

Digital Media Report

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South Texas College
April 2020

Prepared May 14, 2020

Digital Media Budget 2019-2020*

South Texas College Media Budget Plan September 2019 - August 2020

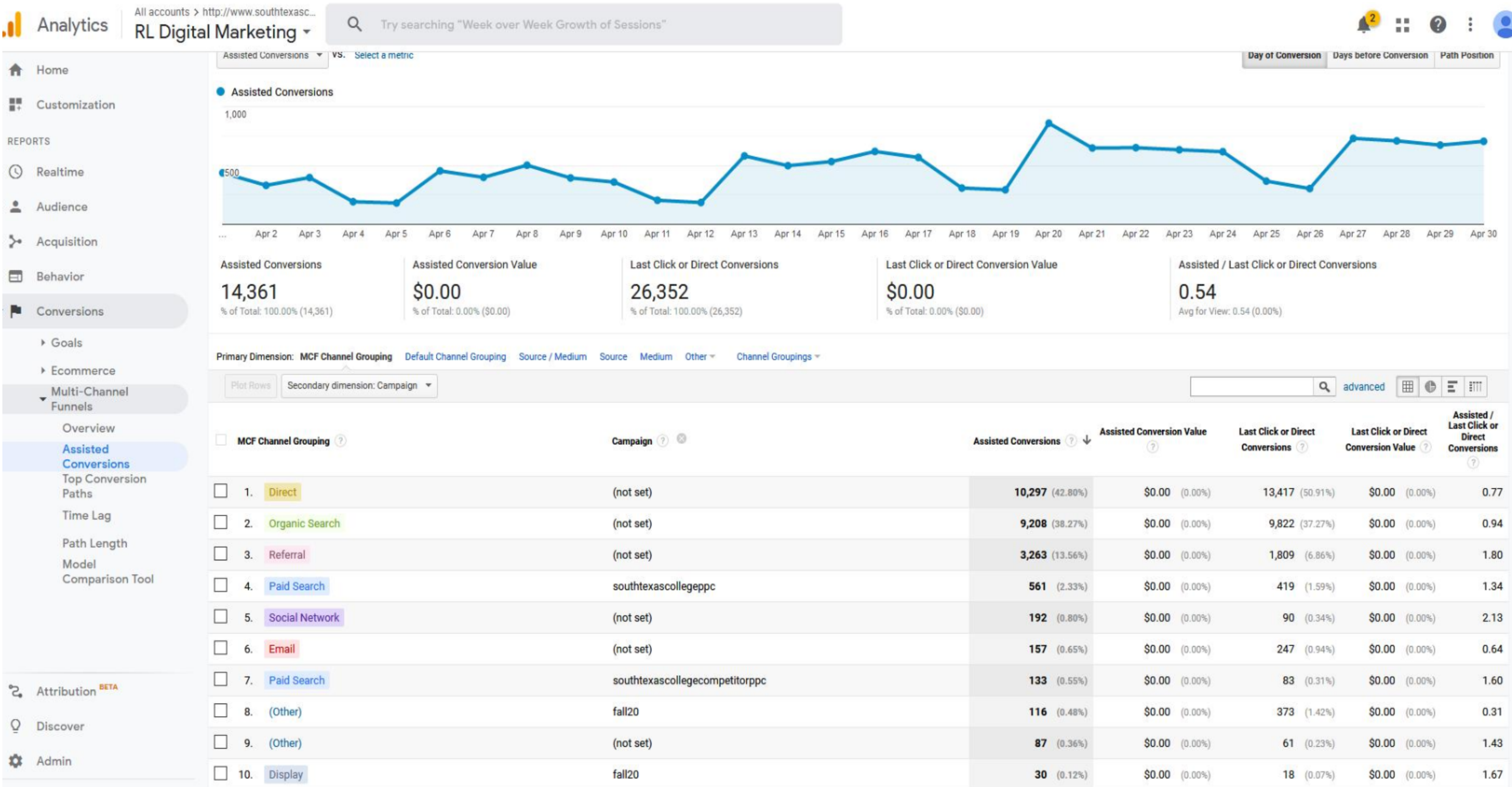
	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Totals
Digital													
YouTube English	\$ 2,525.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 3,432.00	\$ 3,432.00	\$ 3,432.00	\$ 3,432.00	\$ 33,753.00
YouTube Spanish	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,932.00	\$ 1,932.00	\$ 1,932.00	\$ 1,932.00	\$ 15,728.00
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	\$ 7,348.20	\$ 7,348.20	\$ 5,848.20	\$ 68,030.20
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			\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 11,000.00
Snapchat Spanish		\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00							\$ 7,500.00
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	\$ 544.38						\$ 5,544.38
Traditional													
TV			\$ 12,370.00	\$ 11,020.00					\$ 12,670.00	\$ 18,204.00	\$ 18,388.00	\$ 18,573.00	\$ 91,225.00
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					\$ 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	\$ 32,469.17	\$ 30,183.50	\$ 84,897.07	\$ 93,265.17	\$ 92,589.51	\$ 96,016.80	\$ 710,962.66

