



Interact Communications

Monthly Performance Report

01/01/2023 - 01/31/2023



REACHLOCAL®

Industry Benchmarks



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NC COMMUNITY
COLLEGES
CREATING SUCCESS

Campaign Benchmarks


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Total Campaign Metrics:

Total Impressions:

2,420,704

Total Visits:

13,802

View-Through Ad Visits:

182

Completed Video Views:

836,755

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 \$3.31**

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

Average Cost Per Contact is \$58 , **Your Average is \$26**

Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$20-\$25 , **Your Average is \$7**

Average CPC Custom Audience \$1.50 - \$2 , **Your Average is \$1.00**

Average CTR is .73% , **Your Average is 0.73%**

YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 20-25% , **Your Average is 52%**

Average cost per completed video view .15 cents , **Your Average is .04**

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 \$11**

PPC



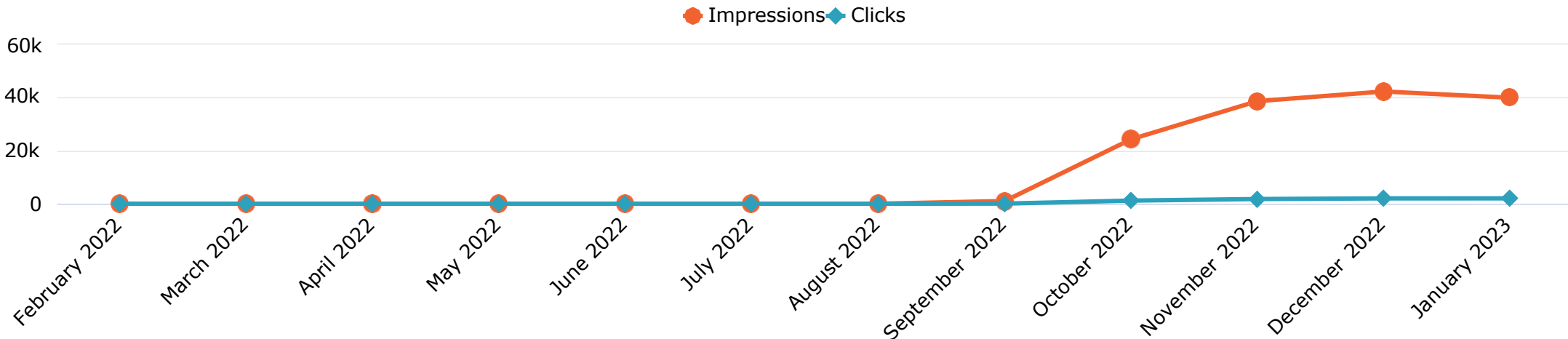
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PPC Performance

	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-22	42,487	2,117	4.98	\$3.31	24	268	268	219	\$26.12
TOTALS:	\$28,000.76		147,069	7,022	4.77	\$3.99	56	822	854	795	\$32.79

02/01/2022 - 01/31/2023



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
community college	8.35%
Technical Community C...	4.77%
find colleges	2.84%
community colleges	5.83%
vocational training school	7.37%
college degrees	3.47%
vocational training	4.56%
trade schools	2.98%
technical college	3.46%
jobs that only require a c...	22.92%
college courses	4.65%
Emergency Medical Trai...	8.65%
best community colleges	23.53%
community colleges ne...	5.52%
trade school	8.33%
quick certifications that ...	11.67%
automotive training	3.02%
online college courses	15.79%
2 year degrees	10.87%
career training	11.11%

WEB EVENTS - CONTINUED 01/01/2023

Event Name	Event Count
*College Location Website...	83
*Contact Us Clicked	16
*Sector Insights Clicked	14
*Central Piedmont - Visit ...	12
*Guilford - Visit Website	12
*Durham - Visit Website	7
*Coastal Carolina - Visit W...	6
*Gaston - Visit Website	6
*Wake Technical - Visit We...	5
*Cape Fear - Visit Website	4
*Central Carolina - Visit We...	4
*Davidson-Davie - Visit We...	4

