

# Interact Communications

## Monthly Performance Report

11/01/2022 - 11/30/2022





# Industry Benchmarks



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**NC** COMMUNITY  
COLLEGES  
CREATING SUCCESS

# Campaign Benchmarks


**NC COMMUNITY COLLEGES**  
 CREATING SUCCESS

## Total Campaign Metrics:

### Total Impressions:

2,489,414

### Total Visits:

12,581

### View-Through Ad Visits:

206

### Completed Video Views:

681,495

*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 4%**

Average Cost Per Contact is \$58 , **Your Average is \$35**

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

Average CPM for detailed audiences is \$20-\$25 , **Your Average is \$15**

Average CPC Custom Audience \$1.50 - \$2 , **Your Average is \$1.97**

Average CTR is .73% , **Your Average is 0.78%**

### YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 20-25% , **Your Average is 55%**

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 \$12**

### Display Benchmarks , Industry Average & Your Average

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

# Cumulative Chart

Platform	October	November	Total
<b>Social Media: Facebook &amp; Instagram</b>			
Impressions	539,661	924,096	1,463,757
Clicks	4,051	7,205	11,256
Engagements	92	149	241
<b>Digital Marketing - Display Ads</b>			
Impressions	591,627	257,349	848,976
Clicks	797	280	1,077
Cost Per Thousand Impressions (CPM)	\$8.35	\$15.40	\$ 11.88
<b>Pay Per Click</b>			
Impressions	25,159	37,806	62,965
Visits to Websites (Clicks)	1,209	1,702	2,911
Calls	5	5	10
Average Cost per Visit (CPC)	\$5.79	\$4.11	\$4.95
Average Cost per Contact	\$48.28	\$35.00	\$41.64
Click Thru Rate	4.81%	4.50%	4.66%
<b>YouTube Marketing - English</b>			
Impressions	249,563	216,746	466,309
Completed Views	141,522	113,599	255,121
Clicks	75	81	156
Cost Per View	\$0.04	\$0.04	\$0.04
<b>YouTube Marketing - Spanish</b>			
Impressions	159,197	169,980	329,177
Completed Views	73,890	94,965	168,855
Clicks	152	114	266
Cost Per View	\$0.05	\$0.04	\$0.05
<b>Tik Tok (English)</b>			
Impressions	430,244	449,231	879,475
Clicks	3,023	3,021	6,044
Reach	82,309	74,068	156,377
Cost Per Thousand Impressions (CPM)	\$13.44	\$12.70	\$13.07
Cost Per Contact (CPC)	\$1.92	\$1.88	\$1.90
<b>Tik Tok (Spanish)</b>			
Impressions	21,871	10,861	32732
Clicks	134	61	195
Reach	7,021	3,397	10418
Cost Per Thousand Impressions (CPM)	\$13.00	\$12.62	\$12.81
Cost Per Contact (CPC)	\$2.12	\$2.24	\$2.18



# PPC



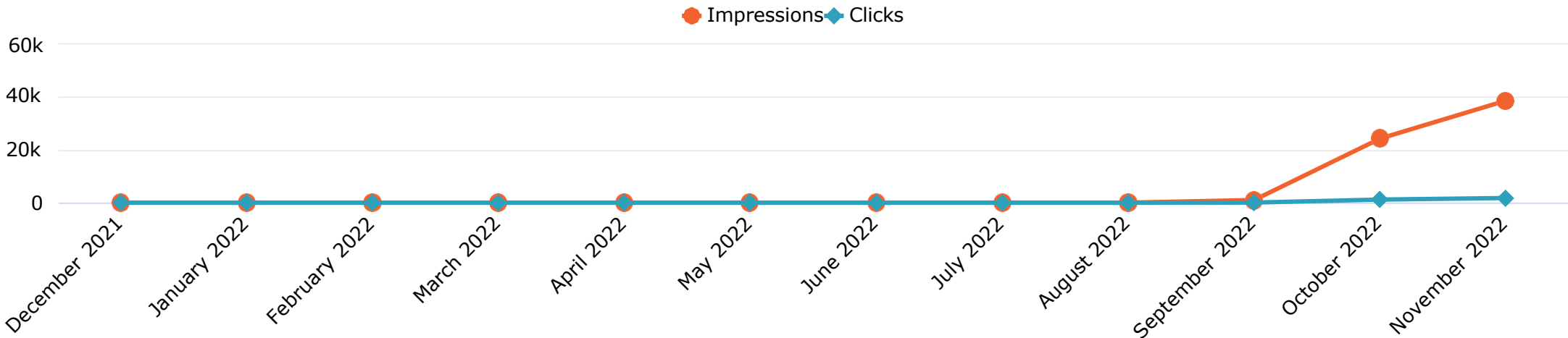
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# PPC Performance

