



# Interact Communications

## Monthly Performance Report

10/01/2022 - 10/31/2022



REACHLOCAL®

# Industry Benchmarks



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COLLEGES  
CREATING SUCCESS

# Campaign Benchmarks


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## Total Campaign Metrics:

### Total Impressions:

2,217,935

### Total Visits:

9,534

### View-Through Ad Visits:

222

### Completed Video Views:

649,078

**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 \$5**

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

Average Cost Per Contact is \$58, **Your Average is \$48**

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

Average CPM for detailed audiences is \$20-\$25, **Your Average is \$14**

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

Average CTR is .73%, **Your Average is 0.75%**

### YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 20-25%, **Your Average is 56%**

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 \$8**

# PPC



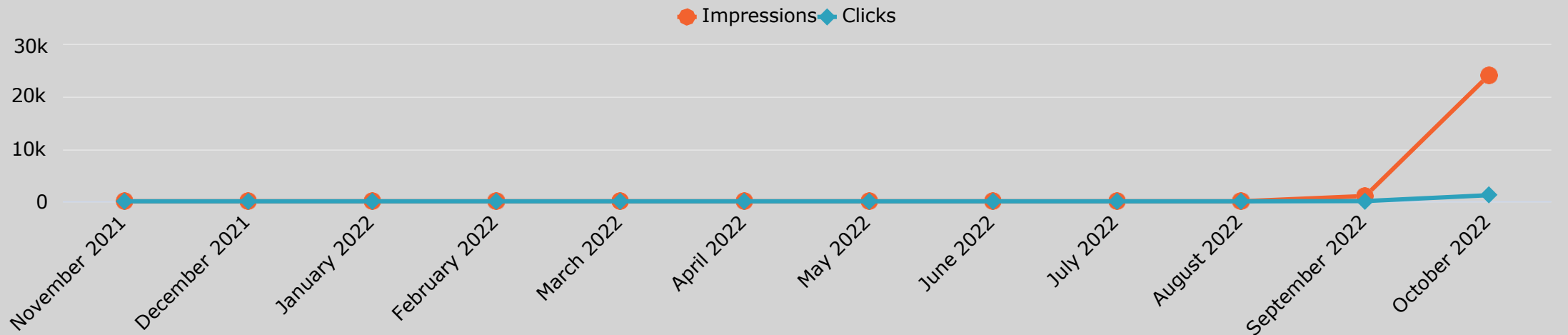
REACHLOCAL®



# 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	1,831	\$48.28

11/01/2021 - 10/31/2022



# Top Keywords & Page Visits

## TOP KEYWORDS

### Keyword

community college
community college classes
Technical Community College
community colleges in Charlotte
community college program
find colleges
community colleges
online college classes
college degrees
college degree
community college programs
online colleges
college courses
online degree programs
trade school
vocational training school
community college certificate progra...
community colleges classes
community colleges in
Emergency Medical Training

## WEB EVENTS - CONTINUED 10/01/2022

Event Name	Event Count
*College Location Website... 77	
*Sector Insights Clicked 22	
*Contact Us Clicked 12	
*Central Piedmont - Visit ... 10	
*Guilford - Visit Website 4	
*Durham - Visit Website 3	
*Johnston - Visit Website 3	
*Cape Fear - Visit Website 2	
*Coastal Carolina - Visit W... 2	
*Craven Community - Visit ... 2	
*Gaston - Visit Website 2	
*Mitchell - Visit Website 2	