WEB EVENTS - CONTINUED 01/01/2023

Event Name	Event Count
*Johnston - Visit Website	4
*Mitchell - Visit Website	4
*Nash - Visit Website	4
*Alamance - Visit Website	3
*Asheville-Buncombe - Visi...	3
*Caldwell - Visit Website	3
*Cleveland - Visit Website	3
*Fayetteville - Visit Website	3
*Tri-Country - Visit Website	3
*Albemarle - Visit Website	2
*Brunswick - Visit Website	2
*Catawba - Visit Website	2



Top Performing Text Ads

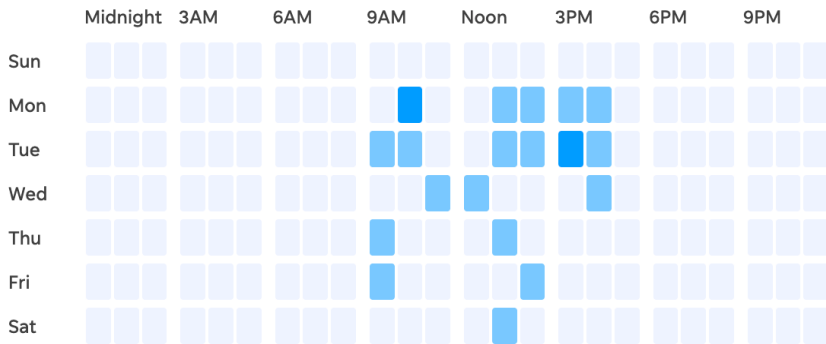
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General College	77,596	3,980	5.13%
Career Programs	1,118	50	4.47%
Total	78,714	4,030	5.12%

CALLS BY TIME & DAY

You're generating an average of **5 phone calls** each week.

12/30/22 - 01/25/23 ▾ 1 Campaign ▾



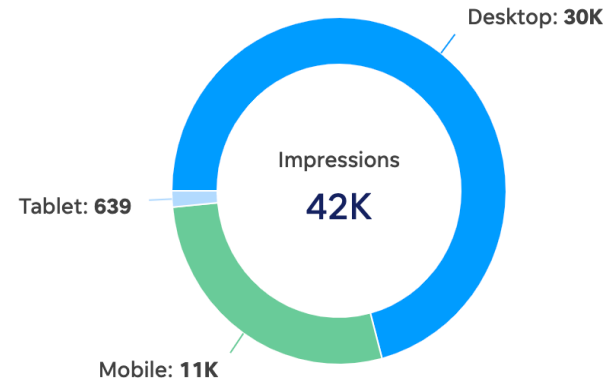
● 0 Calls ● 1-2 Calls ● 3-4 Calls ● 5-6 Calls ● 7-8 Calls

Calls: 24
Calls Connected: 24

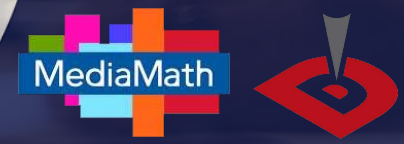
DEVICE BREAKDOWN

71% of your Impressions came from prospective customers on their desktop devices.

12/30/22 - 01/25/23 ▾ Running Campaigns ▾



Display



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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD N Carolina Community Colleges System Display	341,357	552	\$11.82	0	\$4,034.00
Total	341,357	552	\$11.82	0	\$4,034.00

