

# Interact Communications

## Monthly Performance Report

12/01/2022 - 12/31/2022



# Industry Benchmarks



REACHLOCAL®

**NC** COMMUNITY  
COLLEGES  
CREATING SUCCESS

# Campaign Benchmarks


**NC COMMUNITY COLLEGES**  
 CREATING SUCCESS

## Total Campaign Metrics:

### Total Impressions:

1,598,076

### Total Visits:

9,813

### View-Through Ad Visits:

140

### Completed Video Views:

548,838

*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 \$4**

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

Average Cost Per Contact is \$58 , **Your Average is \$29**

### Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$20-\$25 , **Your Average is \$11**

Average CPC Custom Audience \$1.50 - \$2 , **Your Average is \$1.85**

Average CTR is .73% , **Your Average is 0.80%**

### YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 20-25% , **Your Average is 58%**

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 \$13**

### Display Benchmarks , Industry Average & Your Average

Average CPM is \$10-\$15 , **Your Average is \$15**

# PPC



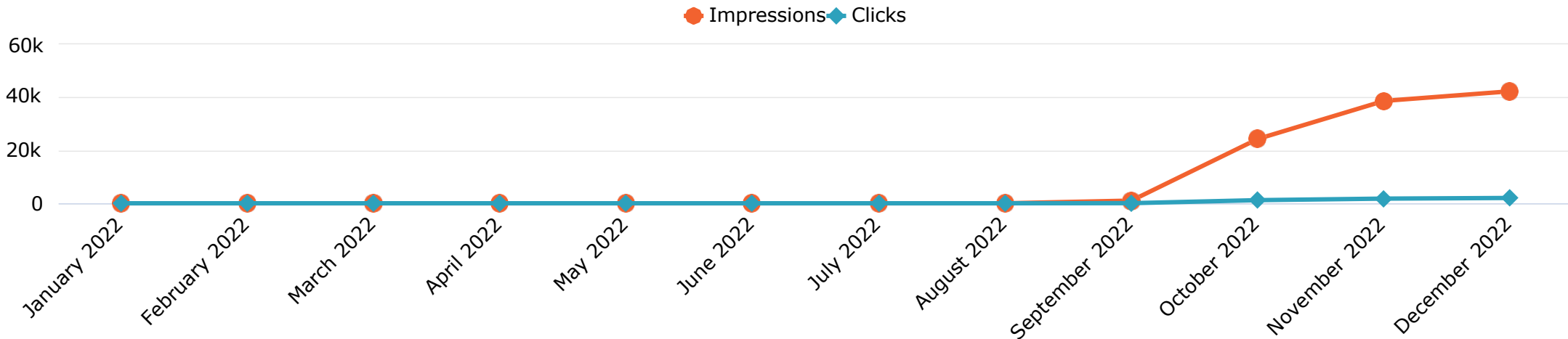
REACHLOCAL®



# PPC Performance

	Budget	Date	Impressions	Clicks	Click Through Rate %	Average CPC	Calls	Website Engagement	Total Leads	Web Events	Average Cost Per Engagement
<b>North Carolina Community College System PPC 2022-2023</b>	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	Contact Us Clicked OR Visit To College's Direct Website	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
	\$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
<b>TOTALS:</b>	<b>\$21,000.57</b>		<b>104,582</b>	<b>4,905</b>	<b>4.69</b>	<b>\$4.28</b>	<b>32</b>	<b>554</b>	<b>586</b>	<b>576</b>	<b>\$35.84</b>

01/01/2022 - 12/31/2022



# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
community college	6.63%
Technical Community C...	4.94%
find colleges	2.54%
community colleges	6.51%
vocational training school	7.44%
community college prog...	8.72%
college courses	9.52%
community colleges in ...	11.03%
automotive training	7.10%
trade schools	3.60%
trade school	11.11%
community college prog...	2.31%
community college clas...	6.88%
2 year degrees	13.71%
college degrees	2.68%
online degree programs	1.11%
vocational training	3.03%
Emergency Medical Trai...	8.18%
job training programs	10.48%
technical college	2.66%

