

South Texas College

Campaign Quarterly Update
September-December, 2019

January 2020



interact

South Texas College

Quarterly Campaign Update

January 2020

Table of Contents

Campaign Progress Report September to December 2019.....3

Media Budget Charts 2019-2020.....5

Cumulative Data Chart September to December 20196

Digital Campaign Highlights September to December 2019.....8

Digital Campaign Data September to December 2019.....9

Traditional Campaign Data September to December 2019.....33

Completed Services

September to December 2019

Marketing Strategy

- Marketing Retreat
- Marketing Plan
- Marketing Budget

Writing Services: Articles

- September
 - Making a Connection: Alex Sarabia, M.A., LPC
 - A Fresh Start on a Path to Success: Rosario Gonzalez
 - Designing a Career in Architecture: Esmeralda Leija
- October
 - The Pathway to the Ivy League: Juan Barrera
 - Research into Cattle Fever Ticks: Ernesto Reyes
 - The Science of Suds: Brewery Apprenticeship Program will Tackle Regional Demand
- November
 - Never too late to learn: Veteran Miguel Mireles succeeding by degrees at STC
 - Francisco Cantu's expressway to success
 - 5 reasons to attend a Community College
- December
 - Prestigious national research project sparks students' interest in science
 - Broke, but together: STC experience fuels holiday hope for Cienfuegos family
 - From Dropout to Doctorate: Exceptional Faculty/Alumna Dr. Anna B. Alaniz

Creative Work

- Radio ads (8)
- Mini messaging bible

Media Buying Complete

Digital Media (see page 8)

- Facebook/Instagram
- YouTube
- Snapchat
- Snapchat filters
- Custom Display: Retargeting/ Geofence/ OTT
- PPC
- Dynamic inventory retargeting
- Local directory review management
- Border Patrol Campaign
- Dual Enrollment Campaign

Traditional Media (See page 33)

- Outdoor/ Billboards
- Radio
- Live Remote: KBFM, on 10/12
- TV
- Mega Doctor and Texas Border Business (Print and Digital)
- RGVision (Print and Digital)

Research

- Media Preferences Research with 5 Custom Questions

Integrated Marketing and Communications Plan

- On-campus Kick-off led by Interact CEO Pam Cox-Otto
- On-campus Interviews with Interact CEO Pam Cox-Otto, Researcher Paula Di Dio, and Director of Communications Alejandra Navarro

Continuing Services

Administrative Support

- Weekly status update meetings
- Project management
- Campaign tracking and reporting

Integrated Marketing and Communications Plan

- Interview evaluations
- Collateral review

Production and Creative Services

- Program Videos
- Concept and collateral development (ads)

Writing Services: Articles

- Three articles each month

Media Buying

Facebook/Instagram

YouTube

Snapchat

PPC

Custom Display: Retargeting/ Geofence/ OTT

Dynamic inventory retargeting

Local directory review management

Border Patrol Campaign

South Texas College Media Budgets 2019-2020



Experience
Exceptional

South Texas College Media Budget Plan September 2019 - June 2020

	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Totals
Digital													
YouTube English	\$ 2,525.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 30,025.00
YouTube Spanish	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 12,000.00
Custom Facebook & Instagram - English & Spanish	\$ 3,700.00	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 5,848.20	\$ 65,030.20
Custom Facebook & Instagram Dual Enrollment	\$ 2,000.00												\$ 2,000.00
Snapchat English		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 16,500.00
Snapchat Filters				\$ 2,000.00					\$ 2,000.00				\$ 4,000.00
Snapchat Spanish		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 16,500.00
Display/OTT/Geofence	\$ 4,825.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	\$ 79,625.00
Directory Listing & Online Review Support - 6 Locations		\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 660.00	\$ 7,260.00
PPC Search Engine Marketing	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 54,000.00
PPC Search Engine Marketing Conquest	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 14,400.00
Border Patrol GeoFence	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 11,000.00
Traditional													
TV			\$ 12,370.00	\$ 11,020.00					\$ 12,670.00	\$ 13,870.00	\$ 14,055.00	\$ 14,240.00	\$ 78,225.00
Broadcast Radio			\$ 16,708.00	\$ 16,708.00					\$ 15,868.00	\$ 15,868.00	\$ 16,708.00	\$ 16,708.00	\$ 98,568.00
Pandora			\$ 1,436.44	\$ 2,762.79					\$ 7,675.86	\$ 6,409.96	\$ 7,310.30	\$ 5,111.30	\$ 30,706.65
Spotify			\$ 2,500.00	\$ 2,500.00					\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 15,000.00
Out of Home		\$ 8,256.00	\$ 16,735.71	\$ 16,735.71					\$ 16,735.71	\$ 16,735.71	\$ 16,735.71	\$ 16,735.71	\$ 108,670.26
Texas Border Business Print Publication and digital		\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 11,414.15
Mega Doctor Print Publication and digital		\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	\$ 11,414.15
The Monitor Newspaper Wraps			\$ 4,341.29			\$ 4,341.29							\$ 13,023.87
RGVision		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00		\$ 2,600.00	\$ 15,600.00
Totals	\$ 19,750.00	\$ 38,439.50	\$ 81,674.94	\$ 81,910.00	\$ 28,583.50	\$ 31,183.50	\$ 32,924.79	\$ 31,183.50	\$ 86,033.07	\$ 86,567.17	\$ 85,892.51	\$ 90,819.80	\$ 694,962.28

South Texas College Media Budget Plan September 2019 - December 2020

	Sep	Oct	Nov	Dec	Status
Digital					
YouTube English	\$ 2,525.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	Continuing
YouTube Spanish	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	Continuing
Custom Facebook & Instagram - English & Spanish	\$ 3,700.00	\$ 4,848.20	\$ 4,848.20	\$ 4,848.20	Continuing
Custom Facebook & Instagram Dual Enrollment	\$ 2,000.00				Complete for Fall
Snapchat English		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	Continuing
Snapchat Filters				\$ 2,000.00	Complete for Fall
Snapchat Spanish		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	Continuing
Display/OTT/Geofence	\$ 4,825.00	\$ 6,800.00	\$ 6,800.00	\$ 6,800.00	Continuing
Directory Listing & Online Review Support - 6 Locations		\$ 660.00	\$ 660.00	\$ 660.00	Continuing
PPC Search Engine Marketing	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	Continuing
PPC Search Engine Marketing Conquest	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	Continuing
Border Patrol GeoFence		\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	Continuing
Traditional					
TV			\$ 12,370.00	\$ 11,020.00	Complete for Fall
Broadcast Radio			\$ 16,708.00	\$ 16,708.00	Complete for Fall
Pandora			\$ 1,436.44	\$ 2,762.79	Complete for Fall
Spotify			\$ 2,500.00	\$ 2,500.00	Complete for Fall
Out of Home		\$ 8,256.00	\$ 16,735.71	\$ 16,735.71	Complete for Fall
Texas Border Business Print Publication and digital		\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	Continuing
Mega Doctor Print Publication and digital		\$ 1,037.65	\$ 1,037.65	\$ 1,037.65	Continuing
The Monitor Newspaper Wraps			\$ 4,341.29		Complete for Fall
RGVision		\$ 2,600.00		\$ 2,600.00	Continuing
Totals	\$ 19,750.00	\$ 38,439.50	\$ 81,674.94	\$ 81,910.00	\$ 221,774.44

South Texas College Cumulative Data Chart September 2018 to December 2019

Digital Campaigns	September	October	November	December	Totals/Averages
Conversions					
Calls from PPC, Social Media and Display	187	218	179	225	809
Average Call length	3:33	3:51	3:41	3:11	3:34
Form Submissions	38	61	62	78	239
Unique Campus visits after seeing GeoFence Ad	455	833	660	273	2221
Assisted Conversions					
PPC	355	478	374	473	1680
Facebook	59	107	69	47	282
Display	3	3	6	11	23
Social & Digital Media (Facebook, Instagram & Retargeting)					
Impressions	425,665	511,220	470,491	441,102	1,848,478
Clicks to Website	6,057	6,389	4,902	4,734	22,082
Engagement	543	536	303	249	1,631
Video Views	3,613	5,288	4,802	4,734	18,437
Snapchat (English and Spanish)					
Impressions		264,172	594,610	602,989	1,461,771
Average CPM (Cost Per Mille)		\$5.68	\$8.78	\$5.53	\$6.66
Swipe Ups/Visits		2,637	5,981	6898	15,516
Average CPSU (Cost Per Swipe Up/Visit)		\$0.57	\$0.91	\$0.44	\$0.64
Snapchat (English)*					
Impressions			409,630	355,085	764,715
Average CPM (Cost Per Mille)			\$5.52	\$4.25	\$4.89
Swipe Ups/Visits			4,251	3,651	7,902
Average CPSU (Cost Per Swipe Up/Visit)			\$0.53	\$0.41	\$0.47
Snapchat (Spanish)*					
Impressions			184,980	247,904	432,884
Average CPM (Cost Per Mille)			\$12.04	\$6.08	\$9.06
Swipe Ups/Visits			1,730	3,247	4,977
Average CPSU (Cost Per Swipe Up/Visit)			\$1.29	\$0.46	\$0.88
Snapchat (filters)					
Swipes				1,700	1,700
Uses				817	817
Views				58,900	58,900
YouTube Marketing- English					
Impressions	72,825	72,825	87,024	88,135	320,809
Completed Views	26,982	26,982	38,399	38,317	130,680
Clicks	156	156	203	222	737
Video Views	37%	37%	44%	43%	40%
YouTube Marketing - Spanish					
Impressions	22,384	28,053	26,716	25,151	102,304
Completed Views	10,469	12,618	13,064	12,196	48,347
Clicks	87	113	85	93	378
Video Views	46%	44%	48%	48%	47%

Pay PerClick					
Impressions	24,369	23,169	17,208	18,469	83,215
Visits to website	2,555	2,410	1,475	2,140	8,580
Calls	114	128	71	139	452
Forms Submit	25	44	28	40	137
CTR (Click through rate)	10%	10%	8%	11%	10%
Pay PerClick (Competitor)					
Impressions	13,280	12,542	8,178	7,587	10,397
Visits to website	1,005	1,128	1,016	1,140	4,289
Calls	58	68	69	66	261
Forms Submit	7	12	12	22	53
CTR	8%	9%	12%	15%	11%
Custom Display Campaign					
Impressions	489,581	1,120,913	553,871	572,674	2,737,039
Visits to website	843	1,756	870	1,053	4,522
Completed views	8,833	32,354	22,858	23,922	87,967
Geo-Fencing					
Impressions	234,291	552,929	346,649	371,632	1,505,501
Visits to website	465	1,160	679	815	3,119
Walk-ins	493	833	660	273	2,259
Custom Display Border Patrol Campaign					
Impressions**	TK	170,172	TK	171,943	931,463
Visits to website	TK	249	TK	239	1,321
Average CPM	TK	5.88	TK	\$5.82	\$4.14

Traditional Media	September	October	November	December	Totals/Averages
Radio					
KLTV MIX 107			80	80	160
KHRR La Ley			58	58	116
KBFM (104.1)			106	106	212
KTEX (100.3 FM)			72	72	144
KFRQ (94.5 FM)			68	68	136
KHKZ (106.3 FM)			68	68	136
KKPS (99.5 FM)			58	58	116
Seasonal total			510	510	1,020
Pandora					
Ads Served			110,078	213,360	323,438
Reach ***			110,952	189,360	300,312
Clicks			27	53	80
CTR			0.05%	0.06%	
Spotify					
Ads Served			127,688	139,681	267,369
Reach			37,394	30,703	68,097
Clicks			278	381	659
CTR			0.24%	0.27%	
Broadcast TV / Cable TV					
KGBT (CBS4)			36	36	
KVEO (NBC 23)			10	10	
KTLN (Telemundo 40)			10	10	
KNVO (Univision)			18	14	
Season/Monthly total			70	222	292
Outdoor Advertising					
Impressions		10,323,496	10,323,496	10,323,496	30,970,488

* These figures by language are already included in the combined totals for Snapchat.

** We need to collect the correct monthly totals for Border Patrol's September and November. The cumulative total is correct.

***This number looks inaccurate. Waiting to hear from vendor.

tk - We are still trying to collect this information.

Campaign Highlights

September to December 2019

Overview of All Digital Campaign Highlights

7,982,454 impressions of video ads, static ads and text ads.

60,600 visits to the website.