Targeting Tactic	Impressions	Clicks	CTR	Viewthrough Visits
Addressable Geofencing English	75,488	120	0.16%	4
Lookalike Audience	69,097	152	0.22%	0
Curated Spanish Audience	67,168	81	0.12%	2
Keyword Search Retargeting English	64,832	67	0.10%	2
Website Remarketing English	64,772	132	0.20%	46
English Audience_RON_Large Screen_OTT	7,174	1	0.01%	2
Addressable Geofencing English Large Screen_OTT	6,763	0	0.00%	4
Search Retargeting Large Screen_OTT	6,538	0	0.00%	6
Website Remarketing_Large Screen_OTT_English	6,238	0	0.00%	76
Curated Spanish Audience_Large Screen_OTT	6,191	0	0.00%	2
English Audience_RON_Small Screen_OTT	5,865	23	0.39%	2
WebSite_Small Screen_OTT_English	5,829	58	1.00%	28
Addressable Geofencing English Small Screen_OTT	5,764	43	0.75%	0
Curated Spanish Audience Small Screen_OTT	5,700	38	0.67%	6
English_Search_Small Screen_OTT	5,183	59	1.14%	2
Totals:	402,602	774	0.19%	182

OTT Performance

OTT Performance	Impressions	Clicks	CTR	Start	Complete	Complete Rate
English Audience_ROM_Large Screen_OTT	7,174	1	0.01%	7,234	7,076	97.82%
Addressable Geofencing English Large Screen_OTT	6,763	0	0.00%	6,804	6,670	98.03%
Search Retargeting Large Screen_OTT	6,538	0	0.00%	6,570	6,426	97.81%
Website Remarketing_Large Screen_OTT_English	6,238	0	0.00%	6,177	5,996	97.07%
Curated Spanish Audience_Large Screen_OTT	6,191	0	0.00%	6,238	6,031	96.68%
English Audience_ROM_Small Screen_OTT	5,865	23	0.39%	5,763	3,963	68.77%
WebSite_Small Screen_OTT_English	5,829	58	1.00%	5,705	2,864	50.20%
Addressable Geofencing English Small Screen_OTT	5,764	43	0.75%	5,721	3,570	62.40%
Curated Spanish Audience Small Screen_OTT	5,700	38	0.67%	5,632	2,962	52.59%
English_Search_Small Screen_OTT	5,183	59	1.14%	5,139	3,437	66.88%
Totals:	61,245	222	0.36%	60,983	48,995	80.34%

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

818,782

Impressions
▲ 277,139

\$6,103.88

Cost
▼ \$-207.36

\$7.45

CPM
▼ \$-4.20

5,940

Clicks
▲ 1,597

\$1.03

CPC
▼ \$-0.43

0.73%

Clicks (All) CTR
▼ -9.52%

92

Post Reactions
▲ 22.67%

17

Post Saves
▼ -5.56%

324

Video 100% Views
▼ -50.61%

8,637

Post Engagements
▼ -18.38%

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	40,833	240	324	0.79%	0	11	2	0	0	254
25-44 Workforce Industries for healthcare, education, IT, hospitality	47	0	0	0.00%	0	0	0	0	0	0
CRM List	8,669	21	31	0.36%	0	1	0	9	0	154
CRM List - Spanish	529	0	4	0.76%	0	0	0	4	0	14
Interests 25-44 In-Market Education, Online Learning, Adult/Career Learners	147,532	621	1,006	0.68%	0	16	1	21	0	1,048
Interests 25-44 Podcasts, Education, In-Car Listening, Gaming, Tech, Community -Spanish	166,350	1,011	1,485	0.89%	0	37	13	182	0	3,657
Interests 25-44 Podcasts, Education, In-Car Listening, Gaming, Tech, Community.	453,405	2,210	3,078	0.68%	0	27	1	108	1	3,501
Interests 25-44 Workforce Industries for healthcare, education, IT, hospitality	1,417	8	12	0.85%	0	0	0	0	0	9