## WEB EVENTS - CONTINUED 12/01/2022

Event Name	Event Count
*College Location Website...	115
*Sector Insights Clicked	20
*Contact Us Clicked	14
*Wake Technical - Visit We...	9
*Guilford - Visit Website	8
*Central Piedmont - Visit ...	6
*Catawba - Visit Website	4
*Central Carolina - Visit We...	4
*Fayetteville - Visit Website	4
*Wilkes - Visit Website	4
*Cleveland - Visit Website	3
*Coastal Carolina - Visit W...	3

## WEB EVENTS - CONTINUED 12/01/2022

Event Name	Event Count
*Montgomery - Visit Websi...	3
*Randolph - Visit Website	3
*Caldwell - Visit Website	2
*Davidson-Davie - Visit We...	2
*Isothermal - Visit Website	2
*Mitchell - Visit Website	2
*Nash - Visit Website	2
*Rockingham - Visit Website	2
*Wilson - Visit Website	2
*Alamance - Visit Website	1
*Albemarle - Visit Website	1
*Bladen - Visit Website	1



# Top Performing Text Ads

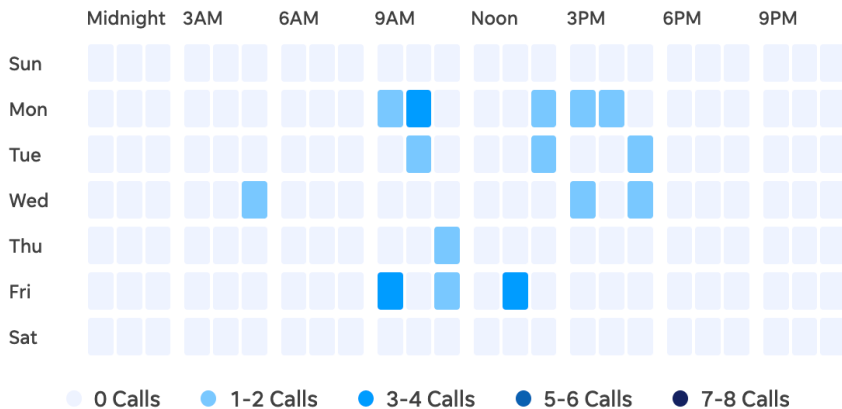
**AD PERFORMANCE**

Ad Group	Impressions	Clicks	CTR
General College	82,530	3,974	4.82%
Career Programs	1,526	112	7.34%
<b>Total</b>	<b>84,056</b>	<b>4,086</b>	<b>4.86%</b>

**CALLS BY TIME & DAY**

You're generating an average of **4 phone calls** each week.