## WEB EVENTS - CONTINUED 10/01/2022

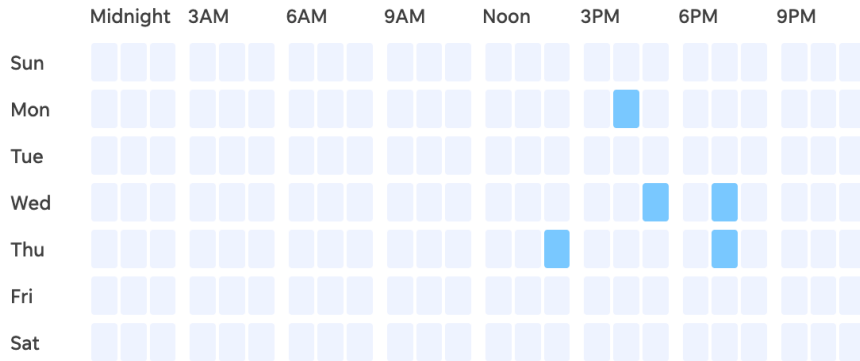
Event Name	Event Count
*Rowan-Cabarrus - Visit W... 2	
*South Piedmont - Visit We... 2	
*Wake Technical - Visit We... 2	
*Albemarle - Visit Website 1	
*Bladen - Visit Website 1	
*Catawba - Visit Website 1	
*Central Carolina - Visit We... 1	
*Davidson-Davie - Visit We... 1	
*Fayetteville - Visit Website 1	
*Randolph - Visit Website 1	
*Roanoke-Chowan - Visit ... 1	
*Sandhills - Visit Website 1	



CALLS BY TIME & DAY

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

09/28/22 - 10/23/22 ▾ 1 Campaign ▾



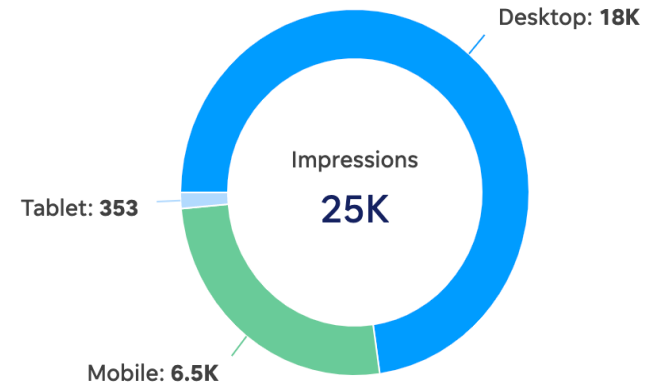
● 0 Calls ● 1-2 Calls ● 3-4 Calls ● 5-6 Calls ● 7-8 Calls

Calls 5  
Calls Connected 5

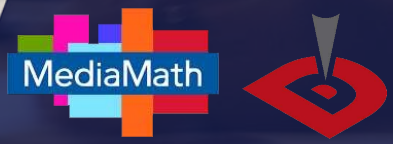
DEVICE BREAKDOWN

**73%** of your Impressions came from prospective customers on their desktop devices.

09/28/22 - 10/23/22 ▾ Running Campaigns ▾



# Display



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# Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
TD   N Carolina Community Colleges System   Display	591,627	797	\$8.35	4	\$4,941.98
<b>Total</b>	<b>591,627</b>	<b>797</b>	<b>\$8.35</b>	<b>4</b>	<b>\$4,941.98</b>

Targeting Tactic	Impressions	Clicks	CTR	Viewthrough Visits
Keyword Search Retargeting English	314,146	312	0.10%	34
Curated Edu Audience Spanish	186,502	263	0.14%	42
Addressable Geofencing English	127,889	182	0.14%	2
WebSite Remarketing_English	55,236	107	0.19%	124
Lookalike Audience	38,920	65	0.17%	4
Keyword Search Retargeting_Small Screen_OTT	9,675	16	0.17%	2
Keyword Search Retargeting_Search_Large Screen_OTT	5,376	4	0.07%	0
Curated Edu Audience Spanish_Small Screen_OTT	3,765	9	0.24%	0
Curated Edu Audience SpanishLarge Screen_OTT	3,650	2	0.05%	4
Addressable Geofencing Large Screen_OTT	3,075	0	0.00%	0
General Awareness Small Screen_OTT	1,693	2	0.12%	2
General Awareness Large Screen_OTT	1,526	8	0.52%	0
Addressable Geofencing Small Screen_OTT	1,327	3	0.23%	0
WebSite Remarketing_Small Screen_OTT_English	212	3	1.42%	2
WebSite Remarketing_Large Screen_OTT_English	115	1	0.87%	6
	<b>753,107</b>	<b>977</b>	<b>0.13%</b>	<b>222</b>