264,345 remarketing impressions to keep in front of potential students that already visited your website

284,431 completed video views through YouTube, Facebook and Display

Total Conversions from PPC, Social Media & Display

809 calls from the PPC, Social Media and Display

239 form submissions from PPC, display and social

2,221 people that stepped foot onto one of the STC campuses from being geofenced

1,985 Latent Conversions.

Goals were set up in Google Analytics to track form submissions that happen organically or through direct traffic, but the first touch point of the person was through paid media (PPC, display, Facebook, etc.). Latent conversions happen later on your website, but the first touch point of the person came through paid media.

Conversions

September Conversions from All Digital Campaigns

187 calls from PPC, Social Media & Display

3:33 average call length, quality of leads is great

38 form submissions

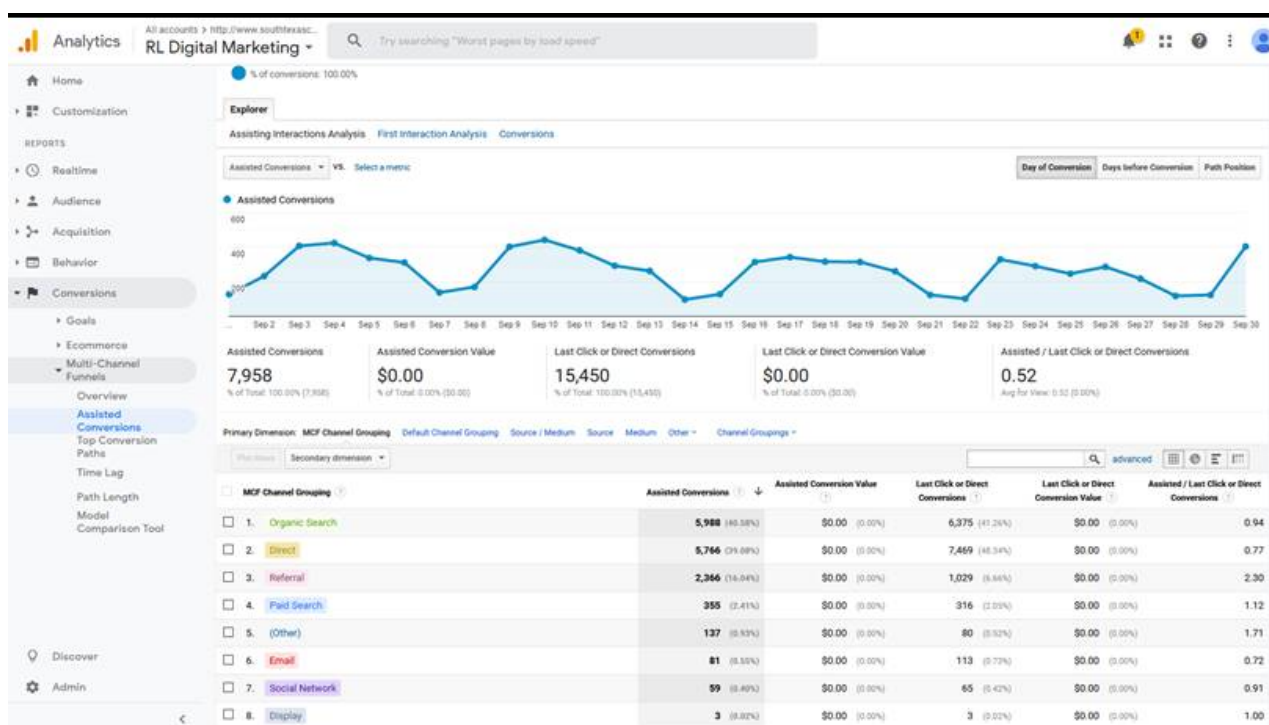
455 people visited an STC campus after being served an ad on their mobile phone while in a geo-fenced location.

September Latent Conversions

PPC: 335

Facebook assisted conversions: 59

Display assisted conversions: 3



October Conversions All Digital Campaigns

218 calls from PPC, Social Media & Display

3:51 average call length, quality of leads is great

61 form submissions from PPC, display and social

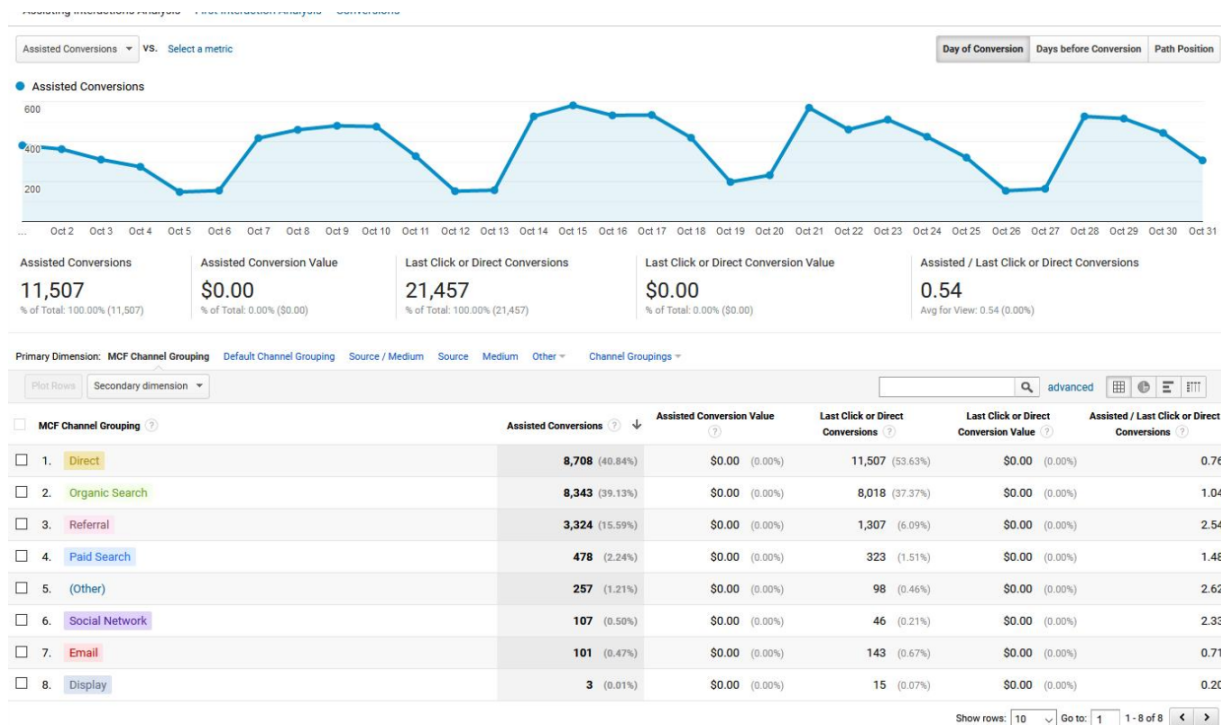
833 people visited an STC campus after being served an ad on their mobile phone while in a geo-fenced location.

October Latent Conversions

PPC assisted conversions: 478

Facebook assisted conversions: 107

Display assisted conversions: 3



November Conversions All Digital Campaigns

179 calls from PPC, Social Media and Display

3:41 average call length, quality of leads is great

62 form submissions from PPC, display and social

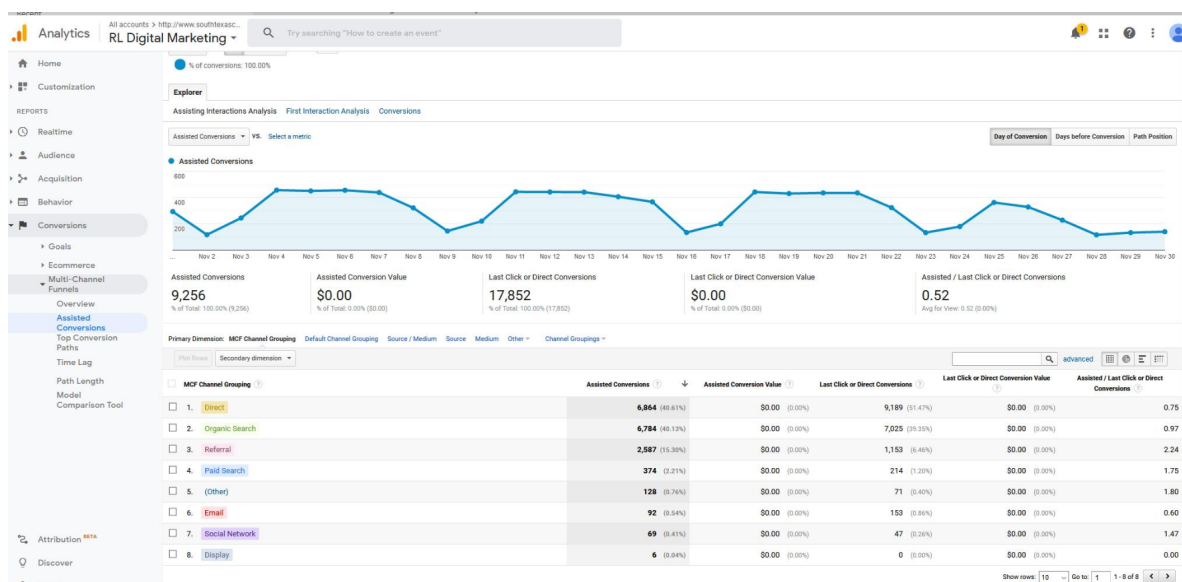
660 people visited an STC campus after being served an ad on their mobile phone while in a geo-fenced location.

November Latent Conversions

PPC: 374

Facebook: 69

Display: 6



December Conversions All Digital Campaigns

225 calls from the PPC, Social Media and Display

3:11 average call length, quality of leads is great

78 form submissions from PPC, display and social

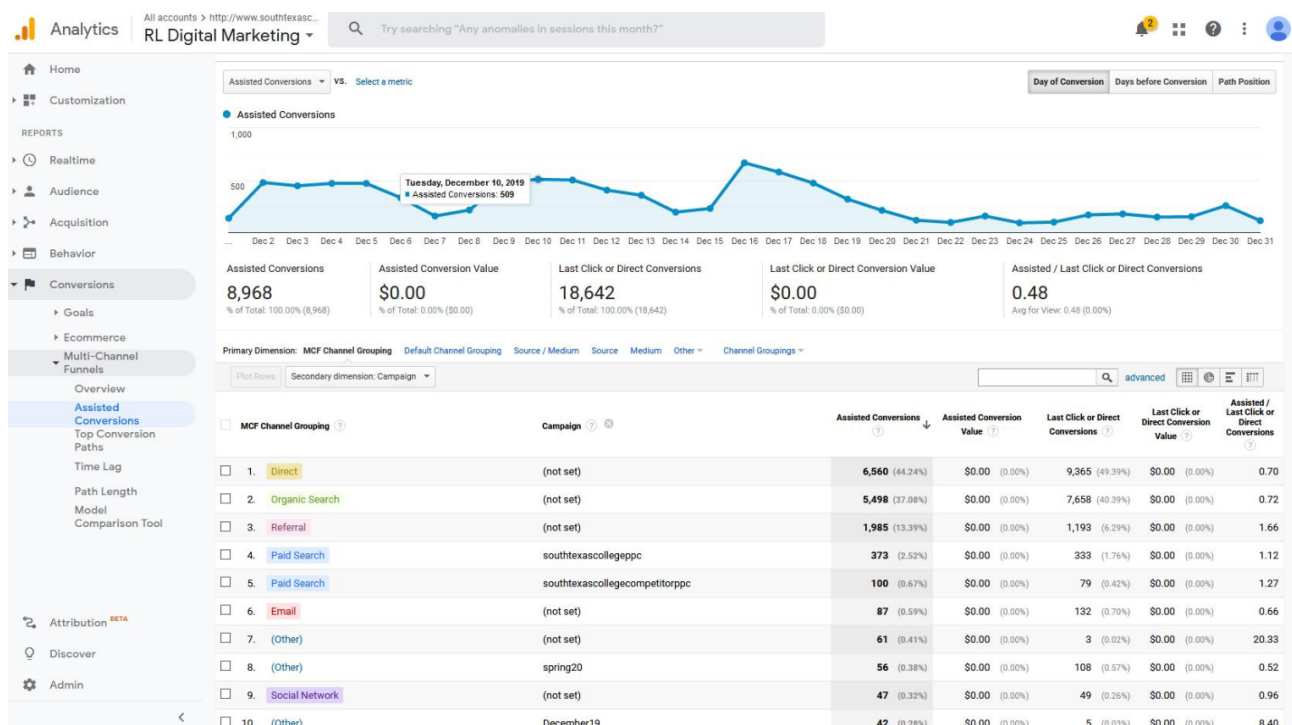
273 people visited an STC campus after being served an ad on their mobile phone while in a geo-fenced location.