11/28/22 - 12/26/22 ▾ 1 Campaign ▾

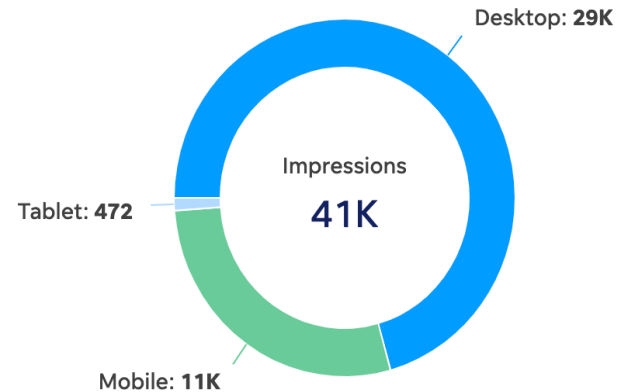


Calls: 22  
Calls Connected: 22

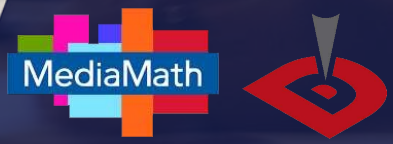
**DEVICE BREAKDOWN**

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

11/28/22 - 12/26/22 ▾ Running Campaigns ▾



# Display



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# Display Performance

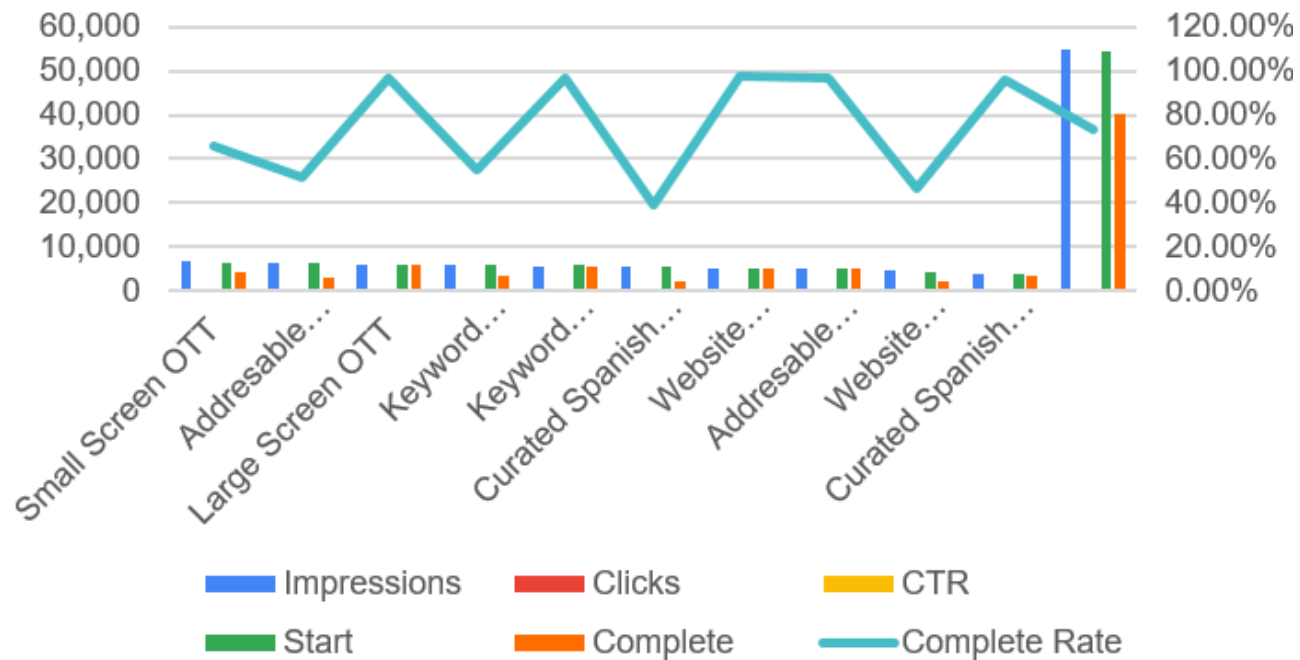
Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD   N Carolina Community Colleges System   Display	238,445	309	\$15.37	1	\$3,665.21
<b>Total</b>	<b>238,445</b>	<b>309</b>	<b>\$15.37</b>	<b>1</b>	<b>\$3,665.21</b>

Targeting Tactic	Impressions	Clicks	CTR	Viewthrough	Visits
Lookalike Audience	69,348	93	0.13%		6
Keyword Retargeting	67,062	61	0.09%		2
Addresable Geofencing	60,841	53	0.09%		2
Website Remarketing	60,522	129	0.21%		70
Curated Spanish Audience	53,380	59	0.11%		2
Small Screen OTT	6,603	24	0.36%		0
Addresable Geofencing OTT	6,212	11	0.18%		2
Large Screen OTT	6,079	1	0.02%		0
Keyword Retargeting OTT	5,947	55	0.92%		4
Keyword Retargeting OTT Large Screen	5,732	0	0.00%		0
Curated Spanish Audience OTT	5,580	40	0.72%		2
Website Remarketing OTT Large Screen	5,311	1	0.02%		26
Addresable Geofencing OTT Large Screen	5,069	0	0.00%		2
Website Remarketing OTT	4,507	33	0.73%		22
Curated Spanish Audience OTT Large Screen	3,747	0	0.00%		0
	<b>365,940</b>	<b>560</b>	<b>0.15%</b>		<b>140</b>

# Display Performance

OTT Performance	Impressions	Clicks	CTR	Start	Complete	Complete Rate
Small Screen OTT	6,603	24	0.36%	6,380	4,224	66.21%
Addressable Geofencing OTT	6,212	11	0.18%	6,162	3,155	51.20%
Large Screen OTT	6,079	1	0.02%	6,096	5,920	97.11%
Keyword Retargeting OTT	5,947	55	0.92%	5,919	3,258	55.04%
Keyword Retargeting OTT Large Screen	5,732	0	0.00%	5,815	5,619	96.63%
Curated Spanish Audience OTT	5,580	40	0.72%	5,563	2,191	39.39%
Website Remarketing OTT Large Screen	5,311	1	0.02%	5,297	5,160	97.41%
Addressable Geofencing OTT Large Screen	5,069	0	0.00%	5,110	4,928	96.44%
Website Remarketing OTT	4,507	33	0.73%	4,434	2,072	46.73%
Curated Spanish Audience OTT Large Screen	3,747	0	0.00%	3,775	3,631	96.19%
	<b>54,787</b>	<b>165</b>	<b>0.30%</b>	<b>54,551</b>	<b>40,158</b>	<b>73.62%</b>