*Includes the addition of \$3,000 for the Stop-Out Campaign and the additional \$13,000 for the TV campaign.

Campaign Notes

- Overall impressions jumped from 2.9 million in March to 3.1 million in April.
- STC had a huge increase in completed video views across all platforms as people continue to be engaging more from home. Total completed video views increased from 114,951 in March to 135,000 in April.
- PPC main campaign impressions increased from 18,000 to 21,000 in April, but the PPC Competitor campaign doubled the number of impressions over last month, from 7,000 to more than 14,000.
- STC's PPC main campaign's cost per contact was cut in half from \$36 in March to \$14 in April. At \$28, the competitor campaign's cost per contact is still well below the industry average of \$72.

Assisted Conversions



Pay Per Click — Main

21,100

IMPRESSIONS

2,401

CLICKS TO
WEBSITE

239

CALLS

36

FORM
SUBMITS

11%

CLICK THROUGH %

3.5%

INDUSTRY AVG.

Online Marketing Initiatives 2019-2020											
Ads running on Google, Yahoo and Bing											
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	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 cost per contact (calls, end form submissions)
South Tx PPC											
	\$4,500.00	Jul-19	19,945	2,210	11.08	\$2.04	158	96	254	514	\$17.72
	\$4,500.00	Aug-19	21,077	2,539	12.05	\$1.77	277	59	336	514	\$13.39
	\$4,500.00	Sep-19	24,369	2,555	10.48	\$1.76	114	25	139	573	\$32.37
	\$4,500.00	Oct-19	23,169	2,410	10.40	\$1.87	128	44	172	498	\$26.16
	\$4,500.00	Oct-19	23,169	2,410	10.40	\$1.87	128	44	172	498	\$26.16
	\$4,500.00	Nov	17,208	1,475	8.57	\$3.05	71	28	99	498	\$45.45
	\$4,500.00	Dec	18,469	2,140	11.59	\$2.10	139	40	179	389	\$25.14
	\$4,500.00	Jan	16,066	2,166	13.48	\$2.08	199	70	269	543	\$16.73
	\$4,500.00	Feb	22,906	2,406	10.50	\$1.87	102	45	147	425	\$30.61
	\$4,500.00	March	18,054	2,356	13.05	\$1.91	86	39	125	300	\$36.00
	\$4,500.00	April	21,100	2,401	11.38	\$1.87	239	36	275	463	\$16.36
TOTALS:	\$49,500.00	218,512	225,532	25,068	11.12	\$1.97	1,641	526	2,167	5,215	\$22.84

Pay Per Click — Main Campaign

	<u>Keyword</u>
1.	south texas college admissions
2.	south tx college
3.	south texas college online courses
4.	South Texas College programs
5.	South Texas College courses
6.	apply south texas college
7.	welding classes
8.	lvn to rn
9.	emt classes
10.	continuing education college
11.	colleges course
12.	lvn programs online
13.	community college classes
14.	culinary arts courses
15.	radiologic technology classes
16.	lvn programs
17.	automotive technology course
18.	vocational education courses
19.	nursing associate of science
20.	colleges degrees
21.	respiratory therapy class
22.	culinary arts college class
23.	child development certificate
24.	lvn to rn programs
25.	emt certificate