December Latent Conversions

PPC: 473

Facebook 47

Display: 11



Social Media: Facebook & Instagram Campaign

September to December Campaign Overview

Reach: 1,106,544

Impressions: 1,779,305

Clicks: 21,209

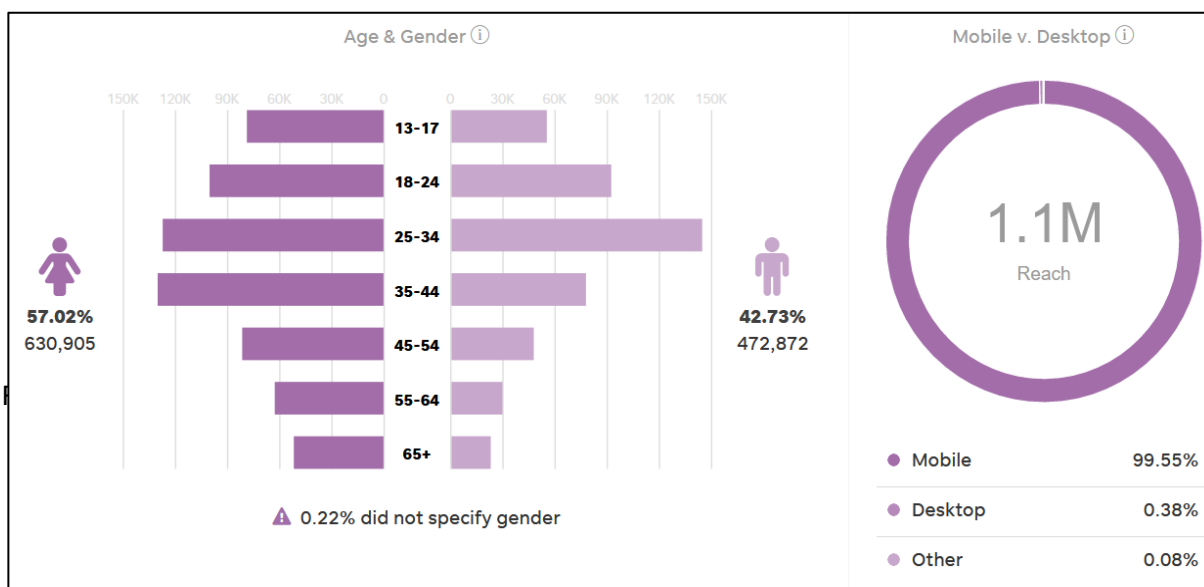
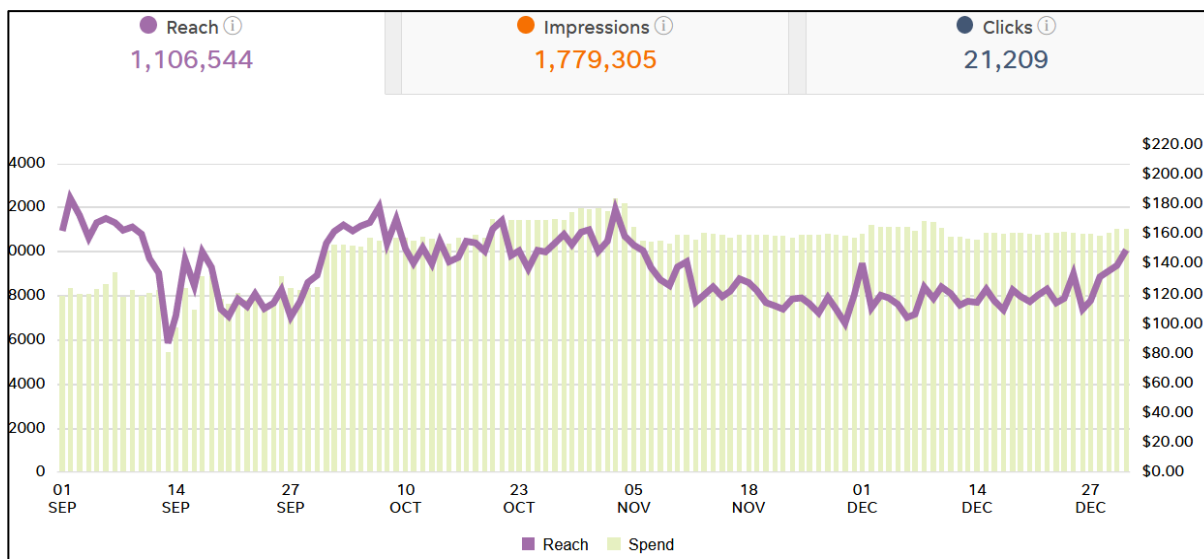
Website (Link) Clicks: 7,787

Post Engagements: 131,344

Post Reactions: 1,425

Post Shares: 107

Watches at 100%: 17,675



Performance September:

Ad Set Name	Ad Name	Impressions	Link Clicks	CTR (Link Clicks)	Clicks	Post Reactions	Post Comments	Post Shares	Conversions	Video Watch 100%
CRM Targeting - Dual	Experience STC. - 9.17.19	4880	8	0.163934426	24	4				
CRM Targeting - Dual	Next-Level Experience - 9.17.19	3220	5	0.155279503	9	1				
CRM Targeting - Traditional	Experience Inspiration - 9.19.19	7365	27	0.366598778	65	6				
CRM Targeting - Traditional	Experience Inspiration.	2634	1	0.037965072	8					
High School Students//Traditional Transfer	Exceptional Universities	8373	27	0.322465066	55	4				
High School Students//Traditional Transfer	Exceptional Universities - 9.19.19	3517	14	0.398066534	29	1				
High School Students//Traditional Transfer	Next-Level Experience	4107	14	0.340881422	27	6				
High School Students//Traditional Transfer	Paloma - Video - 9.19.19	13384	42	0.313807531	87	8				89
High School Students//Traditional Transfer	Paloma - Video - April 2019	48325	202	0.418003104	487	22				133
Parents (English and Spanish)	Exceptional Graduates.	6441	16	0.248408632	51	9				
Retargeting	Exceptional Careers	16003	67	0.418671499	153	12				
Retargeting	Exceptional Careers - 9.19.19	6353	33	0.519439635	90	18	1		1	
Retargeting	Experience Freedom	10160	47	0.462598425	107	7				
Retargeting	Experience Freedom - 9.19.19	2328	6	0.257731959	17	8				
Retargeting	Jay Video - 9.19.19	27526	144	0.523141757	367	30	1	5		325
Retargeting	Jay Video - April 2019	68368	334	0.488532647	880	36	4	7		764
Workforce/Non Traditional	Angela Video - 9.19.19	2092	24	1.147227533	42	9		1		71
Workforce/Non Traditional	Angela Video - April 2019	2316	14	0.604490501	40	7		2		91
Workforce/Non Traditional	Exceptional Careers	1718	6	0.349243306	38	7		1		
Workforce/Non Traditional	Exceptional Careers - 9.19.19	941	8	0.850159405	11					
Workforce/Non Traditional	Experience Freedom	2619	12	0.458190149	29				1	
Workforce/Non Traditional	Experience Freedom - 9.19.19	318	2	0.628930818	3					
Workforce/Non Traditional	Experience Success	573	4	0.698080279	10	2				
Workforce/Non Traditional	Josh Video - 9.19.19	2806	22	0.784034212	47	11				9
Workforce/Non Traditional	Josh Video - April 2019	4607	32	0.694595181	79	6		1		43
Workforce/Non Traditional	Obed Video - 9.19.19	4108	35	0.851996105	74	9				61
Workforce/Non Traditional	Obed Video - April 2019	15145	108	0.713106636	314	15	1	2		146
Workforce/Non Traditional - Spanish	Angela Video - 9.19.19	5901	35	0.59311981	107	11				133
Workforce/Non Traditional - Spanish	Angela Video - April 2019	6542	42	0.642005503	117	11			1	193
Workforce/Non Traditional - Spanish	Carreras Excepcionales	21598	93	0.430595426	394	44	1	3		
Workforce/Non Traditional - Spanish	Carreras Excepcionales - 9.19.19	9539	56	0.587063634	215	32			2	
Workforce/Non Traditional - Spanish	Experimenta Tu A%wito	7444	37	0.4970446	149	13			1	
Workforce/Non Traditional - Spanish	Experimenta Tu Libertad.	1035	2	0.193236715	12	4				
Workforce/Non Traditional - Spanish	Experimenta Tu Libertad. - 9.19.19	1905	16	0.839895013	24	3				
Workforce/Non Traditional - Spanish	Jay Video - 9.19.19	16923	144	0.850912959	320	22	1	1		197
Workforce/Non Traditional - Spanish	Jay Video - April 2019	25890	220	0.849748938	477	34		5		173
Workforce/Non Traditional - Spanish	Paloma Video - 9.19.19	24640	207	0.840097403	524	49	1	7		516
Workforce/Non Traditional - Spanish	Paloma Video - April 2019	12750	92	0.721568627	196	11			2	330
Workforce/Non Traditional - Spanish	Parents Video - 9.19.19	8565	90	1.050788091	163	10				203
Workforce/Non Traditional - Spanish	Parents Video - April 2019	12706	109	0.857862427	216	4	1	3		136

Performance October:

Ad Set Name	Ad Name	Impressions	Link Clicks	CTR (Link Clicks)	Clicks	Page Likes	Post Reactions	Post Comments	Post Shares	Conversion	Watches 100%
CRM Targeting - Dual	Experience STC. - 9.17.19	21366	43	0.201254329	97		8				
CRM Targeting - Dual	Next-Level Experience - 9.17.19	10576	27	0.255295008	53		8				
CRM Targeting - Traditional	Experience Inspiration - 9.19.19	26861	83	0.308998176	158		17			2	
CRM Targeting - Traditional	FAFSA Super Saturday - 10.12	15393	72	0.467745079	263		13	1			
High School Students//Traditional Transfer	Exceptional Universities - 9.19.19	6349	25	0.393762797	36		5				
High School Students//Traditional Transfer	FAFSA Super Saturday - 10.12	15732	40	0.254258835	107		6				
High School Students//Traditional Transfer	Paloma - Video - 9.19.19	52412	173	0.330077082	347		30	1	2		494
Parents (English and Spanish)	Exceptional Graduates.	6795	21	0.309050773	53		9			2	
Parents (English and Spanish)	FAFSA Super Saturday - 10.12	418	3	0.717703349	6						
Retargeting	Exceptional Careers - 9.19.19	12246	45	0.367466928	105		19			1	
Retargeting	Experience Freedom - 9.19.19	2001	6	0.299850075	14		4				
Retargeting	Jay Video - 9.19.19	56267	283	0.502959106	736		67	4	1		1103
Workforce/Non Traditional	Angela Video - 9.19.19	5303	39	0.735432774	81		9		1		98
Workforce/Non Traditional	Exceptional Careers - 9.19.19	2049	14	0.683260127	22		3		1		
Workforce/Non Traditional	Experience Freedom - 9.19.19	233	1	0.429184549	1						
Workforce/Non Traditional	Josh Video - 9.19.19	8859	55	0.620837566	106		15				37
Workforce/Non Traditional	Obed Video - 9.19.19	14009	106	0.756656435	200		14		1		164
Workforce/Non Traditional - Spanish	Angela Video - 9.19.19	15888	118	0.742698892	223		21		1		586
Workforce/Non Traditional - Spanish	Carreras Excepcionales - 9.19.19	16127	82	0.508464066	282		34	2	3		
Workforce/Non Traditional - Spanish	Experimenta Tu Libertad. - 9.19.19	3315	21	0.633484163	41		6			2	
Workforce/Non Traditional - Spanish	Jay Video - 9.19.19	97070	763	0.786030699	1685		114	3	11		1216
Workforce/Non Traditional - Spanish	Paloma Video - 9.19.19	52209	371	0.710605451	728		28		5		841
Workforce/Non Traditional - Spanish	Parents Video - 9.19.19	69742	595	0.853144447	1045		55	2	5		749

Performance November:

Ad Set Name	Ad Name	Impressions	Link Clicks	CTR (Link Clicks)	Clicks	Page Likes	Post Reactions	Comments	Shares	Conversion:Video Plays
CRM Targeting - Dual	Experience STC - 9.17.19	23963	43	0.179443308	99		13			
CRM Targeting - Dual	Next-Level Experience - 9.17.19	14018	27	0.192609502	59		7			
CRM Targeting - Traditional	Experience Inspiration - 9.19.19	43887	144	0.328115387	270		17			
High School Students//Traditional Transfer	Exceptional Universities - 9.19.19	9893	37	0.374001819	64		6	1		
High School Students//Traditional Transfer	Paloma - Video - 9.19.19	81789	271	0.3313404	497		20			587
Parents (English and Spanish)	Exceptional Graduates.	4007	10	0.249563264	21					
Retargeting	Exceptional Careers - 9.19.19	12813	50	0.390228674	123		28			
Retargeting	Experience Freedom - 9.19.19	2021	4	0.197921821	10		1			
Retargeting	Jay Video - 9.19.19	50889	260	0.510915915	647		40	2		654
Workforce/Non Traditional	Angela Video - 9.19.19	6828	63	0.922671353	87		1			181
Workforce/Non Traditional	Exceptional Careers - 9.19.19	2426	16	0.659521847	21		1			
Workforce/Non Traditional	Experience Freedom - 9.19.19	224			1					
Workforce/Non Traditional	Josh Video - 9.19.19	11211	76	0.677905628	145		14		1	277
Workforce/Non Traditional	Obed Video - 9.19.19	18631	130	0.697761795	205		10			325
Workforce/Non Traditional - Spanish	Angela Video - 9.19.19	11642	80	0.687167153	158		10			667
Workforce/Non Traditional - Spanish	Carreras Excepcionales - 9.19.19	16511	99	0.599600266	343		22	1	2	
Workforce/Non Traditional - Spanish	Experimenta Tu Libertad. - 9.19.19	2258	19	0.841452613	24		1			
Workforce/Non Traditional - Spanish	Jay Video - 9.19.19	35908	287	0.799264788	543		36		4	971
Workforce/Non Traditional - Spanish	Paloma Video - 9.19.19	51628	355	0.687611374	685		35		1	667
Workforce/Non Traditional - Spanish	Parents Video - 9.19.19	69944	565	0.807789088	900		27		2	473

Performance December:

Ad Set Name	Ad Name	Impressions	Link Clicks	CTR (Link Clicks)	Clicks	Page Likes	Post Reactions	Post Comments	Post Shares	Conversion:io Watches
CRM Targeting - Dual	Experience STC - 9.17.19	23074	38	0.164687527	85		4			
CRM Targeting - Dual	Next-Level Experience - 9.17.19	20353	46	0.226010907	95		7			
CRM Targeting - Traditional	Experience Inspiration - 9.19.19	51858	179	0.345173358	315		23		1	
High School Students//Traditional Transfer	Exceptional Universities - 9.19.19	6054	24	0.396432111	40		2			
High School Students//Traditional Transfer	Paloma - Video - 9.19.19	59005	185	0.313532751	344		9			550
Parents (English and Spanish)	Exceptional Graduates.	424			1					
Retargeting	Exceptional Careers - 9.19.19	10161	56	0.551126858	122		21			
Retargeting	Experience Freedom - 9.19.19	1524	6	0.393700787	16		4			
Retargeting	Jay Video - 9.19.19	48232	255	0.528694643	675		45	1	4	907
Workforce/Non Traditional	Angela Video - 9.19.19	11271	79	0.70091385	123		5		2	173
Workforce/Non Traditional	Exceptional Careers - 9.19.19	1505	4	0.265780731	14		2			
Workforce/Non Traditional	Experience Freedom - 9.19.19	158	1	0.632911392	1					
Workforce/Non Traditional	Josh Video - 9.19.19	17349	146	0.841547063	213		7			474
Workforce/Non Traditional	Obed Video - 9.19.19	21921	160	0.729893709	313		14	1	3	259
Workforce/Non Traditional - Spanish	Angela Video - 9.19.19	11692	107	0.915155662	186		8			646
Workforce/Non Traditional - Spanish	Carreras Excepcionales - 9.19.19	10081	56	0.555500446	205		8		2	
Workforce/Non Traditional - Spanish	Experimenta Tu Libertad. - 9.19.19	1401	9	0.642398287	20					
Workforce/Non Traditional - Spanish	Jay Video - 9.19.19	21997	141	0.6409965	281		11	1	3	445
Workforce/Non Traditional - Spanish	Paloma Video - 9.19.19	69552	552	0.793650794	943		35	2	2	660
Workforce/Non Traditional - Spanish	Parents Video - 9.19.19	53490	428	0.800149561	692		21		1	620

Facebook/Instagram Recommendations

- Pause the lowest performing ads and continue to provide new.

YouTube English Campaign

September to December Campaign Overview

Impressions: 348,482

Views: 142,587

Clicks: 786

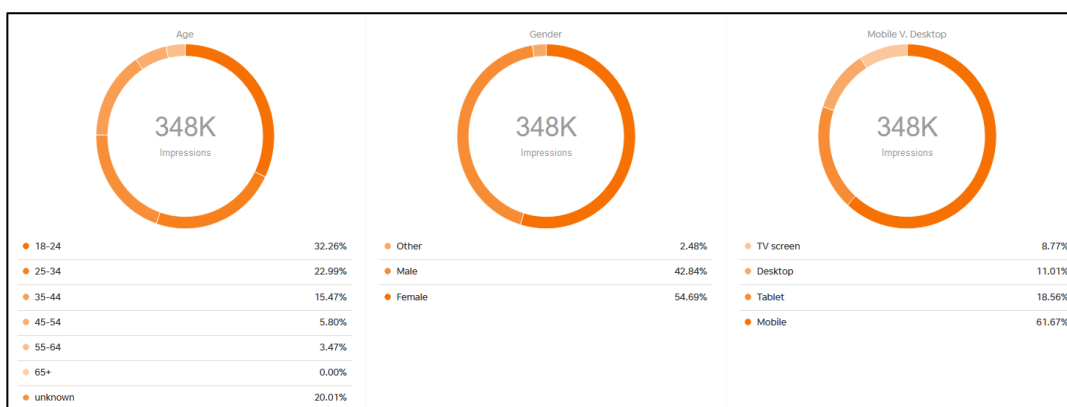
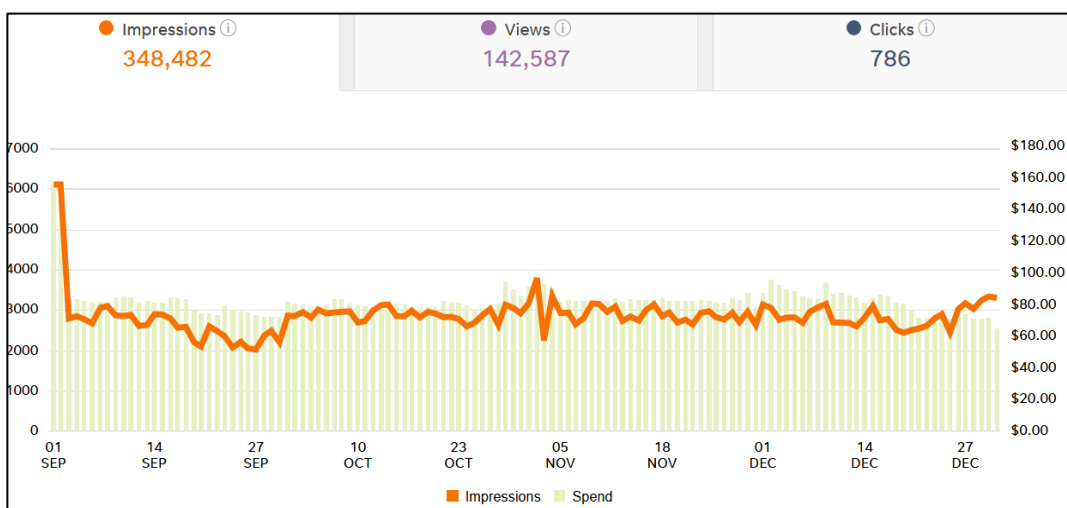
View Rate: 40.92 %

\$/View: \$0.07 per View

Watches at 100%: 40.74%

YouTube Industry Benchmarks

- Average completed video view rate is 15%
- Average cost per completed view is 10-15 cents



YouTube English Analysis:

- View rate is well above Industry Standard (which is 15-30%)
- The "in-market college audience" generated the highest number of impressions and views. Google optimizes towards the highest performing ad group

Recommendations:

- Pause the lowest performing ads and run only the highest performing video ads.

YouTube Spanish Campaign

September to December Campaign Overview

Impressions: 112,430

Views: 53,170

Clicks: 404

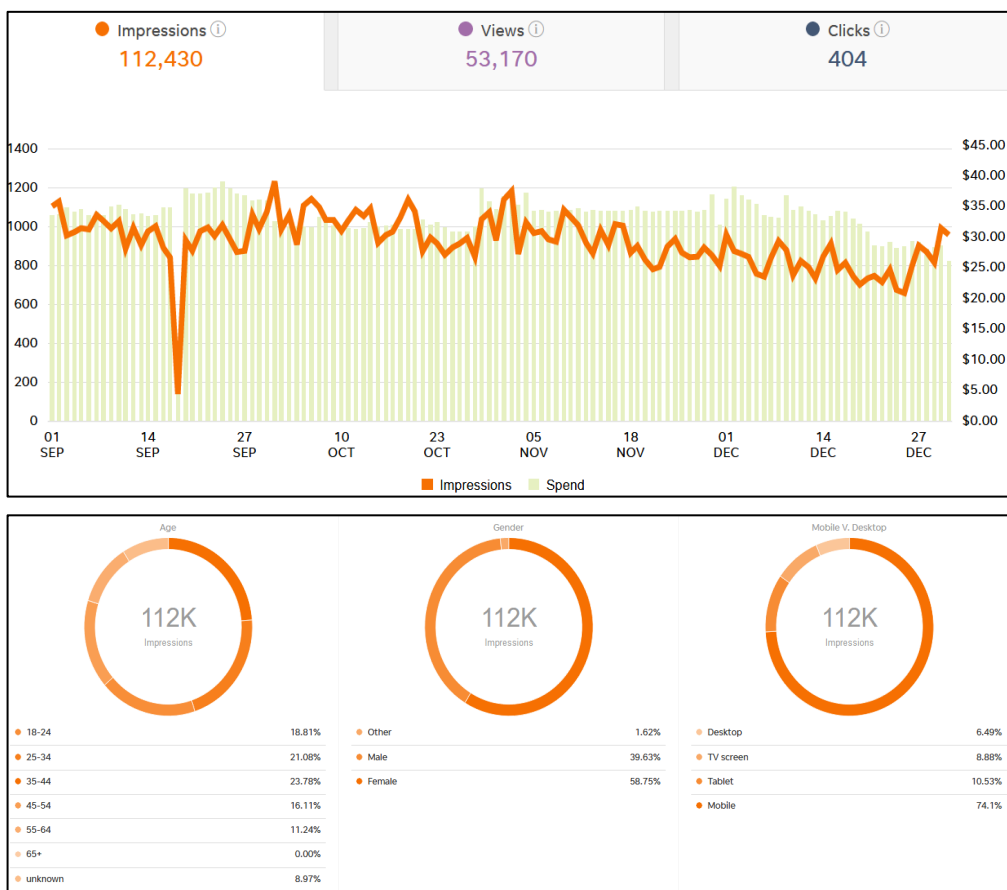
View Rate: 47.29%

Cost per View: \$0.08 per View

Watches at 100%: 47.53%

YouTube Industry Benchmarks

- Average completed video view rate is 15%
- Average cost per completed view is 10-15 cents



Analysis

- View rate is well above Industry Standard (which is 15-30%)
- The "in-market college audience" generated the highest number of impressions and views. Google optimizes towards the highest performing ad group.

Recommendations

- Pause the lowest performing ads and run only the highest performing ads and provide fresh ads.

Pay Per Click/SEM Campaign

September to December Campaign Overview

Impressions: 83,215

Clicks to website: 8,580

CTR: 10.31%

Calls: 261

Form submits: 137

Average cost per visit: \$2.10

Average cost per contact: \$30.56

Google Industry Benchmarks

- Average cost per visit is \$3.40
- Average cost per contact is \$72
- Average CTR is 3.5%

Performance YTD Combined: CPL (cost per lead for calls & form submits) was a competitive \$30.56/Lead. CPC was an excellent \$2.10/click.