Chart Title



# Facebook & Instagram



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## *Why Are These Metrics Important?*

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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

541,643

Impressions  
▼ -382,453

\$6,311.24

Cost  
▼ \$-7,903.78

\$11.65

CPM  
▼ \$-3.73

4,343

Clicks  
▼ -2,862

\$1.45

CPC  
▼ \$-0.52

0.80%

Clicks (All) CTR  
▲ 2.83%

75

Post Reactions  
▼ -44.44%

9

Post Shares  
▼ -35.71%

18

Post Saves  
▼ -64.00%

656

Video 100% Views  
▼ -18.00%

**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
CRM List	5,783	19	29	0.50%	0	0	0	0	3	0
CRM List - Spanish	1,256	5	10	0.80%	0	0	0	0	8	0
Interests 25-44   Podcasts, Education, In-Car Listening, Gaming, Tech, Community -Spanish	155,019	871	1,748	1.13%	0	60	8	17	539	1
Interests 25-44   Podcasts, Education, In-Car Listening, Gaming, Tech, Community.	379,585	2,007	2,556	0.67%	0	15	1	1	106	1
<b>Total</b>	<b>541,643</b>	<b>2,902</b>	<b>4,343</b>	<b>0.80%</b>	<b>0</b>	<b>75</b>	<b>9</b>	<b>18</b>	<b>656</b>	<b>2</b>

# Facebook & Instagram Performance

## TOP PERFORMING ADS

Adset Name	Ad Name	AdPreviewURL	Impressions	Inline link clicks	Clicks	Action: Page Likes	Action: Post Reactions	Action: Post Shares	Action: Post Comments	On-Site Conversion: Post Save	Video 100% Views	CTR
Interests 25-44   Podcasts, ...	Carousel Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	278,200	1,586	1,917	0	9	1	1	1	0	0.69%
Interests 25-44   Podcasts, ...	Carousel Ad (Sp...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	104,142	637	879	0	33	6	0	12	0	0.84%
Interests 25-44   Podcasts, ...	Static Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	86,705	347	527	0	5	0	0	0	0	0.61%
Interests 25-44   Podcasts, ...	Video Ad (Spani...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	50,877	234	869	0	27	2	1	5	539	1.71%
Interests 25-44   Podcasts, ...	Video Ad   10.25...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	14,680	74	112	0	1	0	0	0	106	0.76%
CRM List	Carousel Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	3,119	15	18	0	0	0	0	0	0	0.58%
CRM List	Static Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	2,101	3	9	0	0	0	0	0	0	0.43%
CRM List - Spanish	Carousel Ad (Sp...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	777	4	5	0	0	0	0	0	0	0.64%
CRM List	Video Ad   10.25...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	563	1	2	0	0	0	0	0	3	0.36%
CRM List - Spanish	Video Ad (Spani...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	479	1	5	0	0	0	0	0	8	1.04%
<b>Total</b>	--	--	<b>541,643</b>	<b>2,902</b>	<b>4,343</b>	<b>0</b>	<b>75</b>	<b>9</b>	<b>2</b>	<b>18</b>	<b>656</b>	<b>0.80%</b>

## TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Shares	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR
Facebook	332,883	52	3	2	603	0	3,046	0.92%
Instagram	208,760	23	6	0	53	0	1,297	0.62%
<b>Total</b>	<b>541,643</b>	<b>75</b>	<b>9</b>	<b>2</b>	<b>656</b>	<b>0</b>	<b>4,343</b>	<b>0.80%</b>