# OTT Performance

OTT Performance	Impressions	Clicks	CTR	Start	Complete	Complete Rate
Keyword Search Retargeting_Small Screen_OTT	9,675	16	0.17%	9,645	5,557	57.62%
Keyword Search Retargeting_Search_Large Screen_OTT	5,376	4	0.07%	5,394	5,125	95.01%
Curated Edu Audience Spanish_Small Screen_OTT	3,765	9	0.24%	3,751	1,893	50.47%
Curated Edu Audience SpanishLarge Screen_OTT	3,650	2	0.05%	3,625	3,437	94.81%
Addressable Geofencing Large Screen_OTT	3,075	0	0.00%	3,112	2,944	94.60%
General Awareness Small Screen_OTT	1,693	2	0.12%	1,683	1,122	66.67%
General Awareness Large Screen_OTT	1,526	8	0.52%	1,536	1,476	96.09%
Addressable Geofencing Small Screen_OTT	1,327	3	0.23%	1,349	860	63.75%
WebSite Remarketing_Small Screen_OTT_English	212	3	1.42%	255	87	34.12%
WebSite Remarketing_Large Screen_OTT_English	115	1	0.87%	117	114	97.44%
	<b>30,414</b>	<b>48</b>	<b>0.16%</b>	<b>30,467</b>	<b>22,615</b>	<b>74.23%</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

539,661

Impressions  
▲ 539,661

\$8542.84

Cost  
▲ \$4,271.42

\$15.84

CPM  
▲ \$7.92

4,051

Clicks  
▲ 4,051

\$2.10

CPC  
▲ \$1.05

0.75%

Clicks (All) CTR  
▲ N/A

76

Post Reactions  
▲ N/A

16

Post Shares  
▲ N/A

34

Post Saves  
▲ N/A

129

Video 100% Views  
▲ N/A

**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	4,607	31	38	0.82%	0	0	0	0	2	0
CRM List - Spanish	930	11	13	1.40%	0	0	0	0	0	0
Interests 25-44   Podcasts, Education, In-Car Listening, Gaming, Tech, Community -Spanish	126,843	1,024	1,399	1.10%	0	53	14	30	73	0
Interests 25-44   Podcasts, Education, In-Car Listening, Gaming, Tech, Community.	407,281	1,945	2,601	0.64%	0	23	2	4	54	0
<b>Total</b>	<b>539,661</b>	<b>3,011</b>	<b>4,051</b>	<b>0.75%</b>	<b>0</b>	<b>76</b>	<b>16</b>	<b>34</b>	<b>129</b>	<b>0</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, ...	Static Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	208,662	789	1,224	0	20	2	0	3	0	0.59%
Interests 25-44   Podcasts, ...	Carousel Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	190,924	1,117	1,329	0	3	0	0	1	0	0.70%
Interests 25-44   Podcasts, ...	Carousel Ad (Sp...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	118,190	981	1,282	0	51	14	0	30	0	1.08%
Interests 25-44   Podcasts, ...	Video Ad (Spani...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	8,653	43	117	0	2	0	0	0	73	1.35%
Interests 25-44   Podcasts, ...	Video Ad   10.25...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	7,695	39	48	0	0	0	0	0	54	0.62%
CRM List	Static Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	2,491	15	20	0	0	0	0	0	0	0.80%
CRM List	Carousel Ad	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	2,028	14	16	0	0	0	0	0	0	0.79%
CRM List - Spanish	Carousel Ad (Sp...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	885	11	13	0	0	0	0	0	0	1.47%
CRM List	Video Ad   10.25...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	88	2	2	0	0	0	0	0	2	2.27%
CRM List - Spanish	Video Ad (Spani...	<a href="https://www.facebook.com/1105256245">https://www.facebook.com/1105256245</a>	45	0	0	0	0	0	0	0	0	0.00%
<b>Total</b>	--	--	<b>539,661</b>	<b>3,011</b>	<b>4,051</b>	<b>0</b>	<b>76</b>	<b>16</b>	<b>0</b>	<b>34</b>	<b>129</b>	<b>0.75%</b>



## TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Shares	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR
Facebook	413,967	36	3	0	97	0	3,251	0.79%
Instagram	125,694	40	13	0	32	0	800	0.64%
Unknown	0	0	0	0	0	0	0	0.00%
<b>Total</b>	<b>539,661</b>	<b>76</b>	<b>16</b>	<b>0</b>	<b>129</b>	<b>0</b>	<b>4,051</b>	<b>0.75%</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