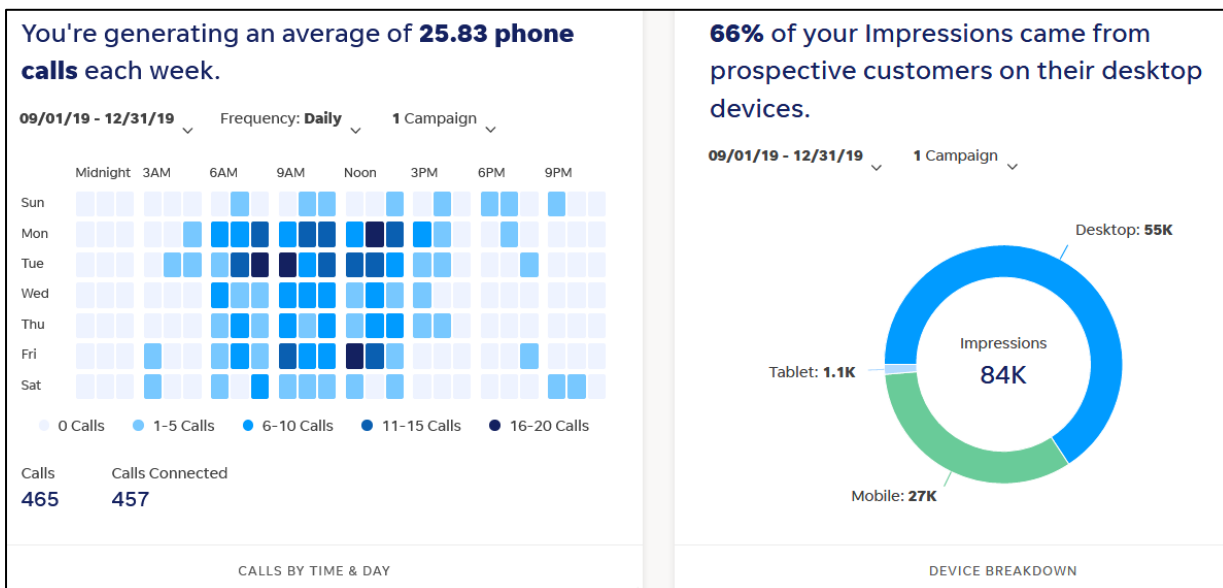
Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	Average Page Position	Average Cost Per Contact
<i>Monthly Budget</i>	<i>Date Campaign Ran</i>	<i>Number of times text ad is shown when a search is being done on a search engine like Google</i>	<i>Number 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>Forms From Landing Page We Are Tracking Completed</i>	<i>Calls + Form Submits</i>	<i>Total visits to specific pages we are tracking (summary below)</i>	<i>Average page position on page 1 of search engine results page for all keywords</i>	<i>Average cost per contact (calls, end/form submissions)</i>
\$4,500.00	Sep-19	24,369	2,555	10.48	\$1.76	114	25	139	573	2.4	\$32.37
\$4,500.00	Oct-19	23,169	2,410	10.40	\$1.87	128	44	172	498	1.4	\$26.16
\$4,500.00	Nov-19	17,208	1,475	8.57	\$3.05	71	28	99	498	1.4	\$45.45
\$4,500.00	Dec-19	18,469	2,140	11.59	\$2.10	139	40	179	389	1.4	\$25.14
\$18,000.00	175,018	83,215	8,580	10.31	\$2.10	452	137	589	1,958	1.7	\$30.56

Tracked Web Events: 137 Form Submissions/Chats

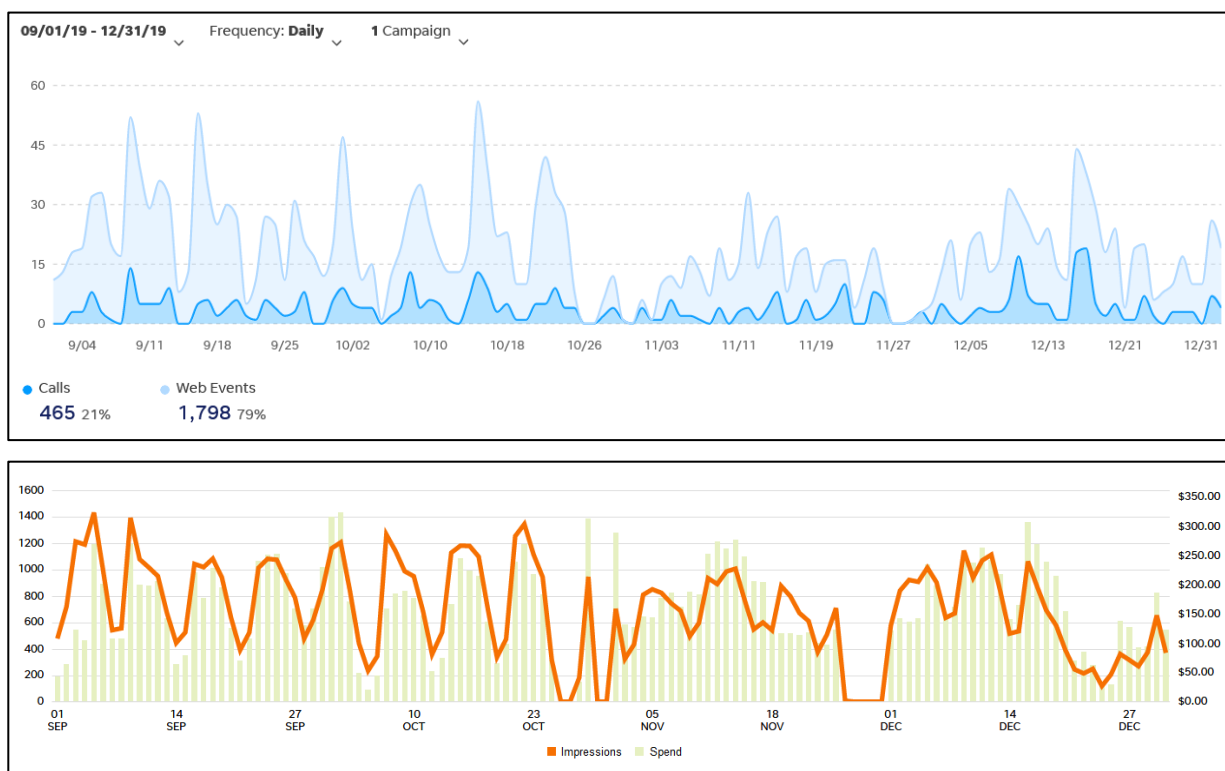
Page Name	Hits	Page Name	Hits	Page Name	Hits	Page Name	Hits
*Chat Now Submitted	1	*Contact Us	6	*Register Now Submitted	19	*Request Info Submitted - Landing Page	72
*Contact Us Submitted	1	*Degrees Submitted	6	*Enrollment Management Submitted	19	*Course Schedule	76
*Financial Aid Submitted	1	*Associate Degrees Submitted	6	*Tuition & Fees	25	*Certificates	96
*Admissions Submitted	2	*Enroll now/Apply now Submitted	7	*Catalog	29	*Associate Degrees	133
*Catalog Submitted	2	*Chat Now	8	*Admissions	33	*Register Now	146
*About/Locations Submitted	3	*Current Student Admissions	10	*Contact Us Now	33	Other ***	171
*Contact Us Now Submitted	4	*New Student Admissions	10	*Course Schedule Submitted	40	*Degrees	193
*Programs & Majors Submitted	4	*How To Apply Financial Aid	14	*About/Locations	42	*Enroll now/Apply now	230
*Certificates Submitted	4	*Get Started Online Programs	19	*Financial Aid	51	*Enrollment Management	235
*Hybrid Courses	6	*Academics Submitted	19	*Programs & Majors	64	*Academics	296

Campaign Diagnostic Performance: Both metrics showed phenomenal performance.

Metric		Rating
Click-Thru Rate	11.59%	Above Average
Avg. Page Position	1.5	First Page



Lead Trends Overview YTD:



YTD Top 15 Keyword Performance by Clicks:

Keyword	Impressions	Clicks	CTR
Total	84,918	8,857	10.43%
south tx college	43,216	4,896	11.33%
South Texas College programs	6,072	898	14.79%
south texas college admissions	3,001	712	23.73%
apply to South Texas College	7,443	513	6.89%
south texas college online courses	1,212	318	26.24%
South Texas College courses	1,501	234	15.59%
welding classes	1,861	153	8.22%
south texas college dual enrollment	3,438	151	4.39%
emt classes	1,053	98	9.31%
apply south texas college	342	94	27.49%
radiologic technology classes	903	86	9.52%
culinary arts courses	1,138	72	6.33%
colleges degrees	1,016	61	6.00%
colleges course	891	58	6.51%
automotive technology course	470	48	10.21%

Pay Per Click/SEM Competitor Campaign

September to December Campaign Overview

Impressions: 41,587

Clicks to website: 4,289

CTR: 10.31%

Calls: 261

Form submits: 53

Average cost per visit: \$1.12

Average cost per contact: \$15.29

Google Industry Benchmarks

- Average cost per visit is \$3.40
- Average cost per contact is \$72
- Average CTR is 3.5%

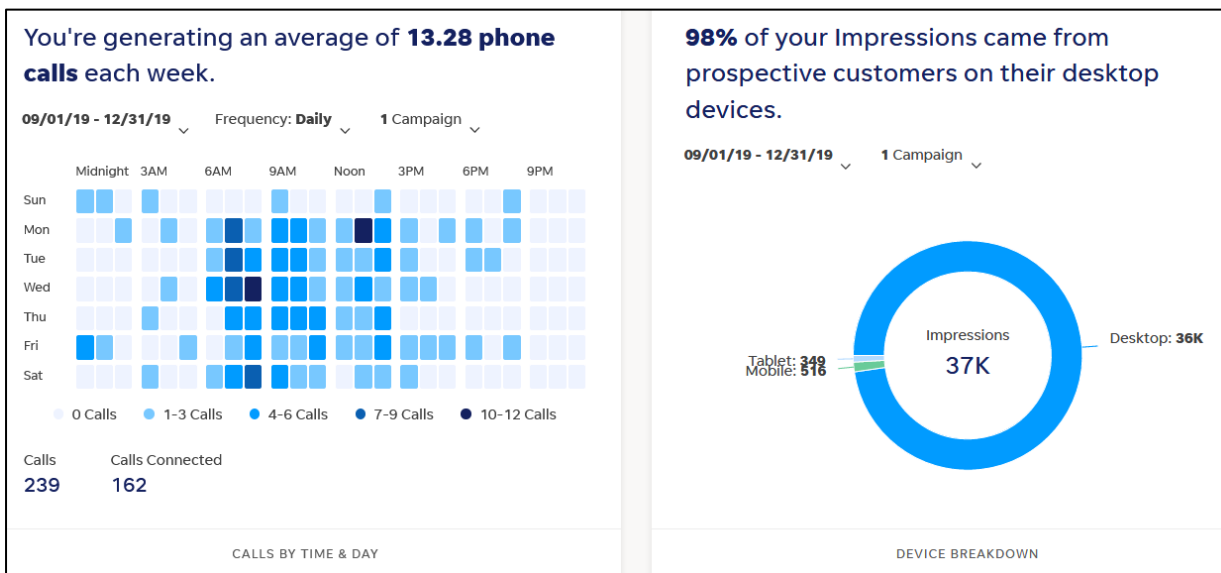
Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	Average Page Position	Average Cost Per Contact
Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person 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	Forms From Landing Page We Are Tracking Completed	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average page position on page 1 of search engine results page for all keywords	Average cost per contact (calls, and form submissions)
\$1,200.00	Sep-19	13,280	1005	7.57	\$1.19	58	7	65	140	2.1	\$18.46
\$1,200.00	Oct-19	12,542	1,128	8.99	\$1.06	68	12	80	151	2.6	\$15.00
\$1,200.00	Nov-19	8,178	1,016	12.42	\$1.18	69	12	81	174	1.5	\$14.81
\$1,200.00	Dec-19	7,587	1,140	15.03	\$1.05	66	22	88	178	1.6	\$13.64
\$4,800.00	175,018	41,587	4,289	10.31	\$1.12	261	53	314	643	2.0	\$15.29
				(Above Average)						(First Page)	