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	279,013	1,396	1,957	0	9	0	1	0	0.70%	1,406
Interests 25-44 Podcasts,...	Static Ad	https://www.facebook.com/1105256245	151,668	725	984	0	15	1	0	0	0.65%	741
Interests 25-44 Podcasts,...	Carousel Ad (S...	https://www.facebook.com/1105256245	141,399	913	1,189	0	27	0	12	0	0.84%	955
Interests 25-44 In-Market ...	Carousel Ad	https://www.facebook.com/1105256245	98,066	413	693	0	10	0	1	0	0.71%	424
Interests 25-44 In-Market ...	Static Ad	https://www.facebook.com/1105256245	42,379	182	275	0	5	0	0	0	0.65%	188
25-44 In-Market Educatio...	Carousel Ad (S...	https://www.facebook.com/1105256245	40,833	240	324	0	11	0	2	0	0.79%	254
Interests 25-44 Podcasts,...	Video Ad (Span...	https://www.facebook.com/1105256245	24,951	98	296	0	10	0	1	182	1.19%	2,702
Interests 25-44 Podcasts,...	Video Ad 10.2...	https://www.facebook.com/1105256245	22,724	89	137	0	3	0	0	108	0.60%	1,354
Interests 25-44 In-Market ...	Video Ad 10.2...	https://www.facebook.com/1105256245	7,087	26	38	0	1	0	0	21	0.54%	436
CRM List	Carousel Ad	https://www.facebook.com/1105256245	4,268	13	19	0	0	0	0	0	0.45%	13
CRM List	Static Ad	https://www.facebook.com/1105256245	2,826	7	10	0	1	0	0	0	0.35%	8
CRM List	Video Ad 10.2...	https://www.facebook.com/1105256245	1,575	1	2	0	0	0	0	9	0.13%	133
Interests 25-44 Workforc...	Carousel Ad	https://www.facebook.com/1105256245	1,134	6	10	0	0	0	0	0	0.88%	6
CRM List - Spanish	Carousel Ad (S...	https://www.facebook.com/1105256245	312	0	1	0	0	0	0	0	0.32%	0
Interests 25-44 Workforc...	Static Ad	https://www.facebook.com/1105256245	267	2	2	0	0	0	0	0	0.75%	2
CRM List - Spanish	Video Ad (Span...	https://www.facebook.com/1105256245	217	0	3	0	0	0	0	4	1.38%	14
25-44 Workforce Industri...	Carousel Ad (S...	https://www.facebook.com/1105256245	47	0	0	0	0	0	0	0	0.00%	0
Interests 25-44 Workforc...	Video Ad 10.2...	https://www.facebook.com/1105256245	16	0	0	0	0	0	0	0	0.00%	1
Total	--	--	818,782	4,111	5,940	0	92	1	17	324	0.73%	8,637

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	627,200	75	1	288	0	4,788	0.76%	7,310
Instagram	191,582	17	0	36	0	1,152	0.60%	1,327
Total	818,782	92	1	324	0	5,940	0.73%	8,637