**\$5,167.90**

Cost  
▲ N/A

**249,563**

Impressions  
▲ N/A

**141,522**

Views  
▲ N/A

**56.71%**

View rate  
▲ N/A

**75**

Clicks  
▲ N/A

**\$0.04**

CPV  
▲ N/A

**AD GROUP PERFORMANCE**

10/01/2022 - 10/31/2022

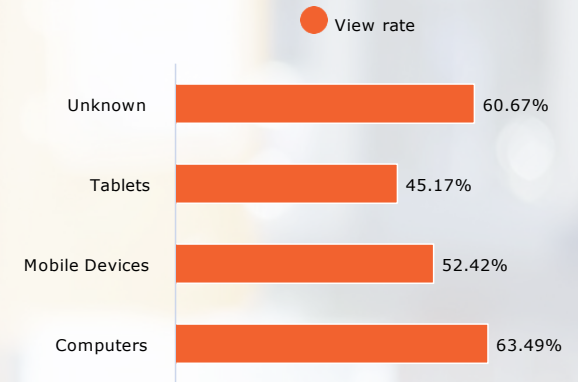
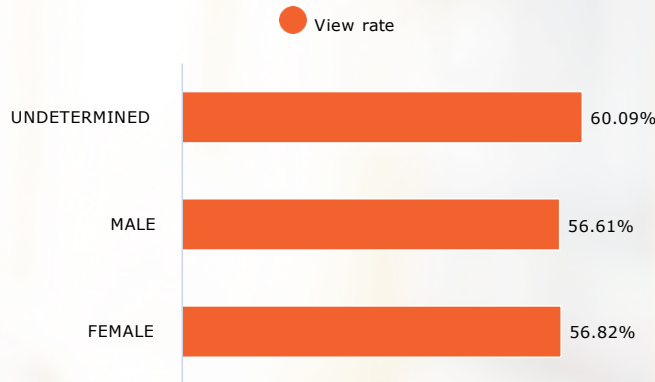
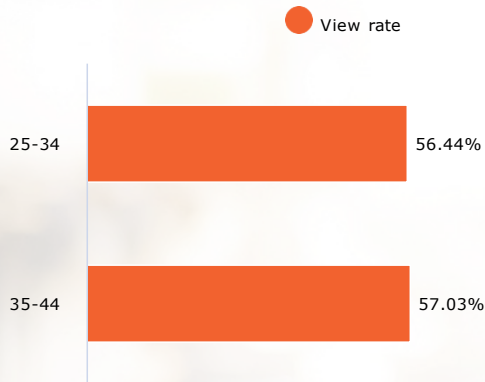
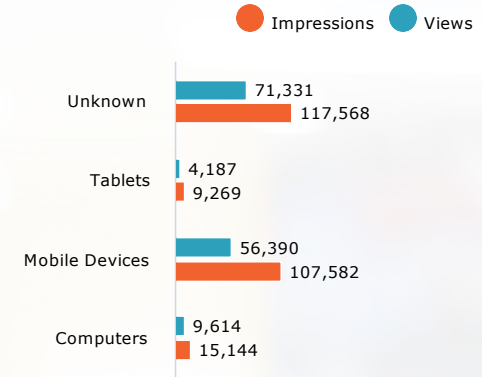
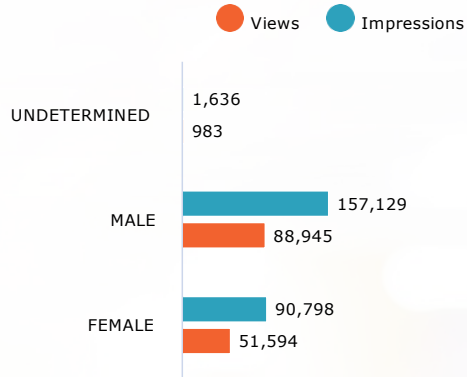
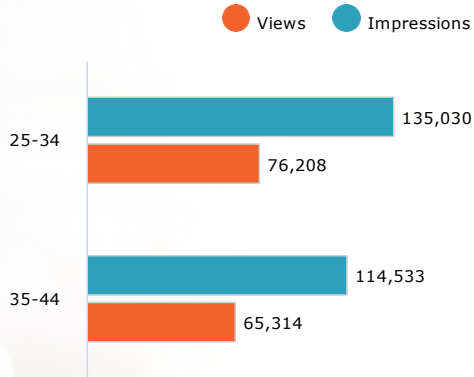
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	209,366	120,052	57.34%	56	81.67%	67.70%	62.02%	57.73%
Employment   Construction, Hospitality, Government, Education, & Health	40,197	21,470	53.41%	19	78.64%	63.86%	58.00%	53.80%
<b>Total</b>	<b>249,563</b>	<b>141,522</b>	<b>56.71%</b>	<b>75</b>	<b>81.18%</b>	<b>67.09%</b>	<b>61.37%</b>	<b>57.09%</b>