Tracked Web Events: 53 Form Submissions/Chats

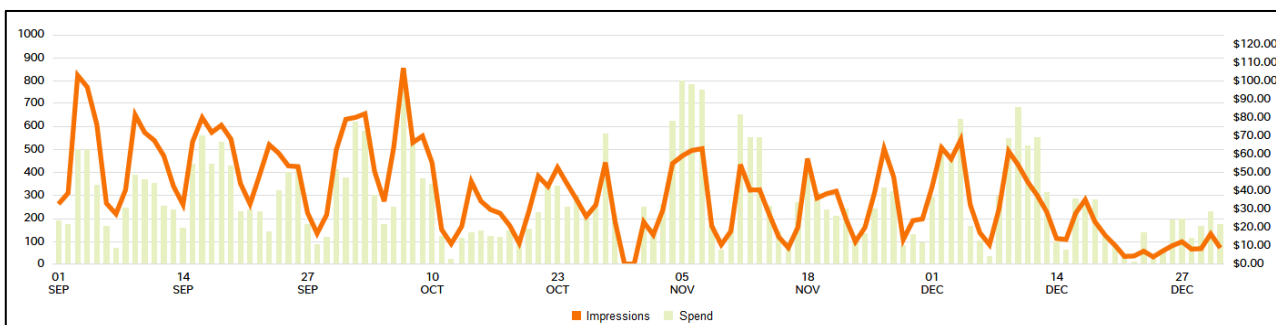
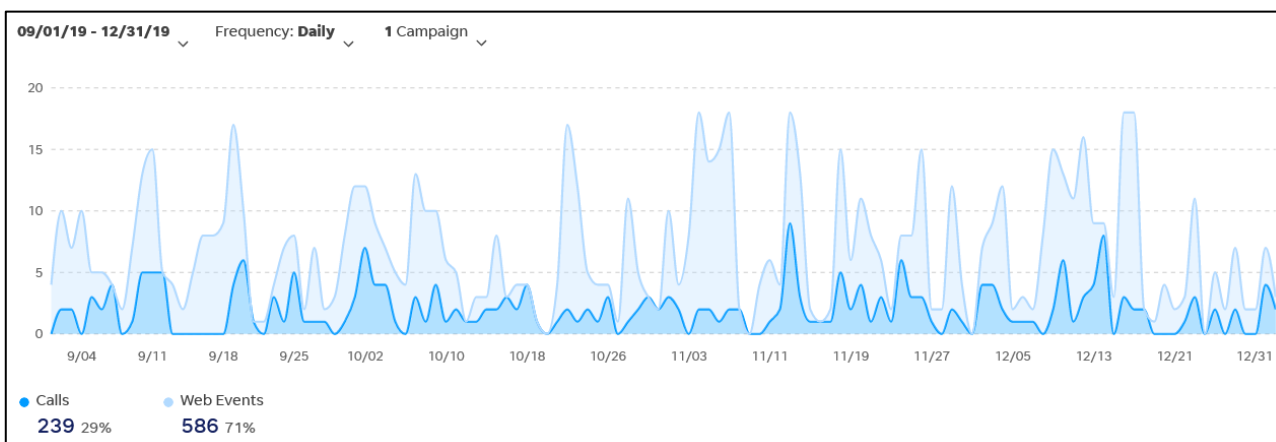
Page Name	Hits	Page Name	Hits	Page Name	Hits
*Current Student Admissions	1	*Catalog	3	*Request Info Submitted - Landing Page	13
*Hybrid Courses	1	*Contact Us Now	3	*Certificates	16
*Request A Tour	1	*Register Now Submitted	5	*Programs & Majors	17
*Certificates Submitted	2	*Get Started Online Programs	5	*Financial Aid	17
*Associate Degrees Submitted	2	*Chat Now	5	*Course Schedule	20
*New Student Admissions	2	*How To Apply Financial Aid	5	*Register Now	28
*Degrees Submitted	2	*Tuition & Fees	6	*Associate Degrees	29
*About/Locations Submitted	2	*Course Schedule Submitted	7	*Other ***	29
*Programs & Majors Submitted	2	*Academics Submitted	9	*Degrees	34
*Enroll now/Apply now Submitted	2	*Enrollment Management Submitted	10	*Enroll now/Apply now	58
*Contact Us	2	*About/Locations	10	*Academics	106
*Admissions Submitted	2	*Admissions	10	*Enrollment Management	120

Campaign Diagnostic Performance: Both metrics show outstanding performance.

Metric		Rating ?
Click-Thru Rate	14.48%	Above Average
Avg. Page Position	1.3	First Page



Lead Trends Overview YTD:



YTD Top 15 Keywords Performance:

Keyword	Impressions	Clicks	CTR
Total	37,717	3,807	10.09%
Southern Careers Institute	19,349	2,839	14.67%
TSTC college	13,750	711	5.17%
texas state technical college	3,235	219	6.77%
UTRGV college	791	15	1.90%
RGV College	360	13	3.61%
TSC college Brownsville	62	8	12.90%
TSTC college Waco	22	2	9.09%
Brightwood College	1	0	0.00%
CHCP college	20	0	0.00%
Rio Grande Valley College	32	0	0.00%
South Texas Vocational Technical Institute	8	0	0.00%
South Texas Vocational Technical Institute McAllen	1	0	0.00%
Texas Southmost College	78	0	0.00%
The University of Texas Pan American	1	0	0.00%
TSC college	4	0	0.00%

Pay Per Click Analysis

- We constantly see between a 10-15% CTR which is 5x the normal rate (may differ slightly for vertical specific data).
- We currently hold over 75% Top impression rate – meaning that when our ads show, 7% of the time they are above all organic results (usually in position 1 or 2).
- We hold a 51.33% Absolute Top of page rate – meaning when our ad shows greater than half the time we are in the first possible position in the search results.
- Our Top keywords have moved away from branded terms, as we put a heavier focus on non-branded terms. This caused an increase in the cost per click cost per lead (but you are still exceeding national averages), as we wanted to focus on driving traffic to the website of people that were not aware of you.

Recommendations

- Our Top locations are McAllen, Edinburg, Mission, Pharr (We can discuss with Reach Local expanding our targeting starting with Hidalgo county, and secondly Cameron County). These would greatly increase our search area and potential audience count without getting too far away from campus for commuter students, and without getting into competition with schools as far north as A&M Kingsville and the Corpus Christi Schools.

Display Targeted Campaign: Geofence, OTT, Retargeting

September to December Campaign Overview

Impressions: Over 3.5 million impressions

Visits: 6,333

CPM very competitive at \$7/thousand impressions and above average in performance.

(Standard is \$8 - \$12)

Walk-Ins from Geofencing: 1,828

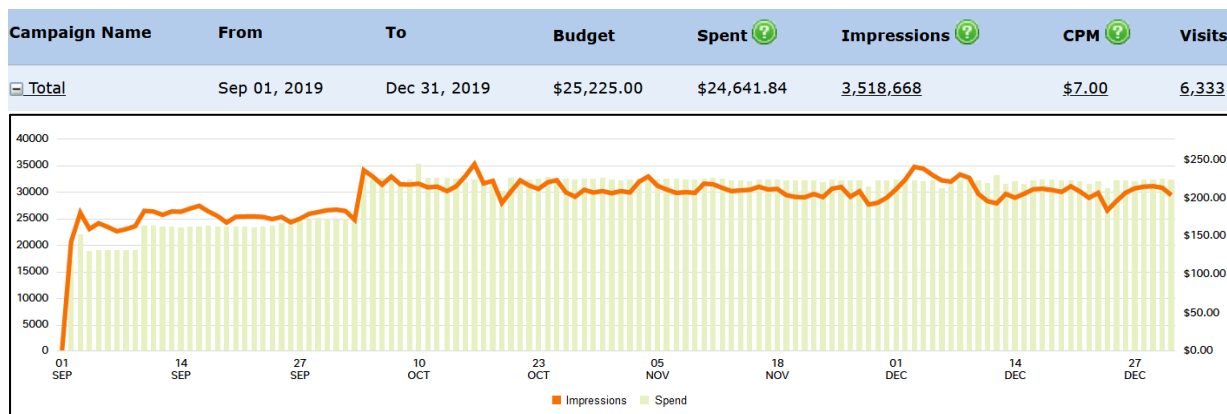
(The number of users that walked into a target fence, were served a viewable ad, and then walked into a conversion fence.)

Video Views: 87,315

Completed Views: 80,302

Video Complete Rate: 91.97%

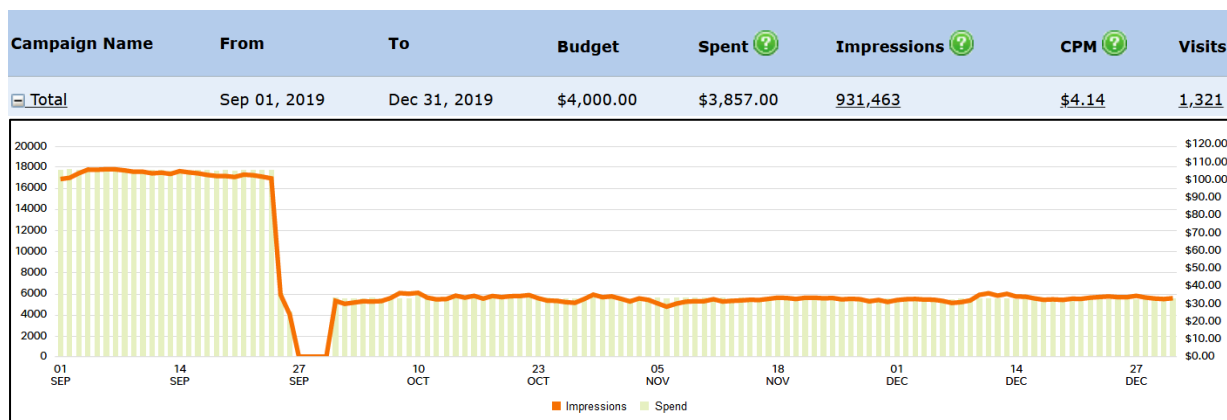
Cost per Completed View: \$0.31



Display Campaign: Border Patrol Geofence, OTT, Retargeting

September to December Campaign Overview

- Delivered 931,463 impressions
- Drove 1,321 clicks to website
- Average CPM is \$4.14



Overall Display Analysis:

- Current tactic mix includes OTT, Traditional geofencing, Category retargeting, Contextual retargeting, Search & Site Retargeting.
- Top Tactic by total impressions remains Geofence
- Our Top Fence by impressions is South Texas Business, Education & Technology Academy
- We see a large number of creatives across multiple tactics with 0 clicks, however most are getting impressions

Recommendations:

- Currently we have roughly 60+ ads in the campaign (most apply to all tactics excluding OTT), so we are seeing some oversaturation/underutilization (impressions ranging from 2,000 to 200 within the same tactic).
- Recommend evaluating and reducing number of ads based on performance and messaging on the ads so that we stay consistent with other marketing/messaging efforts.

Snapchat – English & Spanish October to December Campaign Overview

Impressions: 1,461,771

Swipe Ups/Visits to the website: 15,516

Average CPM: \$6.71

Average CPSU/Visit: \$0.65 cents

Snapchat Industry Benchmarks

Average CPM \$7

Average CPSU (Cost per Swipe Up/Visit) Is \$2-\$4

Note: Snapchat did not run in September.