	Budget	Date	Impressions	Clicks	Click Through Rate %	Average CPC	Calls	Website Engagement	Total Leads	Web Events	Average Cost Per Engagement
<b>North Carolina Community College System PPC 2022-2023</b>	<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	1,831	\$48.28
	\$7,000.19	Nov-22	37,806	1,702	4.50	\$4.11	5	195	200	1,831	\$35.00

12/01/2021 - 11/30/2022



# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
Technical Community C...	5.61%
community college	6.90%
community college clas...	6.95%
find colleges	2.61%
community colleges	2.72%
community college prog...	8.02%
community colleges in ...	7.04%
trade schools	7.15%
college courses	8.26%
community college prog...	1.85%
online college classes	2.59%
vocational training school	5.92%
college degree	2.35%
trade school	8.89%
community colleges ne...	7.69%
Emergency Medical Trai...	10.77%
associates degrees	6.10%
college degrees	5.23%
community colleges cla...	2.77%
community colleges in	4.15%

## WEB EVENTS - CONTINUED 11/01/2022

Event Name	Event Count
*College Location Website...	93
*Central Piedmont - Visit ...	14
*Contact Us Clicked	11
*Sector Insights Clicked	11
*Fayetteville - Visit Website	6
*Guilford - Visit Website	5
*Brunswick - Visit Website	4
*Durham - Visit Website	4
*Randolph - Visit Website	4
*Wake Technical - Visit We...	4
*Coastal Carolina - Visit W...	3
*Davidson-Davie - Visit We...	3

## WEB EVENTS - CONTINUED 11/01/2022

Event Name	Event Count
*Gaston - Visit Website	3
*Mitchell - Visit Website	3
*Asheville-Buncombe - Visi...	2
*Blue Ridge - Visit Website	2
*Craven Community - Visit ...	2
*Haywood - Visit Website	2
*Isothermal - Visit Website	2
*Johnston - Visit Website	2
*Pitt - Visit Website	2
*Sandhills - Visit Website	2
*Wilson - Visit Website	2
*Alamance - Visit Website	1





# Top Performing Text Ads

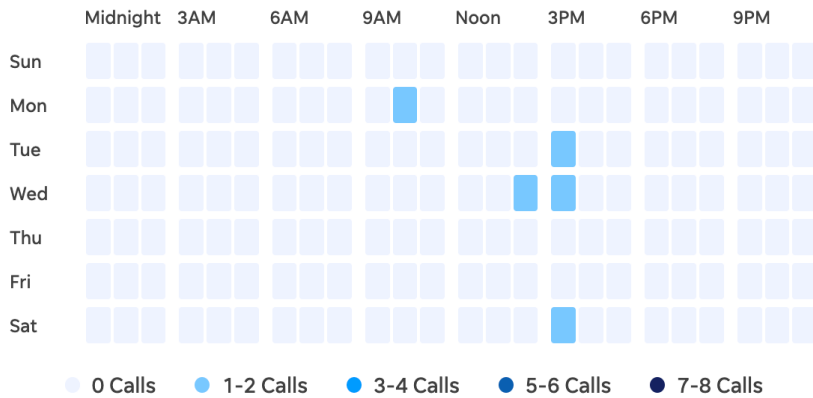
**AD PERFORMANCE**

Ad Group	Impressions	Clicks	CTR
General College	72,226	3,426	4.74%
Career Programs	1,792	96	5.36%
<b>Total</b>	<b>74,018</b>	<b>3,522</b>	<b>4.76%</b>

CALLS BY TIME & DAY

You're generating an average of **1 phone calls** each week.