**AD PERFORMANCE**

10/01/2022 - 10/31/2022

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Turn over a new YOU!	249,563	141,522	56.71%	75	81.20%	67.11%	61.39%	57.12%
<b>Total</b>	<b>249,563</b>	<b>141,522</b>	<b>56.71%</b>	<b>75</b>	<b>81.20%</b>	<b>67.11%</b>	<b>61.39%</b>	<b>57.12%</b>

# YouTube Performance



Device Type	25%	50%	75%	100%
Computers	84.33%	73.28%	68.62%	64.41%
Mobile Devices	78.07%	63.58%	57.20%	52.63%
Tablets	75.67%	56.64%	49.58%	45.11%
Unknown	84.06%	70.32%	65.18%	61.19%

Age Range	25%	50%	75%	100%
25-34	80.87%	66.94%	61.22%	56.88%
35-44	81.55%	67.26%	61.54%	57.34%

Gender	25%	50%	75%	100%
FEMALE	81.99%	67.27%	61.44%	57.11%
MALE	80.68%	66.94%	61.28%	57.04%
UNDETERMI...	84.40%	71.59%	66.17%	61.18%

# YouTube Spanish Performance

**\$3,876.53**

Cost  
▲ N/A

**159,197**

Impressions  
▲ N/A

**73,890**

Views  
▲ N/A

**46.41%**

View rate  
▲ N/A

**152**

Clicks  
▲ N/A

**\$0.05**

CPV  
▲ N/A

**AD GROUP PERFORMANCE**

10/01/2022 - 10/31/2022

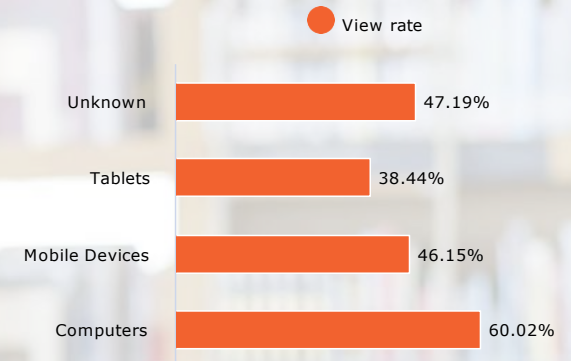
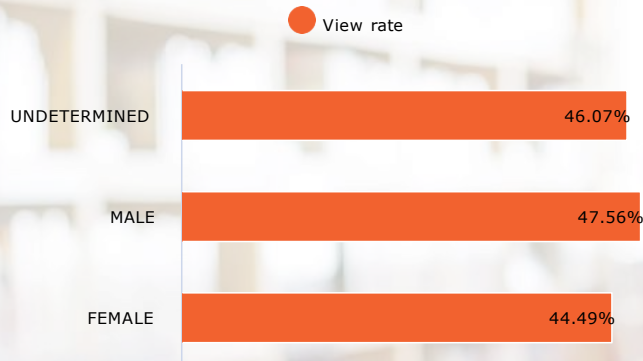
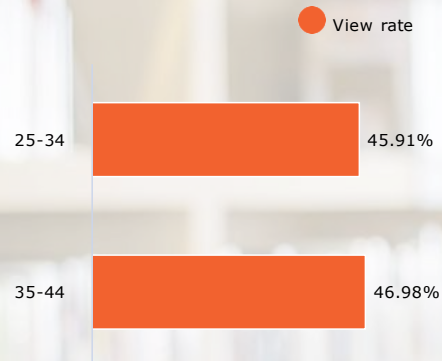
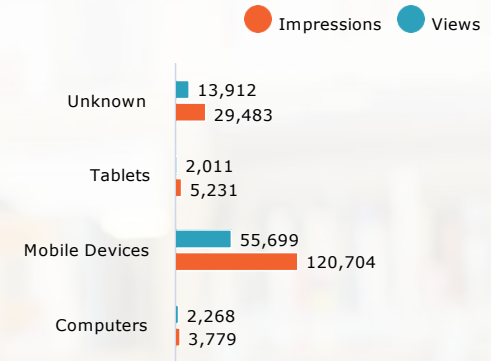