October Performance — English & Spanish (combined)



Campaign Performance - South Texas College

\$1,499.93

Spend
▲ N/A

264,172

Impressions
▲ N/A

\$5.68

CPM
▲ N/A

2,637

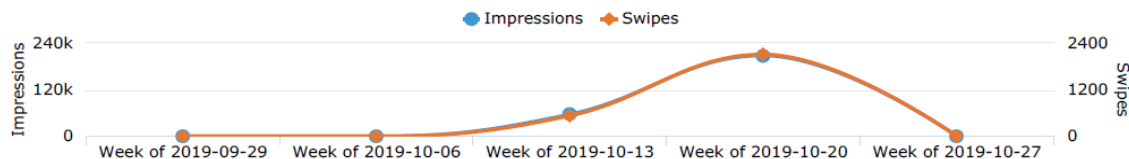
Swipe Ups
▲ N/A

0.57

eCPSU
▲ N/A

IMPRESSIONS VS. LINK CLICKS

2019-10-01 - 2019-10-31





Ad Performance - South Texas College

TOP-PERFORMING ADS

2019-10-01 - 2019-10-31

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent
HS Grad 3 English	25,209	\$3.33	0.39	214	0.85%
HS Grad 1 Spanish	11,177	\$7.66	1.08	79	0.71%
HS Grad 2 English	35,079	\$3.88	0.37	364	1.04%
HS Grad 2 Spanish	11,866	\$7.55	0.9	99	0.83%
HS Grad 3 Spanish	8,504	\$7.94	1.23	55	0.65%
HS Grad English 1	12,227	\$3.35	0.36	115	0.94%
NonTrad 18-24 Ad 1-English	15,620	\$4.54	0.38	188	1.20%
NonTrad 18-24 Ad 1-Spanish	11,343	\$7.49	0.66	129	1.14%
NonTrad 18-24 Ad 2-English	13,313	\$4.64	0.33	186	1.40%
NonTrad 18-24 Ad 2-Spanish	13,797	\$6.56	0.7	129	0.93%
NonTrad 18-24 Ad 3-English	26,693	\$4.56	0.36	342	1.28%
NonTrad 18-24 Ad 3-Spanish	10,157	\$6.82	0.85	82	0.81%
NonTrad 25-30 Ad 1-English	18,762	\$5.54	0.52	199	1.06%
NonTrad 25-30 Ad 1-Spanish	5,780	\$10.34	1.03	58	1.00%

November Performance — English



Campaign Performance - South Texas College (English)

\$2,260.13

Spend
▲ N/A

409,630

Impressions
▲ N/A

\$5.52

CPM
▲ N/A

4,251

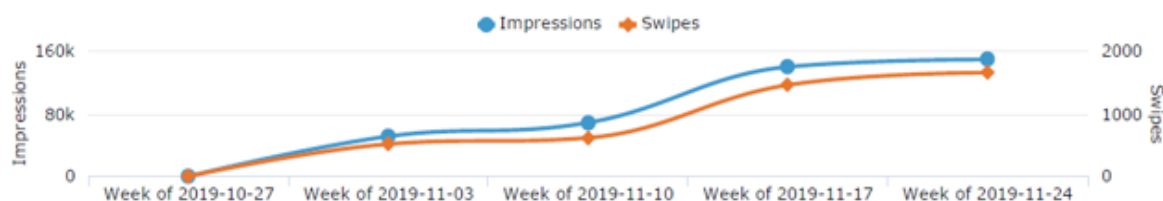
Swipe Ups
▲ N/A

0.53

eCPSU
▲ N/A

IMPRESSIONS VS. LINK CLICKS

2019-11-01 - 2019-11-30





Ad Performance - South Texas College (English)

TOP-PERFORMING ADS

2019-11-01 - 2019-11-30

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent
STC-SPRING20-HS-Snapchat-Exceptional-Affordable	65,773	\$4.45	0.43	674	1.02%
STC-SPRING20-HS-Snapchat-Exceptional-Awesome	54,276	\$4.38	0.4	598	1.10%
STC-SPRING20-HS-Snapchat-Exceptional-Futures	49,832	\$4.36	0.42	517	1.04%
STC-SPRING20-Non-Traditional-Snapchat-Exceptional-Experience	36,076	\$6.32	0.67	341	0.95%
STC-SPRING20-Non-Traditional-Snapchat-Exceptional-HiTech	50,486	\$6.76	0.65	525	1.04%
STC-SPRING20-Non-Traditional-Snapchat-Experience Unstoppable	20,985	\$5.92	0.53	235	1.12%
STC-SPRING20-Non-Traditional-Snapchat-Experience-Amazing	28,051	\$6.64	0.69	269	0.96%
STC-SPRING20-Non-Traditional-Snapchat-Experience-Now	23,854	\$5.94	0.58	244	1.02%
STC-SPRING20-Non-Traditional-Snapchat-Next-Level-Education	80,297	\$6.11	0.58	848	1.06%

November Performance — Spanish



Campaign Performance - South Texas College (Spanish)

\$2,226.64

Spend
▲ N/A

184,980

Impressions
▲ N/A

\$12.04

CPM
▲ N/A

1,730

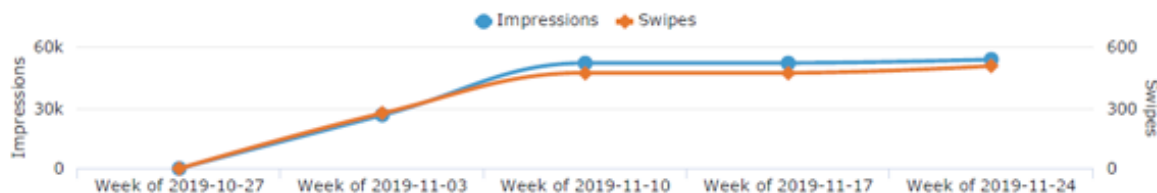
Swipe Ups
▲ N/A

1.29

eCPSU
▲ N/A

IMPRESSIONS VS. LINK CLICKS

2019-11-01 - 2019-11-30





Ad Performance - South Texas College (Spanish)

TOP-PERFORMING ADS

2019-11-01 - 2019-11-30

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent
STC-SPANISH-SPRING20-Non-Traditional--Snapchat-Experience-Now	18,790	\$11.10	1.13	184	0.98%
STC-SPANISH-SPRING20-Non-Traditional-Snapchat-Exceptional-Experience	37,268	\$12.95	1.25	385	1.03%
STC-SPANISH-SPRING20-Non-Traditional-Snapchat-Exceptional-HiTech-3	9,193	\$11.85	1.1	99	1.08%
STC-SPANISH-SPRING20-Non-Traditional-Snapchat-Experience-Amazing	14,323	\$11.41	1.18	138	0.96%
STC-SPANISH-SPRING20-Non-Traditional-Snapchat-Experience-Unstoppable	22,618	\$11.81	1.36	197	0.87%
STC-SPANISH-SPRING20-Non-Traditional-Snapchat-Next-Level-Education	21,807	\$11.41	1.44	173	0.79%

December Performance — English



Campaign Performance - South Texas College (English)

\$1,507.42
Spend
▼ -33.30%

355,085
Impressions
▼ -13.32%

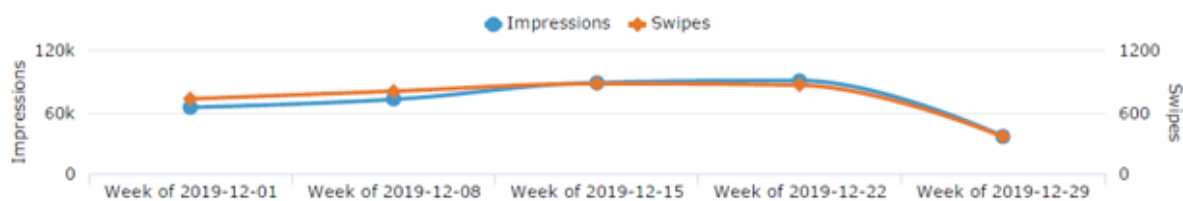
\$4.25
CPM
▼ -23.06%

3,651
Swipe Ups
▼ -14.11%

0.41
eCPSU
▼ -22.34%

IMPRESSIONS VS. LINK CLICKS

2019-12-01 - 2019-12-31





Ad Performance - South Texas College (English)

TOP-PERFORMING ADS

2019-12-01 - 2019-12-31

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent
STC-SPRING20-HS-Snapchat-Exceptional-Affordable	34,188	\$3.46	0.34	345	1.01%
STC-SPRING20-HS-Snapchat-Exceptional-Awesome	45,307	\$3.47	0.35	446	0.98%
STC-SPRING20-HS-Snapchat-Exceptional-Futures	54,967	\$3.86	0.38	553	1.01%
STC-SPRING20-Non-Traditional-Snapchat-Exceptional-Experience	35,547	\$5.07	0.44	411	1.16%
STC-SPRING20-Non-Traditional-Snapchat-Exceptional-HiTech	30,759	\$4.99	0.47	328	1.07%
STC-SPRING20-Non-Traditional-Snapchat-Experience Unstoppable	33,607	\$4.22	0.44	323	0.96%
STC-SPRING20-Non-Traditional-Snapchat-Experience-Amazing	35,094	\$5.03	0.5	355	1.01%
STC-SPRING20-Non-Traditional-Snapchat-Experience-Now	40,305	\$4.28	0.4	427	1.06%
STC-SPRING20-Non-Traditional-Snapchat-Next-Level-Education	45,311	\$4.30	0.42	463	1.02%

December Performance — Spanish



Campaign Performance - South Texas College (Spanish)

\$1,507.40

Spend
▼ -32.30%

247,904

Impressions
▲ 34.02%

\$6.08

CPM
▼ -49.49%

3,247

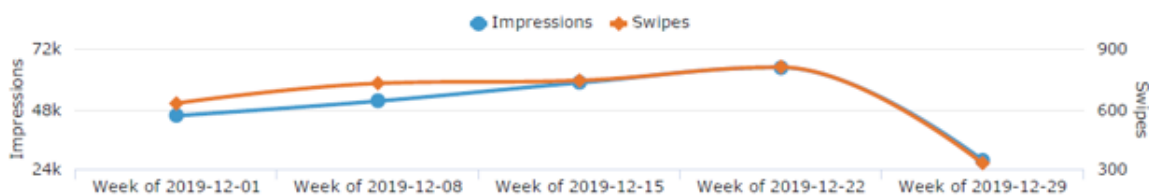
Swipe Ups
▲ 87.69%

0.46

eCPSU
▼ -63.93%

IMPRESSIONS VS. LINK CLICKS

2019-12-01 - 2019-12-31





Ad Performance - South Texas College (Spanish)

TOP-PERFORMING ADS

2019-12-01 - 2019-12-31

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent
STC-SPANISH-SPRING20-Non-Traditional--Snapchat-Experience-Now	44,078	\$5.75	0.46	551	1.25%
STC-SPANISH-SPRING20-Non-Traditional--Snapchat-Exceptional-Experience	22,087	\$7.51	0.44	380	1.72%
STC-SPANISH-SPRING20-Non-Traditional--Snapchat-Exceptional-HiTech-3	24,636	\$7.38	0.47	387	1.57%
STC-SPANISH-SPRING20-Non-Traditional-Snapchat-Experience-Amazing	27,567	\$7.21	0.48	412	1.49%
STC-SPANISH-SPRING20-Non-Traditional-Snapchat-Experience-Unstoppable	31,384	\$5.84	0.47	393	1.25%
STC-SPANISH-SPRING20-Non-Traditional-Snapchat-Next-Level-Education	31,258	\$5.71	0.48	371	1.19%

Snapchat Filters

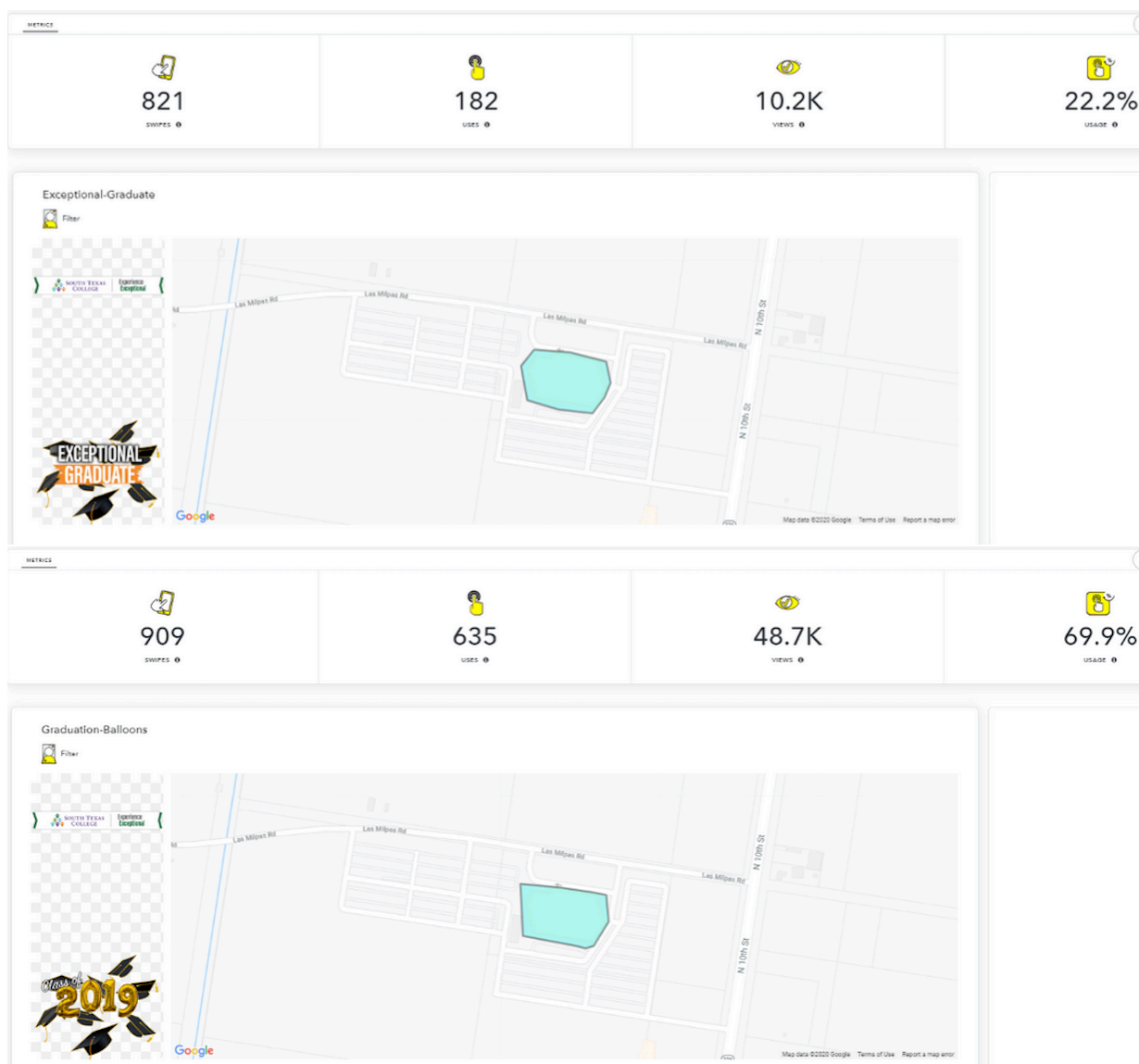
December 2019

Swipe Ups/Visits to the website: 1,700

Uses: 817 Uses

Views: 58,900

Usage percentage: 47.2%



Last year Reach Local had difficulty getting users to interact with four filters, so it ran two at a time. This year, Reach Local suggested having two filters 2 to run them the entire time. In December 2019's campaign had less engagement than in December 2018. In the future, we can add more filters, but it won't necessarily increase engagement. Smaller audiences will cause less engagement.