10/28/22 - 11/25/22 ▾ 1 Campaign ▾

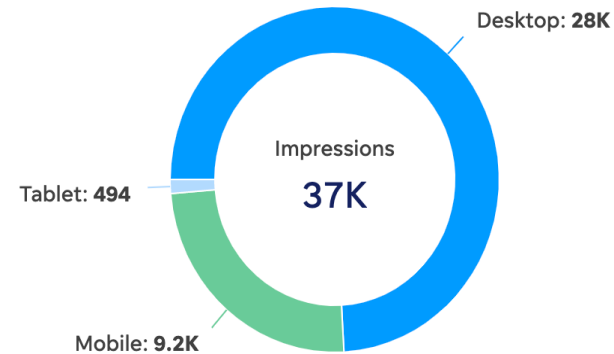


5 Calls      5 Calls Connected

DEVICE BREAKDOWN

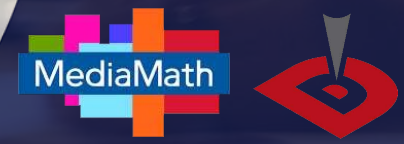
**74%** of your Impressions came from prospective customers on their desktop devices.

10/28/22 - 11/25/22 ▾ Running Campaigns ▾





# Display



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# Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD   N Carolina Community Colleges System   Display	257,349	280	\$15.40	2	\$3,962.77
<b>Total</b>	<b>257,349</b>	<b>280</b>	<b>\$15.40</b>	<b>2</b>	<b>\$3,962.77</b>

Targeting Tactic	Impressions	Clicks	CTR	Viewthrough Visits
Keyword Search Retargeting	58,321	62	0.11%	14
Addressable Geofencing	55,253	53	0.10%	4
Lookalike Audience	50,415	51	0.10%	2
Curated Spanish Audience	47,475	52	0.11%	28
Website Remarketing	45,885	62	0.14%	90
English Audience_RON_Large Screen_OTT	8,912	4	0.04%	4
English Audience_RON_Small Screen_OTT	8,701	24	0.28%	0
English_AGF Large Screen_OTT	8,553	1	0.01%	2
English_Search_Small Screen_OTT	8,376	40	0.48%	10
English_Search_Large Screen_OTT	8,262	3	0.04%	2
Site_Small Screen_OTT_English	7,636	29	0.38%	20
Spanish Audience AAC_Large Screen_OTT	7,572	1	0.01%	4
English_AGF Small Screen_OTT	7,209	14	0.19%	0
Site_Large Screen_OTT_English	6,965	6	0.09%	22
Spanish Audience AAC_Small Screen_OTT	6,927	25	0.36%	4
	<b>336,462</b>	<b>427</b>	<b>0.13%</b>	<b>206</b>



# Display Performance

OTT Performance	Impressions	Clicks	CTR	Start	Complete	Complete Rate
English Audience_RON_Large Screen_OTT	8,912	4	0.04%	8,984	8,622	95.97%
English Audience_RON_Small Screen_OTT	8,701	24	0.28%	8,332	4,656	55.88%
English_AGF Large Screen_OTT	8,553	1	0.01%	8,596	8,209	95.50%
English_Search_Small Screen_OTT	8,376	40	0.48%	8,309	3,897	46.90%
English_Search_Large Screen_OTT	8,262	3	0.04%	8,344	7,963	95.43%
Site_Small Screen_OTT_English	7,636	29	0.38%	7,620	2,833	37.18%
Spanish Audience AAC_Large Screen_OTT	7,572	1	0.01%	7,579	7,214	95.18%
English_AGF Small Screen_OTT	7,209	14	0.19%	7,117	3,507	49.28%
Site_Large Screen_OTT_English	6,965	6	0.09%	6,836	6,668	97.54%
Spanish Audience AAC_Small Screen_OTT	6,927	25	0.36%	6,858	2,956	43.10%
	<b>79,113</b>	<b>147</b>	<b>0.19%</b>	<b>78,575</b>	<b>56,525</b>	<b>71.94%</b>

