0	0.82%	2
CRM List - Spanish	Carousel Ad (S...	https://www.facebook.com/1105256245	86	0	0	0	0	0	0	0	0.00%	0
Interests 25-44 Workforc...	Video Ad 10.2...	https://www.facebook.com/1105256245	15	0	0	0	0	0	0	0	0.00%	5
25-44 Workforce Industri...	Carousel Ad (S...	https://www.facebook.com/1105256245	8	0	0	0	0	0	0	0	0.00%	0
Total	--	--	575,743	3,182	4,150	0	46	0	10	99	0.72%	4,385

Facebook & Instagram Performance

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	387,327	24	0	66	0	3,001	0.77%	3,116
Instagram	188,416	22	0	33	0	1,149	0.61%	1,269
Total	575,743	46	0	99	0	4,150	0.72%	4,385



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

\$3,022.55

Cost
▼ -1.18%

164,941

Impressions
▼ -0.25%

102,147

Views
▲ 32.35%

61.93%

View rate
▲ 32.68%

39

Clicks
▼ -49.35%

\$0.03

CPV
▼ -25.34%

AD GROUP PERFORMANCE

02/01/2023 - 02/28/2023

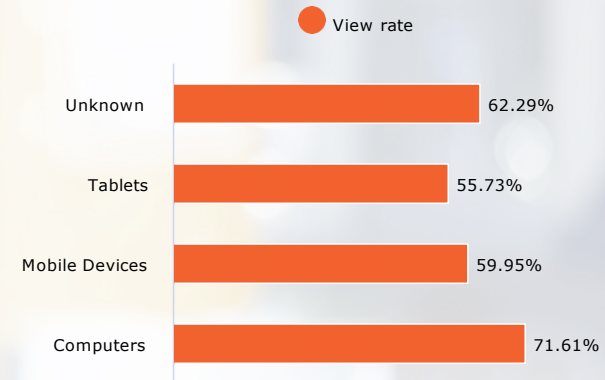
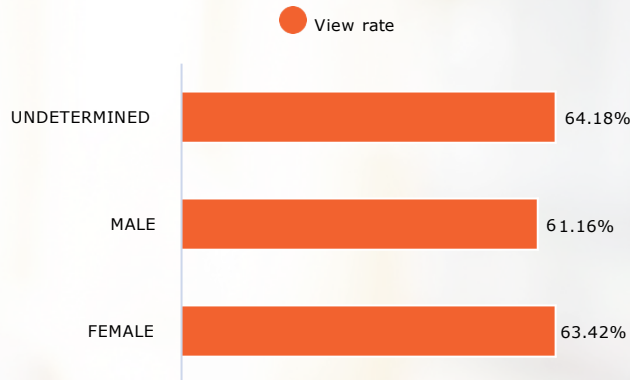
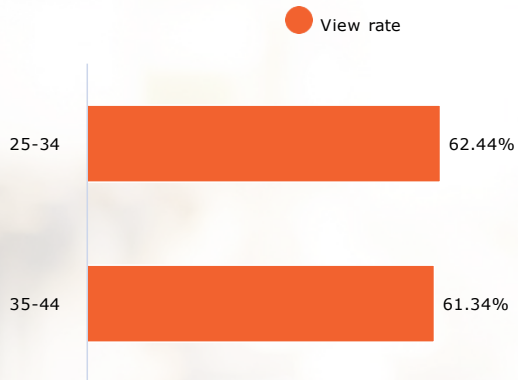
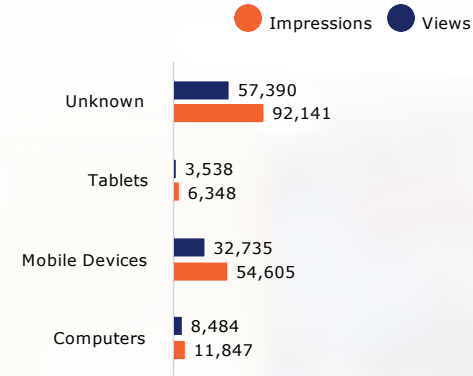
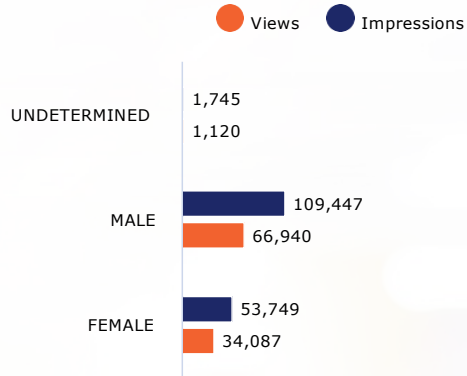
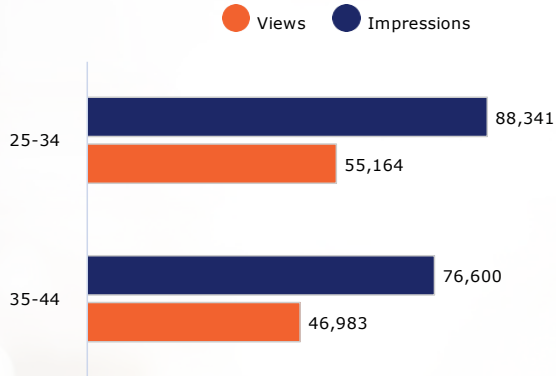
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	143,631	88,482	61.60%	34	84.46%	71.93%	66.60%	62.30%
Employment Construction, Hospitality, Government, Education, Health, Retail	21,310	13,665	64.12%	5	85.77%	74.50%	69.88%	65.57%
Total	164,941	102,147	61.93%	39	84.63%	72.26%	67.03%	62.72%