# 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

**\$3,071.16**

Cost  
▼ -38.58%

**147,416**

Impressions  
▼ -31.99%

**74,960**

Views  
▼ -34.01%

**50.85%**

View rate  
▼ -2.98%

**70**

Clicks  
▼ -13.58%

**\$0.04**

CPV  
▼ -6.91%

**AD GROUP PERFORMANCE**

12/01/2022 - 12/31/2022

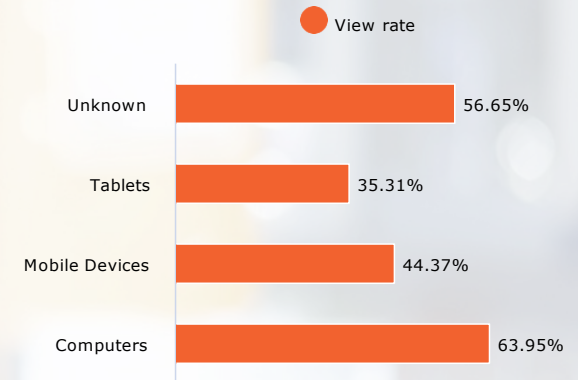
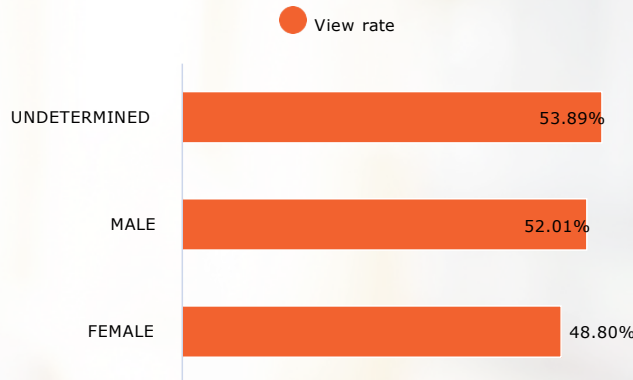
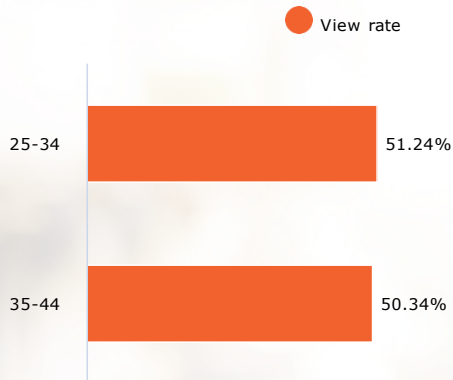
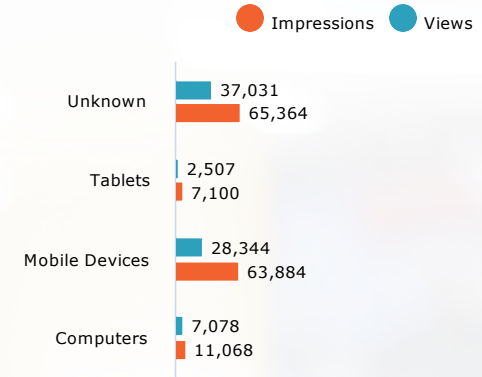
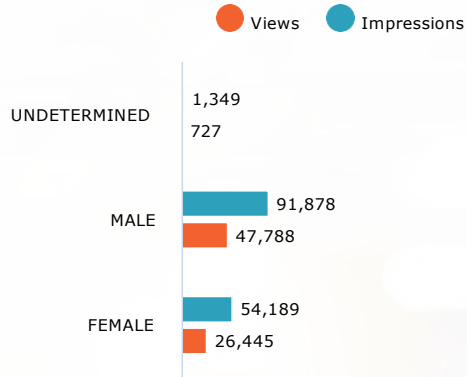
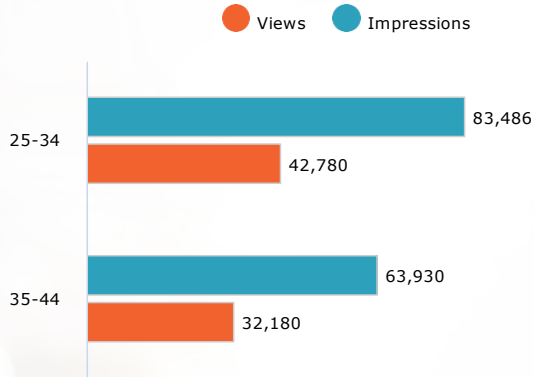
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	130,139	65,445	50.29%	52	77.21%	61.40%	55.50%	51.04%
Employment   Construction, Hospitality, Government, Education, & Health	17,277	9,515	55.07%	18	80.26%	66.58%	60.69%	56.05%
<b>Total</b>	<b>147,416</b>	<b>74,960</b>	<b>50.85%</b>	<b>70</b>	<b>77.57%</b>	<b>62.00%</b>	<b>56.11%</b>	<b>51.62%</b>