# 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

924,096

Impressions  
▲ 384,435

\$14,215.02

Cost  
▲ \$5,672.18

\$15.38

CPM  
▼ \$-0.45

7,205

Clicks  
▲ 3,154

\$1.97

CPC  
▼ \$-0.14

0.78%

Clicks (All) CTR  
▲ 3.86%

135

Post Reactions  
▲ 77.63%

14

Post Shares  
▼ -12.50%

50

Post Saves  
▲ 47.06%

800

Video 100% Views  
▲ 520.16%

**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	6,687	30	42	0.63%	0	0	0	0	7	0
CRM List - Spanish	1,761	8	11	0.62%	0	0	0	0	4	0
Interests 25-44   Podcasts, Education, In-Car Listening, Gaming, Tech, Community -Spanish	220,269	1,644	2,438	1.11%	0	88	13	44	422	1
Interests 25-44   Podcasts, Education, In-Car Listening, Gaming, Tech, Community.	695,379	3,844	4,714	0.68%	0	47	1	6	367	0
<b>Total</b>	<b>924,096</b>	<b>5,526</b>	<b>7,205</b>	<b>0.78%</b>	<b>0</b>	<b>135</b>	<b>14</b>	<b>50</b>	<b>800</b>	<b>1</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>	452,036	2,868	3,247	0	8	0	0	2	0	0.72%
Interests 25-44   Podcasts, ...	Static Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	207,902	809	1,230	0	32	1	0	4	0	0.59%
Interests 25-44   Podcasts, ...	Carousel Ad (Sp...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	176,780	1,406	1,711	0	54	13	1	40	0	0.97%
Interests 25-44   Podcasts, ...	Video Ad (Spani...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	43,489	238	727	0	34	0	0	4	422	1.67%
Interests 25-44   Podcasts, ...	Video Ad   10.25...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	35,441	167	237	0	7	0	0	0	367	0.67%
CRM List	Carousel Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	3,406	19	22	0	0	0	0	0	0	0.65%
CRM List	Static Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	2,642	9	18	0	0	0	0	0	0	0.68%
CRM List - Spanish	Carousel Ad (Sp...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	1,557	7	8	0	0	0	0	0	0	0.51%
CRM List	Video Ad   10.25...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	639	2	2	0	0	0	0	0	7	0.31%
CRM List - Spanish	Video Ad (Spani...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	204	1	3	0	0	0	0	0	4	1.47%
<b>Total</b>	--	--	<b>924,096</b>	<b>5,526</b>	<b>7,205</b>	<b>0</b>	<b>135</b>	<b>14</b>	<b>1</b>	<b>50</b>	<b>800</b>	<b>0.78%</b>



## TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Shares	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR
Facebook	553,918	84	1	0	577	0	4,927	0.89%
Instagram	370,178	51	13	1	223	0	2,278	0.62%
Unknown	0	0	0	0	0	0	0	0.00%
<b>Total</b>	<b>924,096</b>	<b>135</b>	<b>14</b>	<b>1</b>	<b>800</b>	<b>0</b>	<b>7,205</b>	<b>0.78%</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