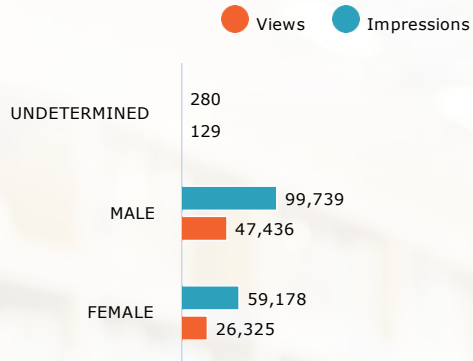
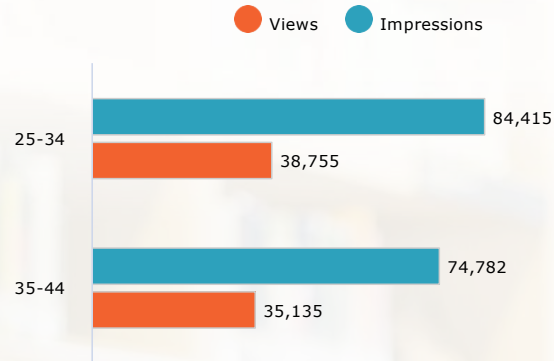
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	103,037	47,674	46.27%	97	76.36%	58.09%	51.19%	46.28%
Employment   Construction, Hospitality, Government, Education, & Health	56,160	26,216	46.68%	55	76.46%	58.54%	51.68%	46.81%
<b>Total</b>	<b>159,197</b>	<b>73,890</b>	<b>46.41%</b>	<b>152</b>	<b>76.40%</b>	<b>58.25%</b>	<b>51.36%</b>	<b>46.46%</b>

**AD PERFORMANCE**

10/01/2022 - 10/31/2022

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
¡Transfórmate en un nuevo tú!	159,197	73,890	46.41%	152	76.40%	58.25%	51.36%	46.46%
<b>Total</b>	<b>159,197</b>	<b>73,890</b>	<b>46.41%</b>	<b>152</b>	<b>76.40%</b>	<b>58.25%</b>	<b>51.36%</b>	<b>46.46%</b>

# YouTube Performance



Device Type	25%	50%	75%	100%
Computers	83.31%	69.47%	65.04%	59.92%
Mobile Devices	75.55%	58.03%	51.09%	46.18%
Tablets	73.14%	49.76%	42.51%	38.05%
Unknown	79.54%	59.21%	52.25%	47.36%

Age Range	25%	50%	75%	100%
25-34	75.81%	57.98%	51.04%	45.94%
35-44	77.06%	58.55%	51.72%	47.05%

Gender	25%	50%	75%	100%
FEMALE	75.88%	56.53%	49.44%	44.50%
MALE	76.69%	59.27%	52.50%	47.64%
UNDETERMIN...	80.30%	58.84%	52.39%	45.24%