**AD PERFORMANCE**

12/01/2022 - 12/31/2022

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Turn over a new YOU!	147,416	74,960	50.85%	70	77.57%	62.01%	56.12%	51.63%
<b>Total</b>	<b>147,416</b>	<b>74,960</b>	<b>50.85%</b>	<b>70</b>	<b>77.57%</b>	<b>62.01%</b>	<b>56.12%</b>	<b>51.63%</b>

# YouTube Performance



Device Type	25%	50%	75%	100%
Computers	84.84%	74.63%	70.48%	66.40%
Mobile Devices	72.85%	56.09%	49.45%	44.74%
Tablets	70.76%	47.72%	40.38%	35.24%
Unknown	81.69%	67.22%	61.93%	57.66%

Age Range	25%	50%	75%	100%
25-34	77.47%	62.35%	56.56%	52.06%
35-44	77.69%	61.54%	55.53%	51.05%

Gender	25%	50%	75%	100%
FEMALE	77.38%	60.42%	54.13%	49.45%
MALE	77.64%	62.88%	57.23%	52.86%
UNDETERMI...	79.83%	66.01%	59.95%	54.69%

# YouTube Spanish

**\$2,139.12**

Cost  
▼ -46.52%

**93,148**

Impressions  
▼ -45.20%

**54,402**

Views  
▼ -42.71%

**58.40%**

View rate  
▲ 4.54%

**87**

Clicks  
▼ -23.68%

**\$0.04**

CPV  
▼ -6.64%

**AD GROUP PERFORMANCE**

12/01/2022 - 12/31/2022

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	57,795	31,969	55.31%	60	81.85%	66.81%	60.58%	55.63%
Employment   Construction, Hospitality, Government, Education, & Health	35,353	22,433	63.45%	27	86.29%	74.08%	68.29%	63.75%
<b>Total</b>	<b>93,148</b>	<b>54,402</b>	<b>58.40%</b>	<b>87</b>	<b>83.53%</b>	<b>69.57%</b>	<b>63.50%</b>	<b>58.71%</b>

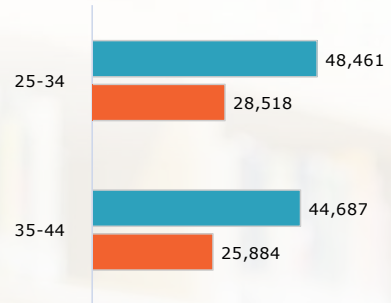
**AD PERFORMANCE**

12/01/2022 - 12/31/2022

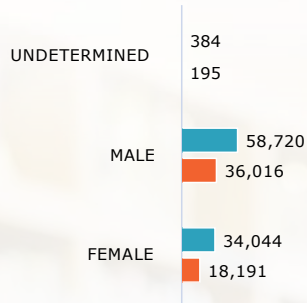
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
¡Transfórmate en un nuevo tú!	93,148	54,402	58.40%	87	83.53%	69.57%	63.50%	58.71%
<b>Total</b>	<b>93,148</b>	<b>54,402</b>	<b>58.40%</b>	<b>87</b>	<b>83.53%</b>	<b>69.57%</b>	<b>63.50%</b>	<b>58.71%</b>