**\$4,999.87**

Cost  
▼ -3.25%

**216,746**

Impressions  
▼ -13.15%

**113,599**

Views  
▼ -19.73%

**52.41%**

View rate  
▼ -7.58%

**81**

Clicks  
▲ 8.00%

**\$0.04**

CPV  
▲ 20.53%

**AD GROUP PERFORMANCE**

11/01/2022 - 11/30/2022

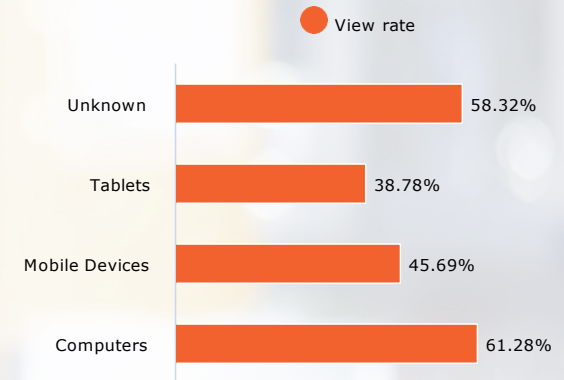
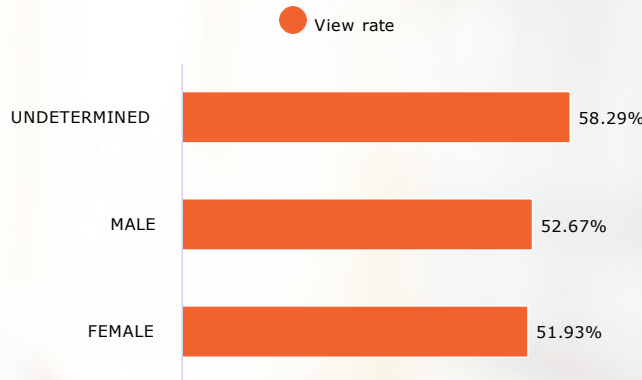
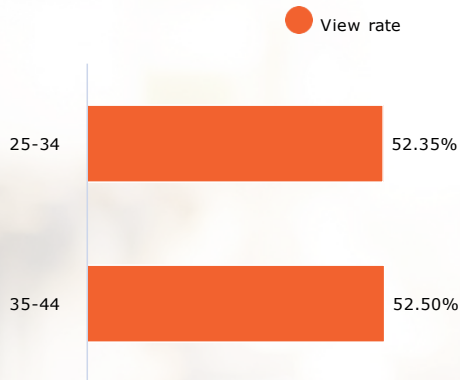
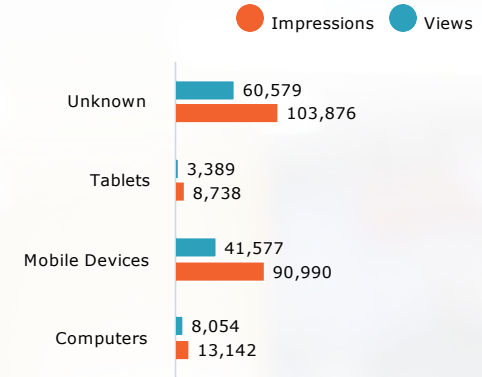
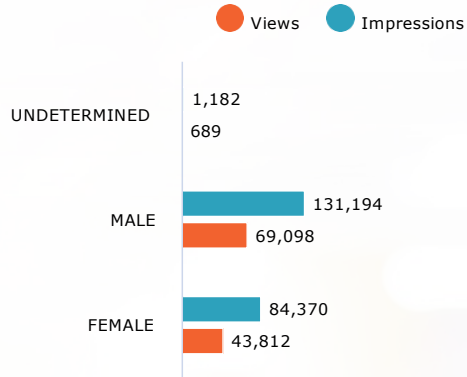
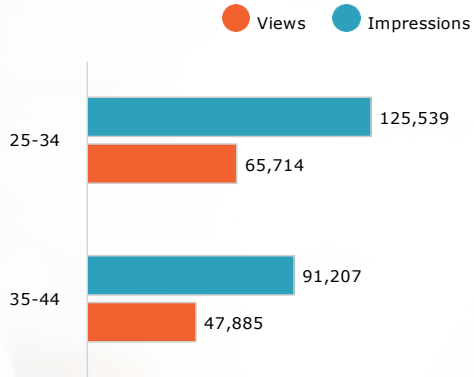
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	194,497	101,529	52.20%	65	78.51%	62.87%	56.95%	52.52%
Employment   Construction, Hospitality, Government, Education, & Health	22,249	12,070	54.25%	16	80.01%	65.25%	59.38%	54.77%
<b>Total</b>	<b>216,746</b>	<b>113,599</b>	<b>52.41%</b>	<b>81</b>	<b>78.67%</b>	<b>63.11%</b>	<b>57.20%</b>	<b>52.75%</b>