Page URL Visited	Clicks/Visits
*Get Started Online Programs Submitted	1
*Hybrid Courses Submitted	1
*Hybrid Courses	2
*Contact Us Now Submitted	2
*Enrollment Management Submitted	2
*Degrees Submitted	2
*Certificates Submitted	2
*Associate Degrees Submitted	3
*Contact Us	4
*New Student Admissions	4
*Get Started Online Programs	4
*Academics Submitted	4
*Course Schedule Submitted	4
*Enroll now/Apply now Submitted	4
*Catalog	5
*How To Apply Financial Aid	5
*Tuition & Fees	5
*Register Now Submitted	6
*About/Locations	8
*Financial Aid	10
*Course Schedule	11
*Certificates	11
*Request Info Submitted - Landing Page	13
*Chat Now	14
*Current Student Admissions	16
*Admissions	24
*Associate Degrees	25
*Contact Us Now	27
*Academics	38
*Degrees	41
*Register Now	42
*Enrollment Management	51
*Enroll now/Apply now	75

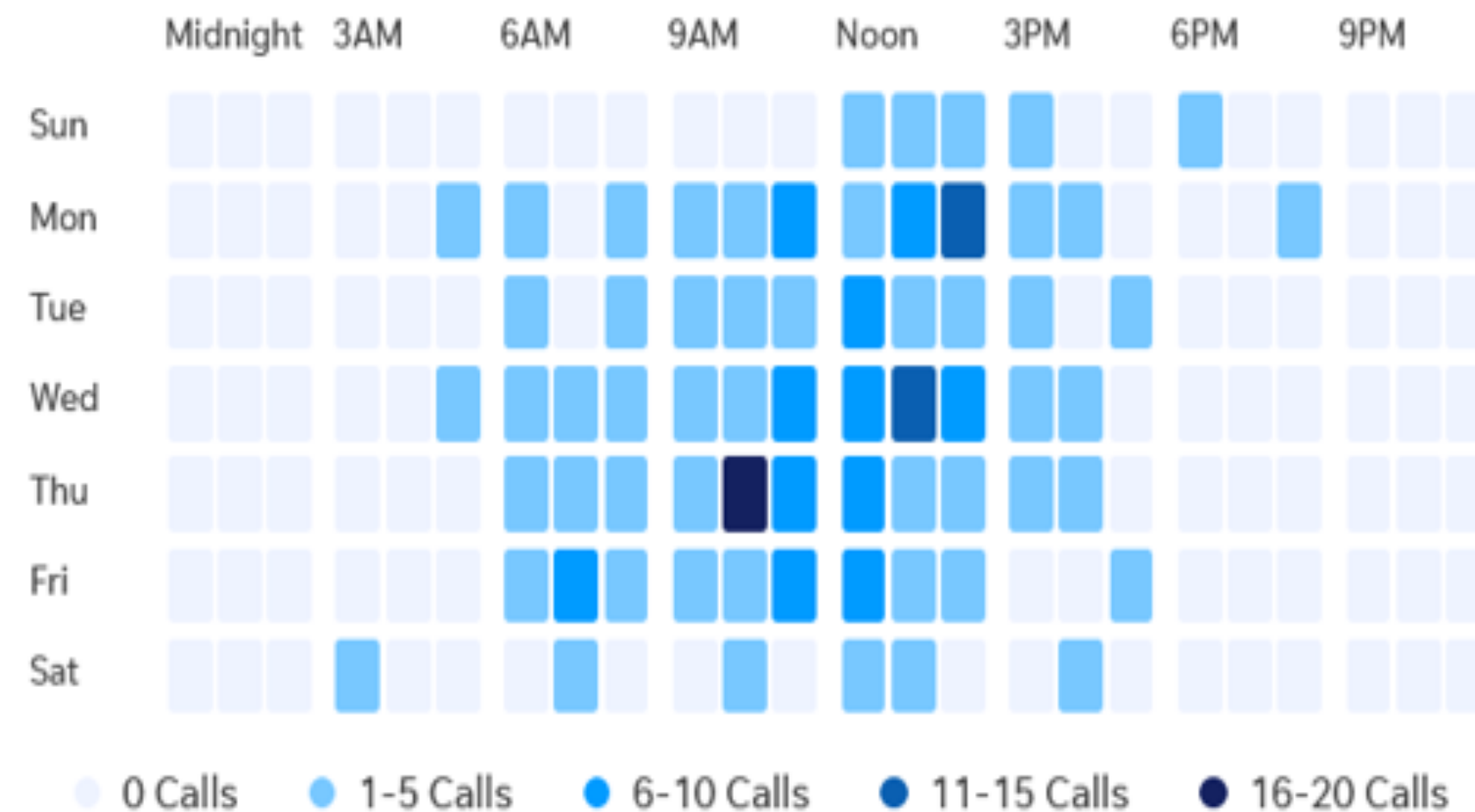
Pay Per Click — Main Campaign

You're generating an average of **47.8 phone calls** each week.

03/25/20 - 04/25/20

Frequency: **Daily**

1 Campaign



Calls
239

Calls Connected
226

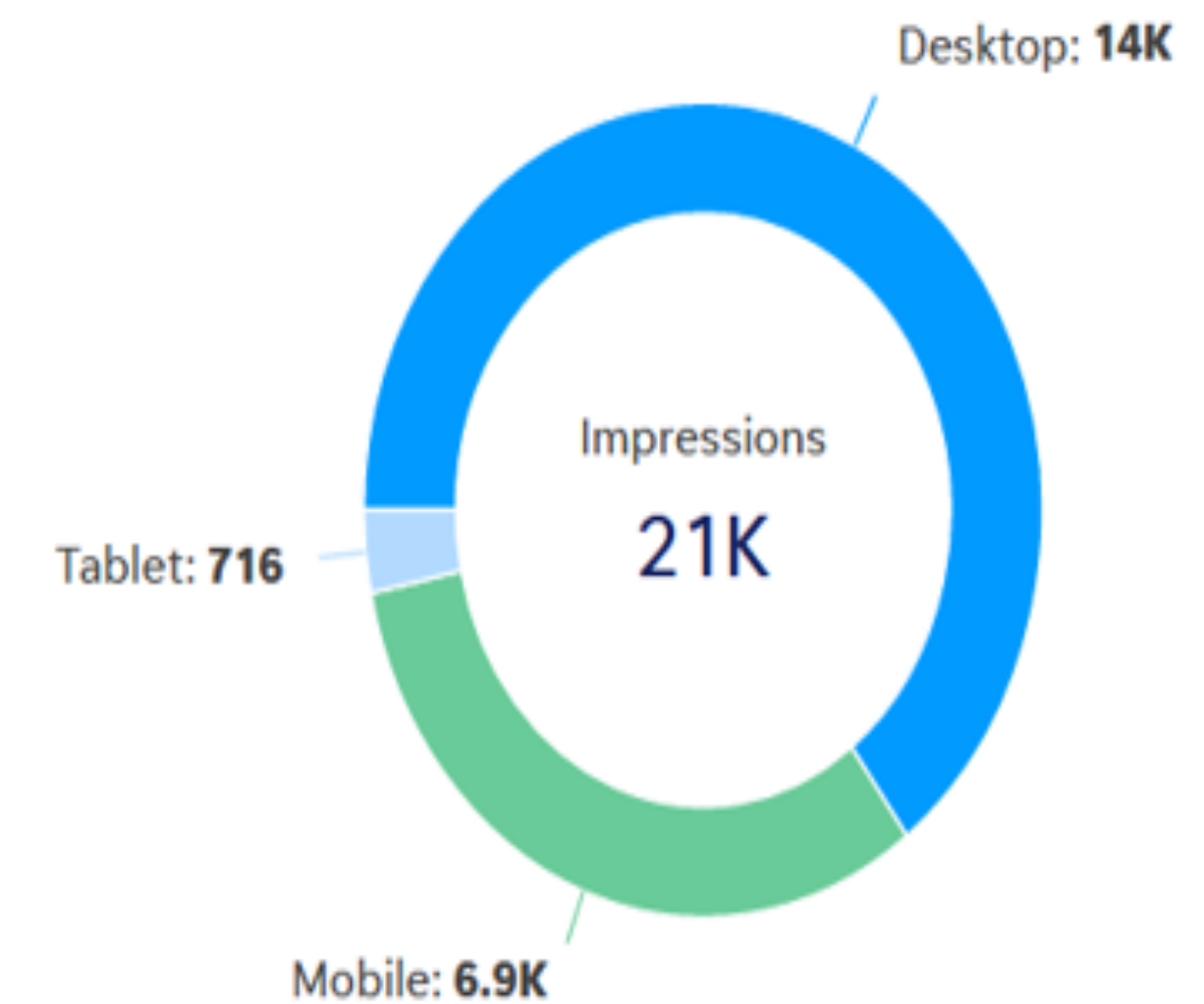
Average Call Length
5:07

CALLS BY TIME & DAY

65% of your Impressions came from prospective customers on their desktop devices.