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

\$3,058.80

Cost
▼ -0.40%

165,349

Impressions
▲ 12.16%

77,178

Views
▲ 2.96%

46.68%

View rate
▼ -8.21%

77

Clicks
▲ 10.00%

\$0.04

CPV
▼ -3.26%

AD GROUP PERFORMANCE

01/01/2023 - 01/31/2023

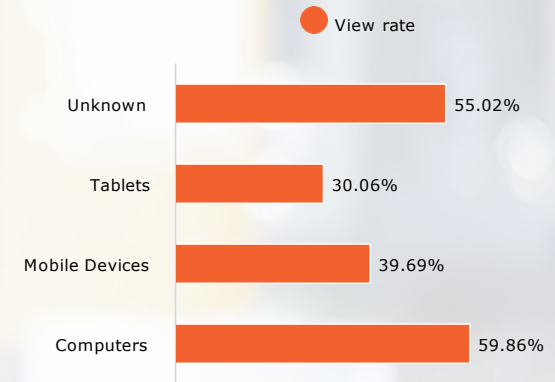
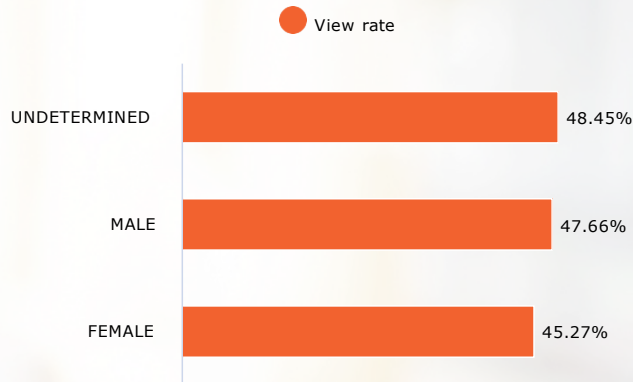
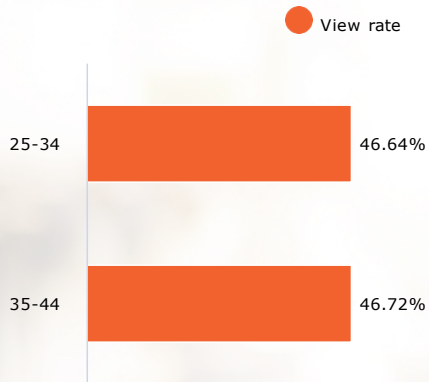
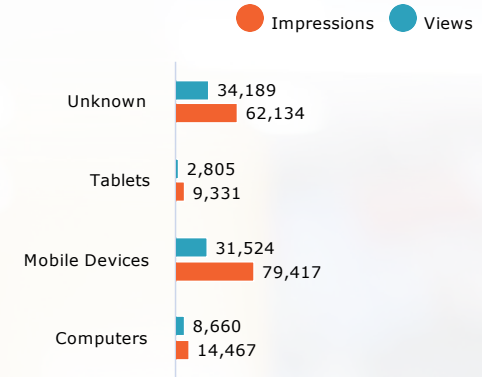
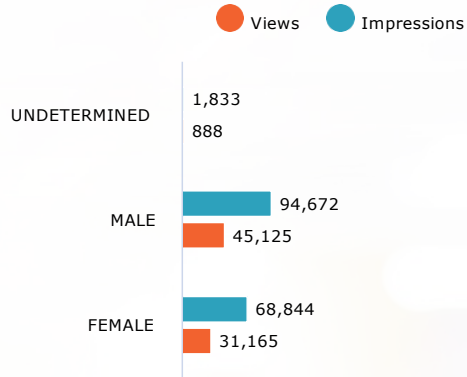
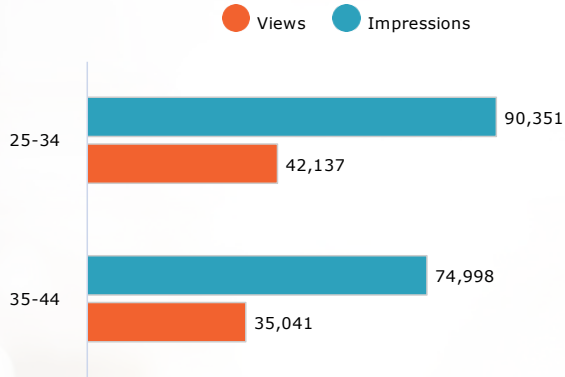
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	151,218	70,126	46.37%	68	74.01%	57.24%	51.14%	46.66%
Employment Construction, Hospitality, Government, Education, Health, Retail	14,131	7,052	49.90%	9	76.74%	62.33%	56.38%	50.91%
Total	165,349	77,178	46.68%	77	74.24%	57.68%	51.59%	47.02%

AD PERFORMANCE

01/01/2023 - 01/31/2023

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Turn over a new YOU!	165,349	77,178	46.68%	77	74.31%	57.76%	51.67%	47.10%
Total	165,349	77,178	46.68%	77	74.31%	57.76%	51.67%	47.10%