**AD PERFORMANCE**

11/01/2022 - 11/30/2022

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Turn over a new YOU!	216,746	113,599	52.41%	81	78.68%	63.12%	57.21%	52.77%
<b>Total</b>	<b>216,746</b>	<b>113,599</b>	<b>52.41%</b>	<b>81</b>	<b>78.68%</b>	<b>63.12%</b>	<b>57.21%</b>	<b>52.77%</b>

# YouTube Performance



Device Type	25%	50%	75%	100%
Computers	83.40%	70.85%	66.12%	62.24%
Mobile Devices	73.89%	57.33%	50.59%	45.87%
Tablets	72.52%	50.10%	43.19%	38.63%
Unknown	82.77%	68.30%	63.05%	58.78%

Age Range	25%	50%	75%	100%
25-34	78.30%	63.05%	57.14%	52.72%
35-44	79.17%	63.19%	57.28%	52.81%

Gender	25%	50%	75%	100%
FEMALE	79.54%	62.97%	56.84%	52.20%
MALE	78.09%	63.15%	57.38%	53.06%
UNDETERMI...	80.54%	69.32%	62.73%	58.36%



# YouTube Spanish

**\$3,999.66**

Cost  
▲ 3.18%

**169,980**

Impressions  
▲ 6.77%

**94,965**

Views  
▲ 28.52%

**55.87%**

View rate  
▲ 20.37%

**114**

Clicks  
▼ -25.00%

**\$0.04**

CPV  
▼ -19.72%

**AD GROUP PERFORMANCE**

11/01/2022 - 11/30/2022

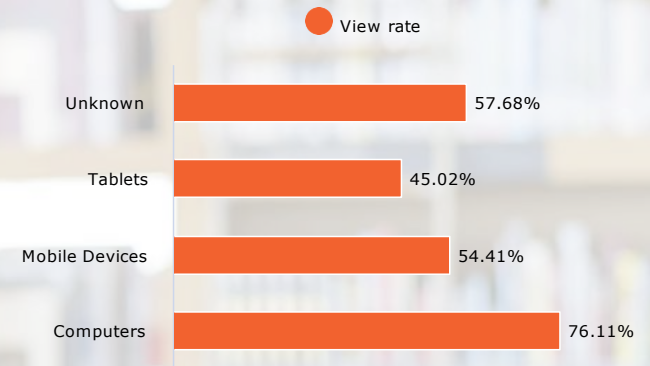
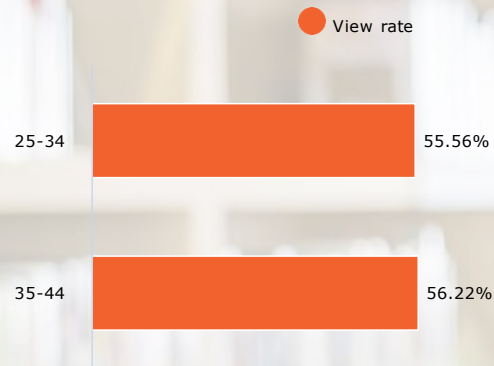
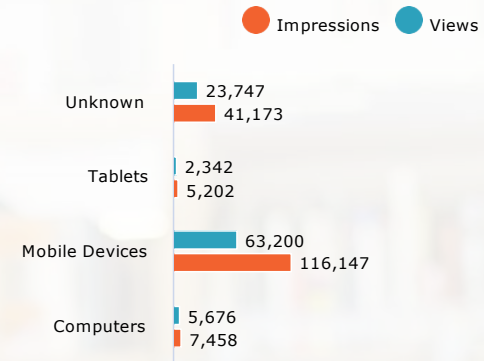
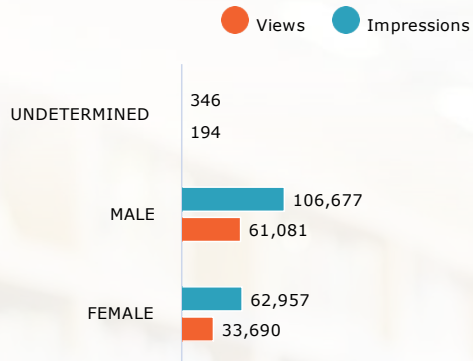
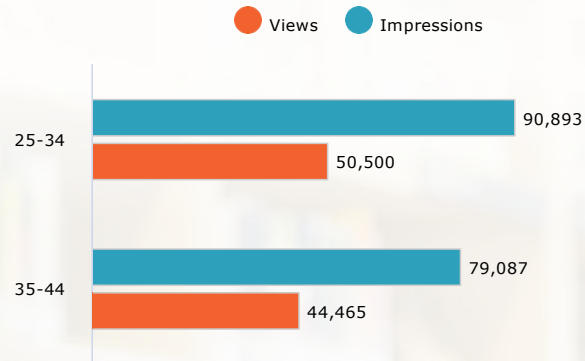
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	120,732	64,009	53.02%	84	80.36%	64.31%	57.94%	53.13%
Employment   Construction, Hospitality, Government, Education, & Health	49,248	30,956	62.86%	30	85.60%	73.26%	67.53%	63.10%
<b>Total</b>	<b>169,980</b>	<b>94,965</b>	<b>55.87%</b>	<b>114</b>	<b>81.88%</b>	<b>66.90%</b>	<b>60.72%</b>	<b>56.02%</b>