AD PERFORMANCE

02/01/2023 - 02/28/2023

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Turn over a new YOU!	164,941	102,147	61.93%	39	84.63%	72.26%	67.03%	62.72%
Total	164,941	102,147	61.93%	39	84.63%	72.26%	67.03%	62.72%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	90.30%	83.24%	79.74%	75.42%
Mobile Devices	83.33%	71.13%	65.32%	60.62%
Tablets	83.33%	67.27%	61.20%	56.28%
Unknown	84.74%	71.82%	66.77%	62.73%

Age Range	25%	50%	75%	100%
25-34	84.67%	72.81%	67.64%	63.49%
35-44	84.59%	71.62%	66.31%	61.82%

Gender	25%	50%	75%	100%
FEMALE	86.40%	73.68%	68.24%	63.90%
MALE	83.72%	71.48%	66.37%	62.07%
UNDETERMI...	87.53%	77.02%	71.28%	67.13%

YouTube Spanish Performance

\$1,991.49

Cost
▼ -2.49%

87,772

Impressions
▼ -5.19%

62,703

Views
▲ 28.27%

71.44%

View rate
▲ 35.30%

48

Clicks
▼ -50.00%

\$0.03

CPV
▼ -23.98%

AD GROUP PERFORMANCE

02/01/2023 - 02/28/2023

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	69,419	48,677	70.12%	35	89.81%	79.97%	75.07%	70.57%
Employment Construction, Hospitality, Government, Education, Health, Retail	18,353	14,026	76.42%	13	91.93%	84.47%	80.54%	76.16%
Total	87,772	62,703	71.44%	48	90.26%	80.91%	76.21%	71.74%

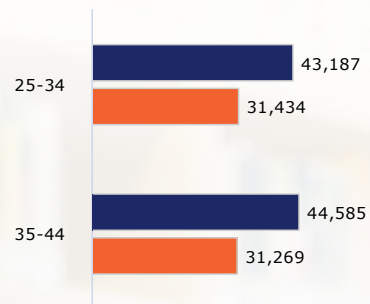
AD PERFORMANCE

02/01/2023 - 02/28/2023

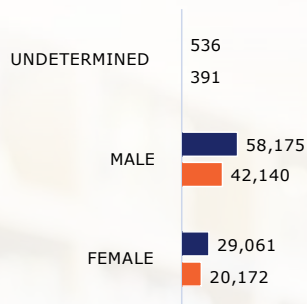
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
¡Transfórmate en un nuevo tú!	87,772	62,703	71.44%	48	90.26%	80.92%	76.22%	71.74%
Total	87,772	62,703	71.44%	48	90.26%	80.92%	76.22%	71.74%

YouTube Performance

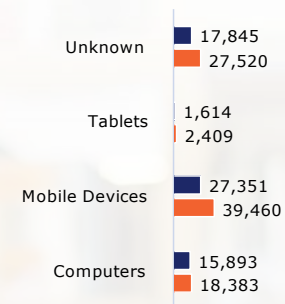
● Views ● Impressions



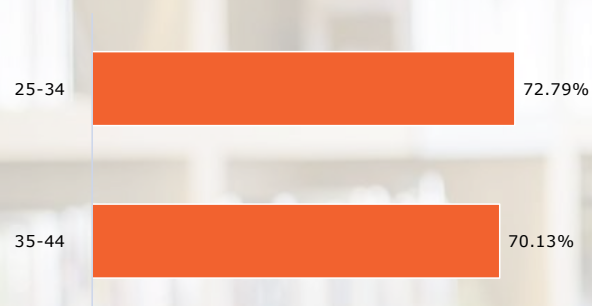
● Views ● Impressions



● Impressions ● Views



● View rate



● View rate



● View rate



Device Type	25%	50%	75%	100%
Computers	95.39%	92.03%	90.05%	86.56%
Mobile Devices	89.06%	79.35%	74.13%	69.24%
Tablets	88.58%	77.49%	72.38%	67.26%
Unknown	88.43%	75.45%	69.59%	65.05%

Age Range	25%	50%	75%	100%
25-34	90.55%	81.79%	77.25%	73.04%
35-44	89.97%	80.02%	75.15%	70.40%

Gender	25%	50%	75%	100%
FEMALE	90.20%	79.83%	74.55%	69.96%
MALE	90.24%	81.36%	76.94%	72.53%
UNDETERMIN...	92.96%	85.53%	81.91%	76.77%