# Spotify



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# Spotify Performance

IMPRESSIONS  
**200,613**

REACH  
**71,623**

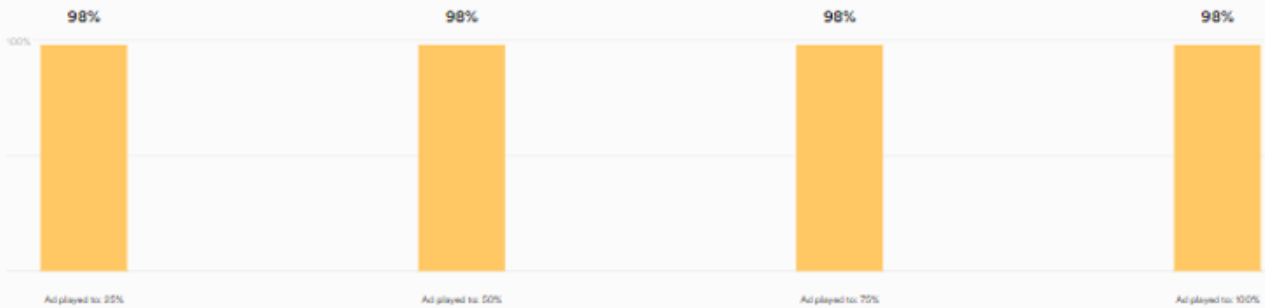
FREQUENCY  
**2.8**

COMPLETION RATE  
**97.74%**

ⓘ 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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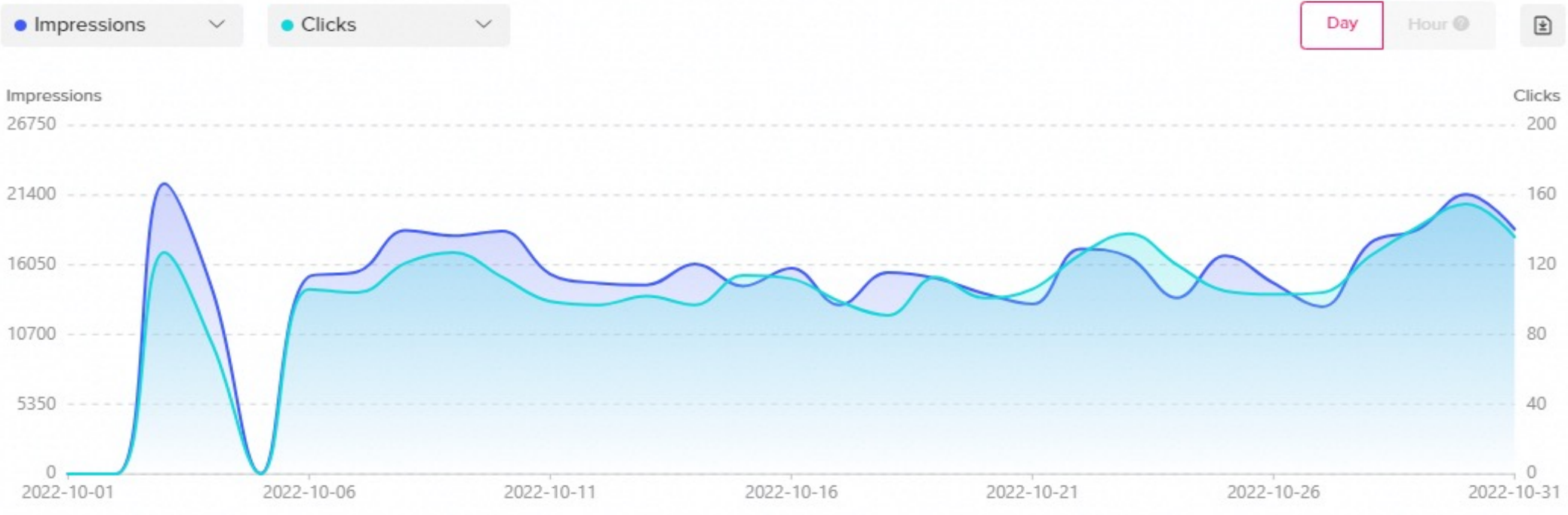
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# TIKTOK

Ad Group Name	Cost	Impression	Reach	CPC	CPM	Click	CTR	Video views
English	5778.34	430244	82309	1.92	13.44	3023	0.7	390504
Spanish	284.42	21871	7021	2.12	13	134	0.61	20418
<b>Total</b>	<b>6062.76</b>	<b>452115</b>	<b>85128</b>	<b>1.92</b>	<b>13.4</b>	<b>3157</b>	<b>0.7</b>	<b>410922</b>



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# Thank You



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