**AD PERFORMANCE**

11/01/2022 - 11/30/2022

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
¡Transfórmate en un nuevo tú!	169,980	94,965	55.87%	114	81.88%	66.90%	60.72%	56.01%
<b>Total</b>	<b>169,980</b>	<b>94,965</b>	<b>55.87%</b>	<b>114</b>	<b>81.88%</b>	<b>66.90%</b>	<b>60.72%</b>	<b>56.01%</b>

# YouTube Performance



Device Type	25%	50%	75%	100%
Computers	90.47%	83.97%	80.90%	76.91%
Mobile Devices	80.39%	65.49%	59.25%	54.50%
Tablets	77.04%	57.36%	49.79%	44.97%
Unknown	85.12%	68.97%	62.56%	57.88%

Age Range	25%	50%	75%	100%
25-34	81.45%	66.76%	60.48%	55.69%
35-44	82.37%	67.07%	60.98%	56.38%

Gender	25%	50%	75%	100%
FEMALE	81.20%	65.03%	58.42%	53.65%
MALE	82.27%	68.00%	62.08%	57.42%
UNDETERMINED	86.29%	68.81%	61.53%	55.99%



# Spotify



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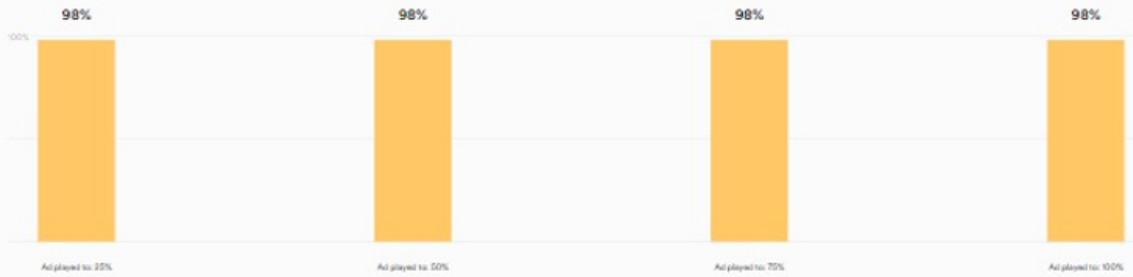
# Spotify Performance

IMPRESSIONS **423,345**      REACH **114,559**      FREQUENCY **3.7**      COMPLETION RATE **97.92%**      CLICKS **117**

ⓘ 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	Impressions	Reach	CPC	CPM	Clicks	CTR	Video views
English	5704.74	449231	74068	1.88	12.7	3021	0.67	405470
Spanish	137.08	10861	3397	2.24	12.62	61	0.56	10086
<b>Total</b>	<b>5841.82</b>	<b>460092</b>	<b>75351</b>	<b>1.9</b>	<b>12.7</b>	<b>3082</b>	<b>0.67</b>	<b>415556</b>





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# Thank You



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