Spotify



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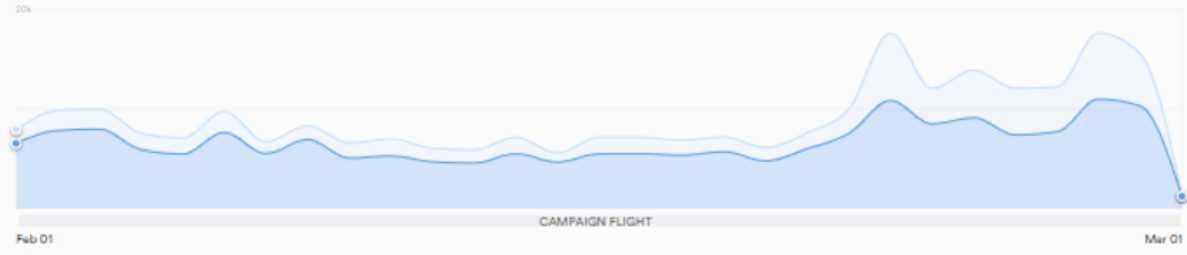
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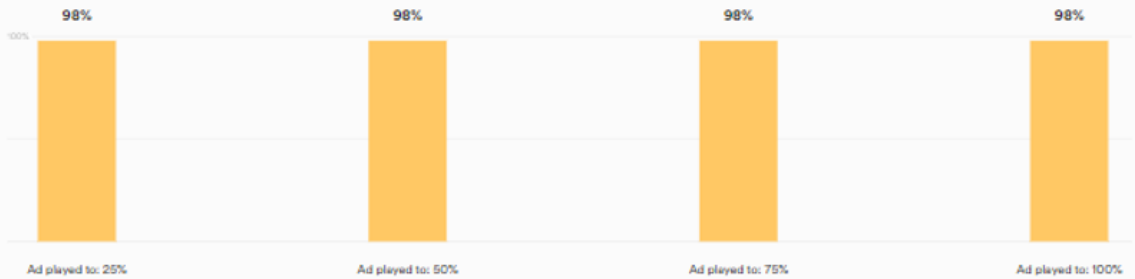
Spotify Performance

IMPRESSIONS **260,273** REACH **80,301** FREQUENCY **3.24** COMPLETION RATE **97.57%** CLICKS **46**

Because your spend changes over time based on delivery, your final bill may be different from what you see in the Ad Studio dashboard. [Learn about billing.](#)



Audio results



Cumulative Chart

Platform	October	November	December	January	February	Total
Social Media: Facebook & Instagram						
Impressions	539,661	924,096	541,643	818,782	575,743	3,399,925
Clicks	4,051	7,205	4,343	5,940	4,150	25,689
Engagements	92	149	84	109	46	480
Digital Marketing - Display Ads						
Impressions	591,627	257,349	238,445	341,357	429,269	1,858,047
Clicks	797	280	309	552	1,647	3,585
Cost Per Thousand Impressions (CPM)	\$8.35	\$15.40	\$15.37	\$11.82	\$9.29	\$ 12.05
Pay Per Click						
Impressions	25,159	37,806	41,617	42,287	82,352	229,221
Visits to Websites (Clicks)	1,209	1,702	1,994	2,117	3,895	10,917
Calls	5	5	22	24	38	94
Average Cost per Visit (CPC)	\$5.79	\$4.11	\$3.51	\$3.31	\$3.31	\$4.01
Average Cost per Contact	\$48.28	\$35.00	\$29.05	\$26.12	\$32.32	\$34.15
Click Thru Rate	4.81%	4.50%	4.79%	4.98%	4.73%	4.76%
YouTube Marketing - English						
Impressions	249,563	216,746	147,416	165,349	164,941	944,015
Completed Views	141,522	113,599	74,960	77,178	102,147	509,406
Clicks	75	81	70	77	39	342
Cost Per View	\$0.04	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04
YouTube Marketing - Spanish						
Impressions	159,197	169,980	93,148	92,581	87,772	602,678
Completed Views	73,890	94,965	54,402	48,882	62,703	334,842
Clicks	152	114	87	96	48	497
Cost Per View	\$0.05	\$0.04	\$0.04	\$0.04	\$0.03	\$0.04
Tik Tok (English)						
Impressions	430,244	449,231	415,363	712,374		2,007,212
Clicks	3,023	3,021	2,911	4,843		13,798
Reach	82,309	74,068	72,214	85,521		314,112
Cost Per Thousand Impressions (CPM)	\$13.44	\$12.70	\$13.90	\$8.26		\$12.08
Cost Per Contact (CPC)	\$1.92	\$1.88	\$1.98	\$1.22		\$1.75
Tik Tok (Spanish)						
Impressions	21,871	10,861	6,245	13,197		52,174
Clicks	134	61	50	92		337
Reach	7,021	3,397	2,234	3,236		15,888
Cost Per Thousand Impressions (CPM)	\$13.00	\$12.62	\$15.14	\$9.00		\$12.44
Cost Per Contact (CPC)	\$2.12	\$2.24	\$1.90	\$1.30		\$1.89
TOTAL IMPRESSIONS FOR ALL 5 MONTHS (ALL PUBLISHERS)						9,041,435

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