YouTube Performance



Device Type	25%	50%	75%	100%
Computers	82.79%	72.08%	67.70%	61.85%
Mobile Devices	69.30%	51.53%	44.58%	39.81%
Tablets	66.65%	42.76%	35.03%	29.87%
Unknown	79.76%	64.49%	59.36%	55.44%

Age Range	25%	50%	75%	100%
25-34	73.79%	57.86%	51.73%	47.06%
35-44	74.78%	57.45%	51.42%	46.97%

Gender	25%	50%	75%	100%
FEMALE	74.50%	56.43%	49.91%	45.37%
MALE	74.02%	58.52%	52.74%	48.19%
UNDETERMI...	76.15%	60.91%	55.15%	48.80%

YouTube Spanish

\$2,042.30

Cost
▼ -4.53%

92,581

Impressions
▼ -0.61%

48,882

Views
▼ -10.15%

52.80%

View rate
▼ -9.60%

96

Clicks
▲ 10.34%

\$0.04

CPV
▲ 6.26%

AD GROUP PERFORMANCE

01/01/2023 - 01/31/2023

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	68,057	35,572	52.27%	73	79.68%	63.95%	57.43%	52.62%
Employment Construction, Hospitality, Government, Education, Health, Retail	24,524	13,310	54.27%	23	80.55%	66.14%	59.84%	54.88%
Total	92,581	48,882	52.80%	96	79.91%	64.53%	58.07%	53.22%

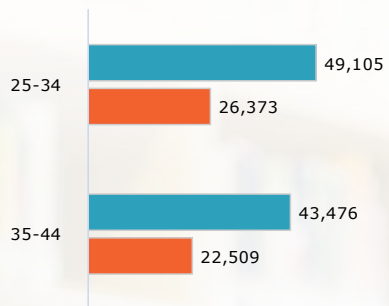
AD PERFORMANCE

01/01/2023 - 01/31/2023

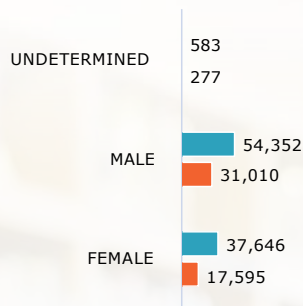
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
¡Transfórmate en un nuevo tú!	92,581	48,882	52.80%	96	79.91%	64.53%	58.07%	53.22%
Total	92,581	48,882	52.80%	96	79.91%	64.53%	58.07%	53.22%

YouTube Spanish

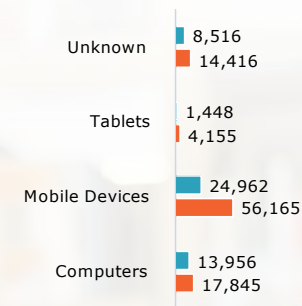
Views Impressions



Views Impressions



Impressions Views



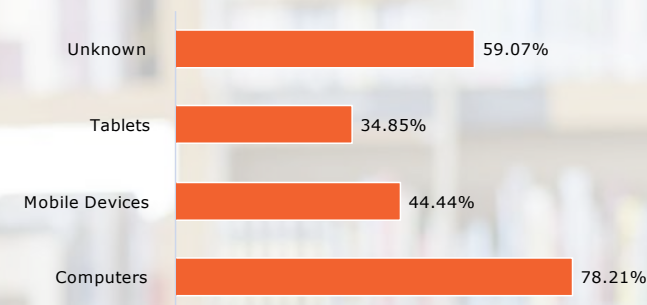
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	92.76%	88.16%	85.14%	80.50%
Mobile Devices	75.16%	57.01%	49.45%	44.40%
Tablets	74.17%	49.76%	40.66%	34.61%
Unknown	84.26%	68.98%	63.33%	59.34%