# YouTube Spanish

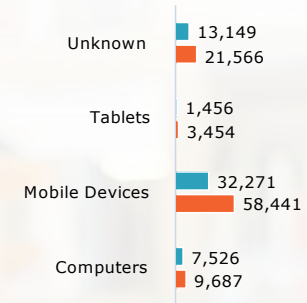
● Views ● Impressions



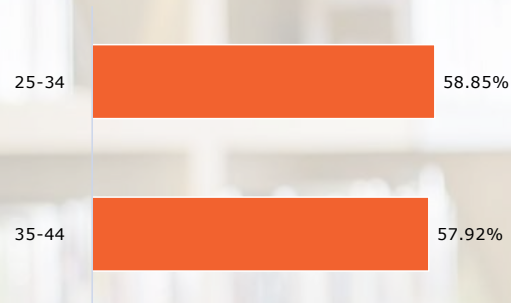
● Views ● Impressions



● Impressions ● Views



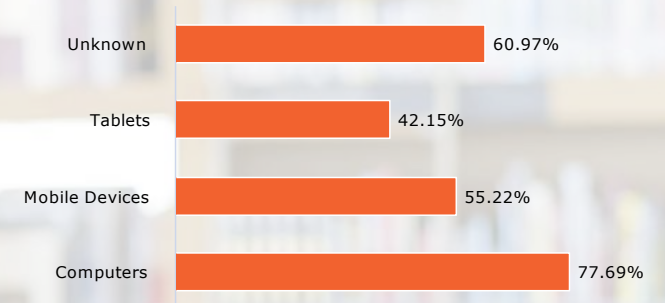
● View rate



● View rate



● View rate



Device Type	25%	50%	75%	100%
Computers	91.84%	86.81%	84.12%	80.32%
Mobile Devices	81.55%	66.72%	60.14%	55.19%
Tablets	77.90%	56.21%	47.34%	41.83%
Unknown	86.13%	71.77%	66.09%	61.39%

Age Range	25%	50%	75%	100%
25-34	83.56%	69.92%	63.90%	59.15%
35-44	83.51%	69.19%	63.07%	58.23%

Gender	25%	50%	75%	100%
FEMALE	81.88%	65.64%	58.82%	53.53%
MALE	84.49%	71.86%	66.26%	61.73%
UNDETERMIN...	82.43%	63.82%	55.02%	51.40%