Radio

Radio	December	Budget	\$ 16,708.00		
		Demo Age	18-24	18-34	21-49
		Spots	510		
		Reach	90%	92%	89%
		Frequency	6.4	6.4	5.7
		Frequency / Week	3.2	3.2	2.9
		CPP	\$ 28.00	\$ 28.00	\$ 32.00
		Weeks	2	2	2
	November	Budget	\$ 16,708.00		
		Demo Age	18-24	18-34	21-49
		Spots	510		
		Reach	90.10%	92.3%	89.0%
		Frequency	6.4	6.4	5.7
		Frequency / Week	3.2	3.2	2.9
		CPP	\$ 28.00	\$ 28.00	\$ 32.00
		Weeks	2	2	2

	Radio	Nov	Dec
KBFM-FM			
	M-F 6a-10a	26	26
	M-F 10a-3p	26	26
	M-F 3p-7p	26	26
	M-Su 5a-12m	28	28
XHRR-FM			
	M-F 7a-10a	20	20
	M-F 10a-3p	14	14
	M-F 3p-7p	14	14
	M-Su 6a-12m	10	10
KVLY-FM			
	M-F 6a-10a	20	20
	M-F 10a-3p	20	20
	M-F 3p-7p	24	24
	M-Su 6a-12m	16	16
KTEX-FM			
	M-F 6a-10a	16	16
	M-F 10a-3p	18	18
	M-F 3p-7p	20	20
	M-Su 5a-12m	18	18
KFRQ-FM			
	M-F 6a-10a	16	16
	M-F 10a-3p	20	20
	M-F 3p-7p	16	16
	M-Su 6a-12m	16	16
KHKZ-FM			
	M-F 6a-10a	18	18
	M-F 10a-3p	14	14
	M-F 3p-7p	18	18
	M-Su 5a-12m	18	18
KKPS-FM			
	M-F 6a-10a	14	14
	M-F 10a-3p	14	14
	M-F 3p-7p	14	14
	M-Su 6a-12m	16	16
	Total	510	510

Live Remote: Super Saturday

KBFM, on 10/12


South Texas College
 Sponsored

It's time to complete your FAFSA for next academic year! Bring your 2018 income tax return and join us at the STC Pecan, Mid-Valley or Starr County Campus to complete your 2020-2021 FAFSA or TASFA.



EVENTS.SOUTHTXCOLLEGE.EDU
Saturday, Oct. 12th
 9am-2pm

[Learn More](#)

Like
 Comment
 Share

Pandora

Pandora	December	Budget	\$ 2,762.79
		Demo Age	16-20/25-44
		Ads Served	213,360
		Reach of ads Served	189,436
		Frequency	3.07
		Clicks	53
		CTR	0.06%
	November	Budget	\$ 1,436.44
		Demo Age	16-20/25-44
		Ads Served	110,078
		Reach of ads Served	110,952
		Frequency	2.37
		Clicks	27
		CTR	0.05%

Spotify

Spotify	December	Budget	\$ 2,500.00
		Demo Age	17-24
		Ads Served	139,681
		Reach of ads Served	30,703
		Frequency	4.55
		Clicks	381
		CTR	0.27%
	November	Budget	\$ 2,500.00
		Demo Age	17-24
		Ads Served	127,688
		Reach of ads Served	37,394
		Frequency	4.2
		Clicks	278
		CTR	0.24%

TV

TV	December	Budget	\$ 11,020.00		
		Demo Age	18-24	18-34	21-49
		Spots	70		
		Reach	36%	48%	48%
		Frequency	3	2.4	2.4
		Frequency / Week	1.5	1.2	1.2
		CPP	\$ 104.00	\$ 98.00	\$ 98.00
		Weeks	2	2	2
		GRP	106	112.8	127.4
		GRP/Week	53	56	64
	November	Budget	\$ 12,370.00		
		Demo Age	18-24	18-34	21-49
		Spots	74		
		Reach	36%	48%	44%
		Frequency	3.1	2.4	3.1
		Frequency / Week	2	1	2
		CPP	\$ 111.00	\$ 105.00	\$ 92.00
		Weeks	2	2	2
		GRP	111	118	134.6
		GRP/Week	56	59	67

KTLM-TV	TV	Nov	Dec
	M-Tu 5:30p-6p	4	4
	M-Tu 7p-8p	4	4
	M-Su 6a-12m	2	2
KNVO-TV			
	M-W 3p-4p	6	0
	M-W 5:30p-6p	6	6
	M-W 6p-7p	6	6
	M-W 7p-8p	0	0
	M-Su 6a-12m	0	2
KRGV-TV			
	Su 10p-10:34p	0	0
	M-W 4:58p-5:30p	0	0
KVEO-TV			
	M-Tu 5:59p-6:29p	4	4
	M-W 5:59p-6:29p	0	0
	M-W 10p-10:35p	6	6
	M-W 10p-10:35p	0	0
KGBT-TV			
	M-W 10:35p-11:30p	6	6
	M-W 4p-5p	6	6
	M-W 5p-5:30p	6	6
	M-W 9a-3p	18	18
	Total	74	70

Out-of-Home

9 Billboard locations

Est. total of 10,323,496 impressions per month

Location: SS Exp. 83 .2 mi. E/O Cesar Chavez, Alamo

Estimated weekly Impressions: 379,255



Location: NS Exp. 83, 1300' E/O Tower Rd, Alamo

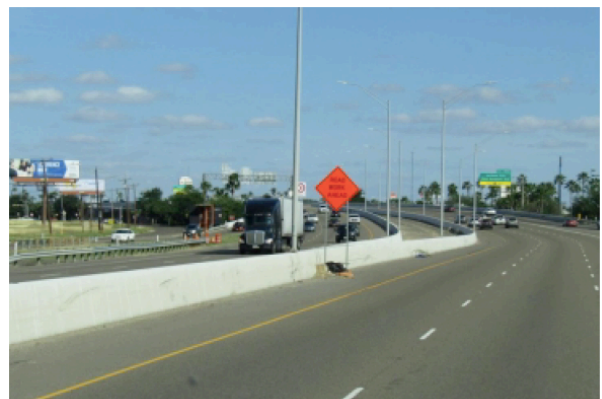
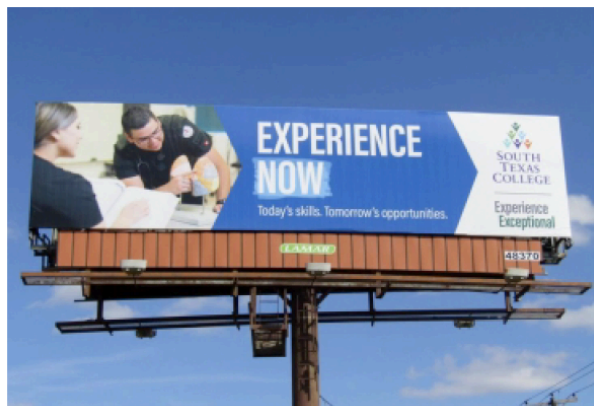
Estimated weekly Impressions: 394,859



Location: SS Exp. 83 .2 Mi E/O FM 433, Donna
Estimated weekly Impressions: 376,762



Location: NS EXP 83 700' W/O MCCOLL LHR MCA
Estimated weekly Impressions: 358,548



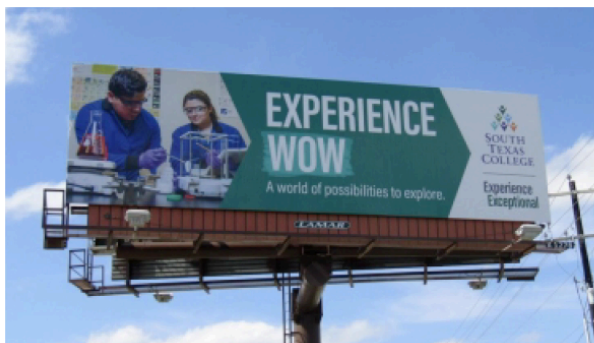
Location: Exp. 83, At Hutto Rd, Donna
Estimated weekly Impressions: 315,942



Location: US Hwy 83, 0.1 mi. E/O FM-2221 La Joya
Estimated weekly Impressions: 95,668



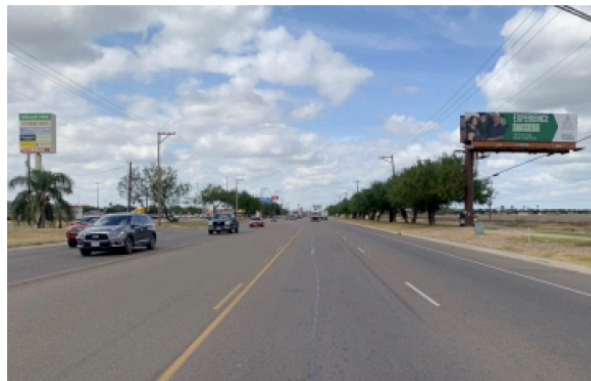
Location: Exp. 83 Mission
Estimated weekly Impressions: 303,409



Location: Exp. 83, 750' W/O Mile 2-1/2 Rd., Mercedes
Estimated weekly impressions: 278,172



Location: NS EXP 83 .3MI E/O Redwood
Estimated weekly Impressions: 78,259



Print Advertising

Texas Border Business October numbers (data for additional months coming soon)

- 1 print ads/month, 1 digital ads/month
- Delivered 16,769 impressions
 - Desktop – 6,683
 - Mobile – 9,709
 - Tablet – 377
- Drove 42 clicks to website
- Average CTR is .0025%

Mega Doctor Magazine October numbers

- 1 print ads/month, 1 digital ads/month
- Delivered 3,155 impressions
 - Desktop - 2463
 - Mobile - 632
 - Tablet – 60
- Drove 11 clicks to website
- Average CTR is .003%

The Monitor

Newspaper Spadea Wraps

- January, May, August, November

RGVision

Print and digital ads (every other month)

Cover:



Advertisement:

EXCEPTIONAL GRADUATES

Setting South Texas up for success.

Whether you finish your education with us, or advance to new challenges elsewhere, South Texas College can help you reach your goal.

Our priority is to provide you with a flexible schedule, convenient locations, and classes that won't break your bank, so that you can focus on a successful post-graduate career.

SouthTexasCollege.edu
1-855-GoToSTC

SOUTH TEXAS COLLEGE Experience Exceptional

CEED

CENTER FOR EDUCATION AND ECONOMIC DEVELOPMENT

MEMBERSHIP CATEGORY	FEES	PRINTING (includes a color)	AFTER-HOURS ACCESS	REAL AND PACKAGES
MEMBER	\$50/MONTH	✓	✓	✓
ENTRUSTED	\$25/MONTH	✓	✓	✓
OFFICE SPACE	Starting at \$400	✓	✓	✓

801 N. Bryan Rd. Mission, TX 78572
956.585.0040 • www.missionedc.com