Age Range	25%	50%	75%	100%
25-34	80.09%	65.25%	58.95%	54.15%
35-44	79.71%	63.71%	57.08%	52.16%

Gender	25%	50%	75%	100%
FEMALE	77.95%	59.58%	52.16%	46.93%
MALE	81.28%	68.00%	62.23%	57.65%
UNDETERMIN...	79.96%	62.86%	55.78%	49.56%

Spotify



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Spotify Performance

IMPRESSIONS
234,567

REACH
76,055

FREQUENCY
3.08

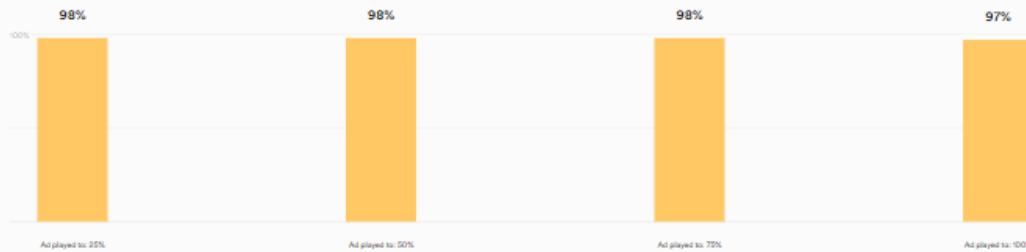
COMPLETION RATE
97.48%

CLICKS
81

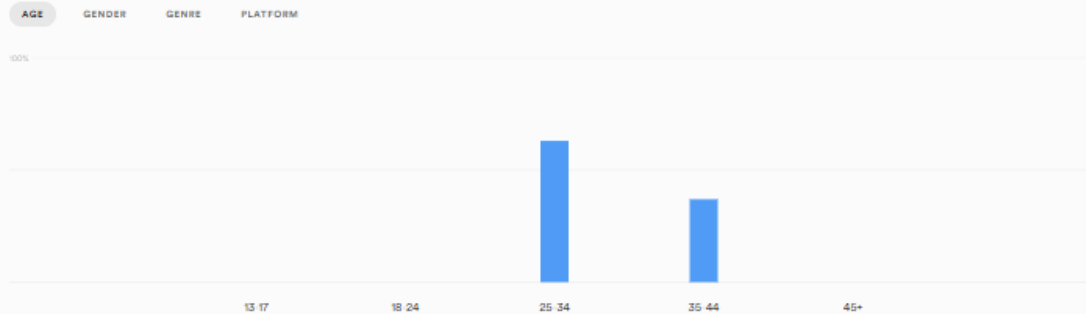
ⓘ Because your spend changes over time based on delivery, your final bill may be different from what you see in the Ad Studio dashboard. [Learn about billing.](#)