# Spotify



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CREATING SUCCESS

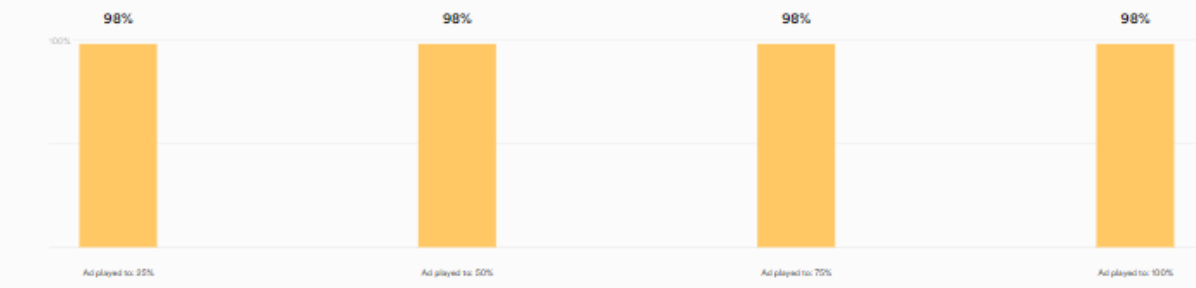
# Spotify Performance

IMPRESSIONS **141,996**      REACH **61,477**      FREQUENCY **2.31**      COMPLETION RATE **98.10%**      CLICKS **49**

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



# TIKTOK



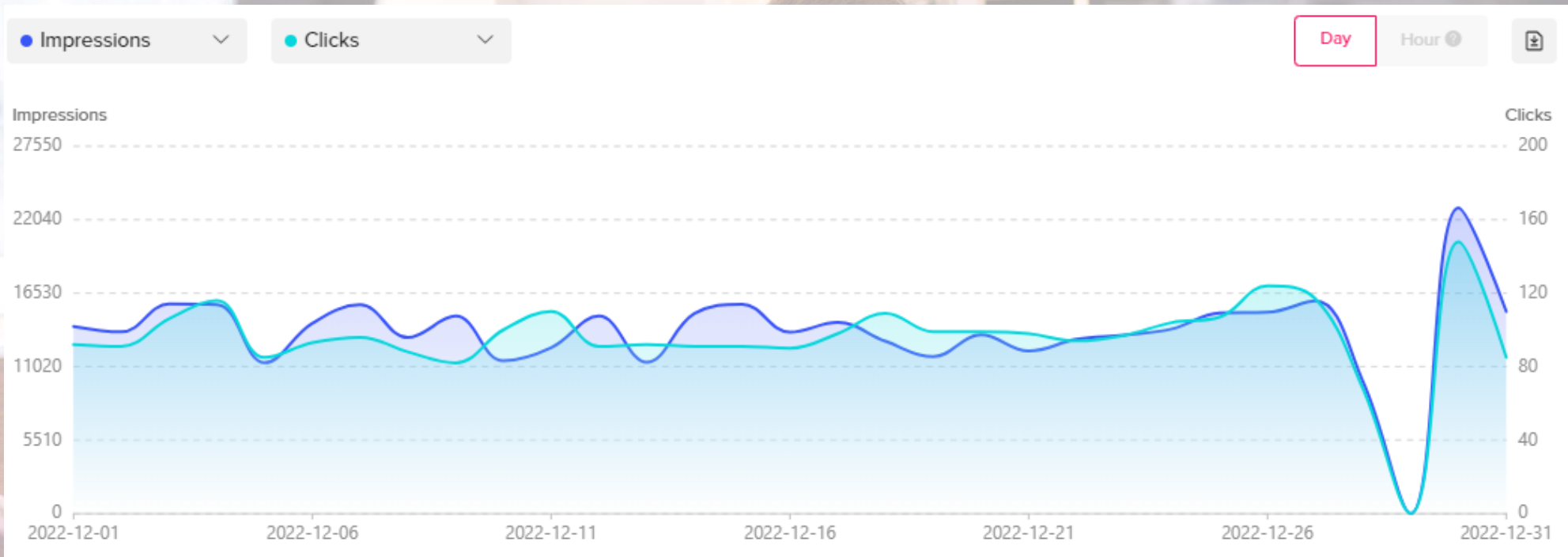
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# TIKTOK

Ad Group Name	Cost	Impression	Reach	CPC	CPM	Click	CTR	Video views
English	5771	415363	72214	1.98	13.9	2911	0.7	372919
Spanish	94.52	6245	2234	1.9	15.14	50	0.8	5743
<b>Total</b>	<b>5865.52</b>	<b>421608</b>	<b>73035</b>	<b>1.98</b>	<b>13.92</b>	<b>2961</b>	<b>0.7</b>	<b>378662</b>





# Cumulative Chart

Platform	October	November	December	Total
<b>Social Media: Facebook &amp; Instagram</b>				
Impressions	539,661	924,096	541,643	2,005,400
Clicks	4,051	7,205	4,343	15,599
Engagements	92	149	84	325
<b>Digital Marketing - Display Ads</b>				
Impressions	591,627	257,349	238,445	1,087,421
Clicks	797	280	309	1,386
Cost Per Thousand Impressions (CPM)	\$8.35	\$15.40	\$15.37	\$ 13.04
<b>Pay Per Click</b>				
Impressions	25,159	37,806	41,617	104,582
Visits to Websites (Clicks)	1,209	1,702	1,994	4,905
Calls	5	5	22	32
Average Cost per Visit (CPC)	\$5.79	\$4.11	\$3.51	\$4.47
Average Cost per Contact	\$48.28	\$35.00	\$29.05	\$37.44
Click Thru Rate	4.81%	4.50%	4.79%	4.70%
<b>YouTube Marketing - English</b>				
Impressions	249,563	216,746	147,416	613,725
Completed Views	141,522	113,599	74,960	330,081
Clicks	75	81	70	226
Cost Per View	\$0.04	\$0.04	\$0.04	\$0.04
<b>YouTube Marketing - Spanish</b>				
Impressions	159,197	169,980	93,148	422,325
Completed Views	73,890	94,965	54,402	223,257
Clicks	152	114	87	353
Cost Per View	\$0.05	\$0.04	\$0.04	\$0.04
<b>Tik Tok (English)</b>				
Impressions	430,244	449,231	415,363	1,294,838
Clicks	3,023	3,021	2,911	8,955
Reach	82,309	74,068	72,214	228,591
Cost Per Thousand Impressions (CPM)	\$13.44	\$12.70	\$13.90	\$13.35
Cost Per Contact (CPC)	\$1.92	\$1.88	\$1.98	\$1.93
<b>Tik Tok (Spanish)</b>				
Impressions	21,871	10,861	6,245	39,977
Clicks	134	61	50	245
Reach	7,021	3,397	2,234	12,652
Cost Per Thousand Impressions (CPM)	\$13.00	\$12.62	\$15.14	\$13.59
Cost Per Contact (CPC)	\$2.12	\$2.24	\$1.90	\$2.09

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# Thank You



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