03/25/20 - 04/25/20

1 Campaign



DEVICE BREAKDOWN

[View Search Activity >](#)

Pay Per Click — Main Campaign

Ad Group	Publisher	Text Ad	Impression	Clicks	CTR
Community College	Google	The Valley's Affordable Choice Save Thousands By Starting Your College Career With South Texas College. Transfer Anywhere with Confidence. Flexible Schedules and Online Classes Available.	4,667	1,095	23.46
Community College	Google	South Texas College Begin Your College Career With The Valley's Most Affordable College. Transfer Anywhere with Confidence. Flexible Schedules and Online Classes Available.	3,305	749	22.66
Community College	Google	South Texas College Start Here, Go Anywhere. Flexible Schedules and Online Classes Available. Higher Education For Higher Expectations. Make A Difference At South Texas College.	522	123	23.56
Nursing and Allied Health	Google	Get Your Degree With STC It's Never Too Late to Start Your Nursing Career. Visit South Texas Online for More Info. Stuck At Home? Learn A New Career. Check Out Our Degrees & Programs. Apply Online Today.	877	48	5.47
Business and Technology	Google	South Texas College STC's Business & Technology Courses Has the Right Program For You. Apply Today. Transfer Anywhere with Confidence. Flexible Schedules and Online Classes Available.	474	33	6.96
Nursing and Allied Health	Google	STC Nursing Degrees The Most Affordable Nursing Degree In The Valley. Begin Your Online Application Now. Transfer Anywhere with Confidence. Flexible Schedules and Online Classes Available.	53	7	13.21
Liberal Arts and Social Sciences	Google	South Texas College Flexible Class Schedules. Get A Bigger Paycheck For A Brighter Future. Apply Online Now. Experience Real Savings At South Texas College. Start Now. Go Anywhere. Enroll Today.	23	2	8.70

Pay Per Click — Competitor

14,100

IMPRESSIONS

1,511

CLICKS TO
WEBSITE

74

CALLS

8

FORM
SUBMITS

10%

CLICK THROUGH %

3.5%

INDUSTRY AVG.

Online Marketing Initiatives 2019-2020											
Ads running on Google, Yahoo and Bing											
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	Average Cost Per Contact
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	\$1,200.00	Jul-19	5,904	728	12.33	\$1.65	61	14	75	150	\$16.00
	\$1,200.00	Aug-19	6,350	852	13.42	\$1.41	75	12	87	177	\$13.79
	\$1,200.00	Sept	13,280	1005	7.57	\$1.19	58	7	65	140	\$18.46
	\$1,200.00	Oct	12,542	1,128	8.99	\$1.06	68	12	80	151	\$15.00
	\$1,200.00	Nov	8,178	1,016	12.42	\$1.18	69	12	81	174	\$14.81
	\$1,200.00	Dec	7,587	1,140	15.03	\$1.05	66	22	88	178	\$13.64
	\$1,200.00	Jan	8,002	1,182	14.77	\$1.02	62	24	86	160	\$13.95
	\$1,200.00	Feb	11,471	1,206	10.51	\$1.00	54	15	69	115	\$17.39
	\$1,200.00	March	7,905	1,016	12.85	\$1.18	41	1	42	10	\$28.57
	\$1,200.00	April	14,100	1,511	10.72	\$0.79	74	8	82	97	\$14.63
TOTALS:	\$12,000.00	87,325	95,319	10,784	11.31	\$1.11	628	127	755	1,352	\$15.89
(Above Average)											