Audio results ⓘ



Audience results ⓘ



TIKTOK



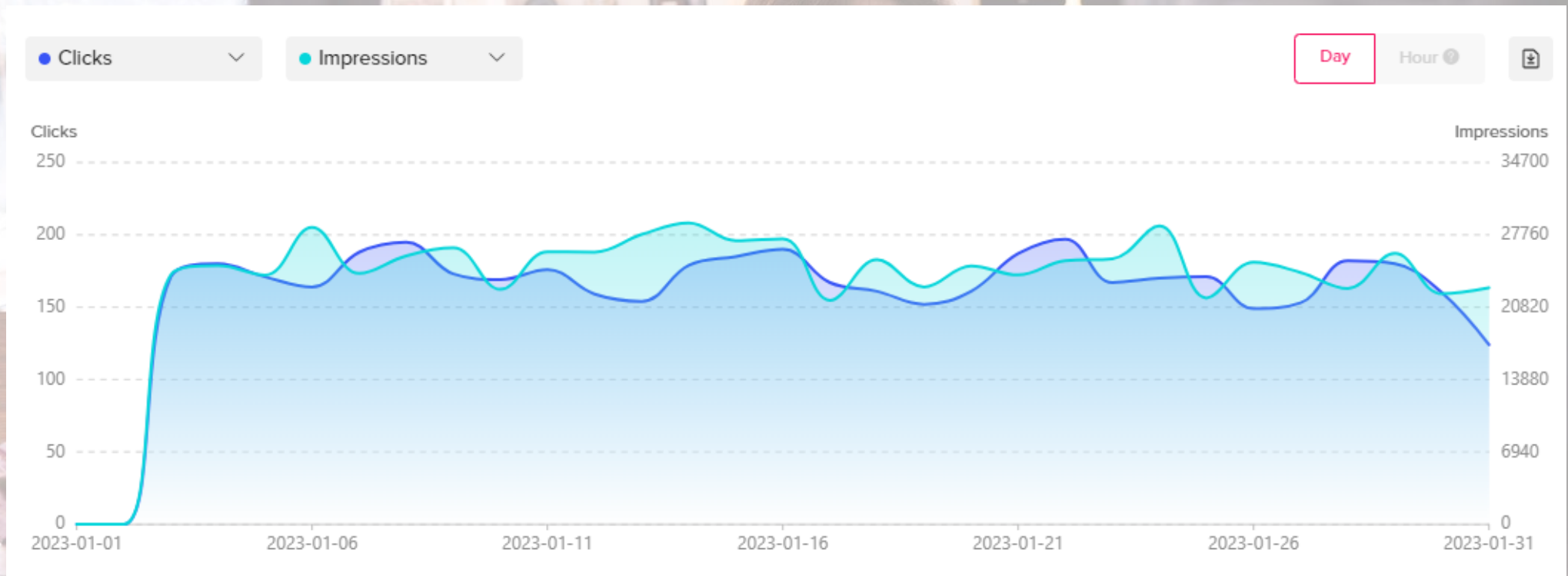
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TIKTOK

Ad Group Name	Cost	Impression	Reach	CPC	CPM	Click	CTR	Video views
English	5889.62	712374	85521	1.22	8.26	4843	0.68%	640939
Spanish	118.82	13197	3236	1.3	9	92	0.70%	12124
Total	6008.44	725571	86348	1.22	8.28	4935	0.68%	653063



Cumulative Chart

Platform	October	November	December	January	Total
Social Media: Facebook & Instagram					
Impressions	539,661	924,096	541,643	818,782	2,824,182
Clicks	4,051	7,205	4,343	5,940	21,539
Engagements	92	149	84	109	434
Digital Marketing - Display Ads					
Impressions	591,627	257,349	238,445	341,357	1,428,778
Clicks	797	280	309	552	1,938
Cost Per Thousand Impressions (CPM)	\$8.35	\$15.40	\$15.37	\$11.82	\$ 12.74
Pay Per Click					
Impressions	25,159	37,806	41,617	42,287	146,869
Visits to Websites (Clicks)	1,209	1,702	1,994	2,117	7,022
Calls	5	5	22	24	56
Average Cost per Visit (CPC)	\$5.79	\$4.11	\$3.51	\$3.31	\$4.18
Average Cost per Contact	\$48.28	\$35.00	\$29.05	\$26.12	\$34.61
Click Thru Rate	4.81%	4.50%	4.79%	4.98%	4.77%
YouTube Marketing - English					
Impressions	249,563	216,746	147,416	165,349	779,074
Completed Views	141,522	113,599	74,960	77,178	407,259
Clicks	75	81	70	77	303
Cost Per View	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04
YouTube Marketing - Spanish					
Impressions	159,197	169,980	93,148	92,581	514,906
Completed Views	73,890	94,965	54,402	48,882	272,139
Clicks	152	114	87	96	449
Cost Per View	\$0.05	\$0.04	\$0.04	\$0.04	\$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	52174
Clicks	134	61	50	92	337
Reach	7,021	3,397	2,234	3,236	15888
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

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