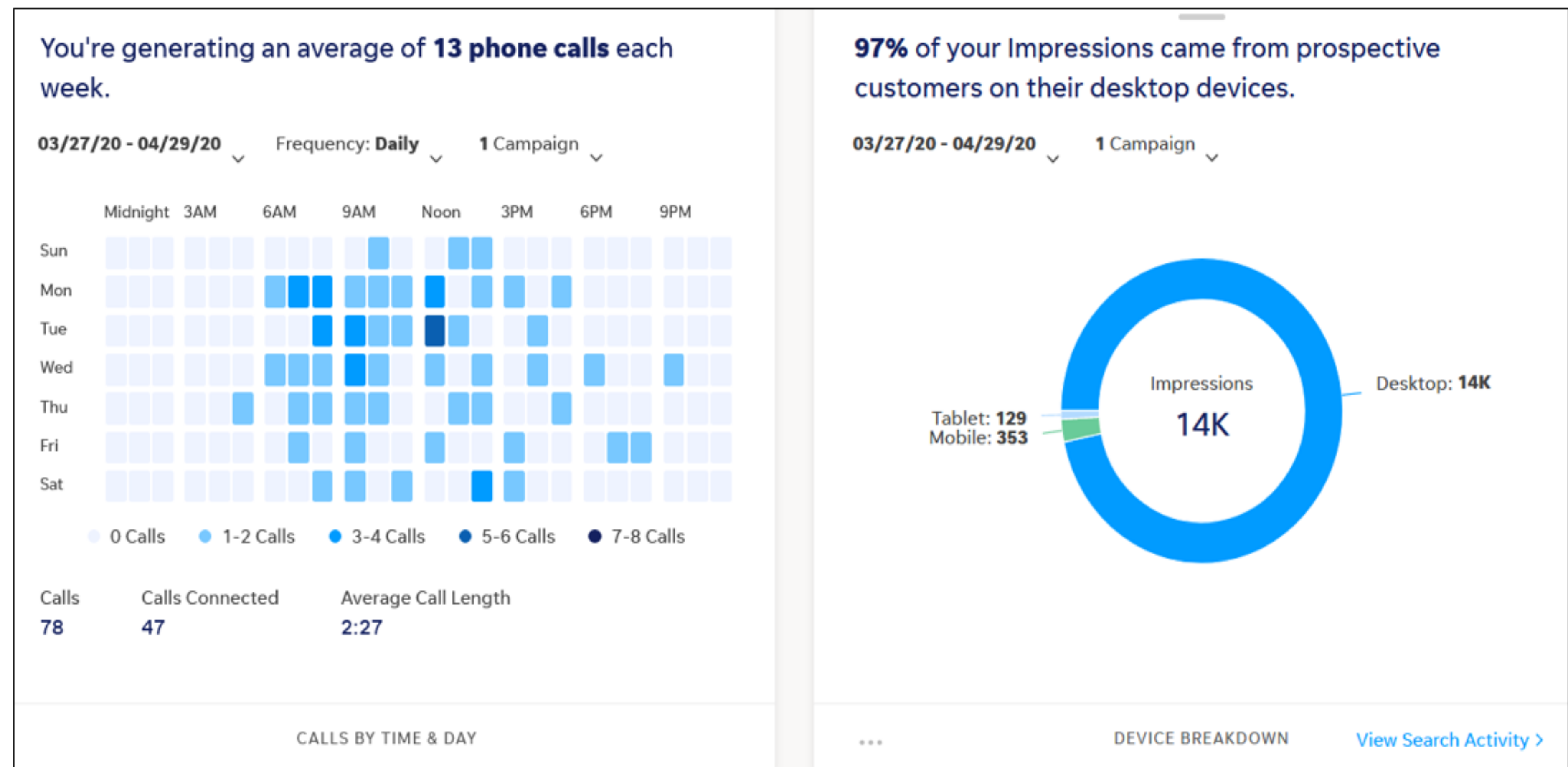
Pay Per Click — Competitor

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- Keyword**
1. UTRGV college
 2. RGV College
 3. texas college online courses
 4. SCI college
 5. TSTC college Waco
 6. The University of Texas Pan American Edinburg
 7. texas college online programs
 8. Southern Careers Institute
 9. victoria college online courses
 10. texas state technical college
 11. Brightwood College Corpus Christi

Page URL Visited	Clicks/Visits
*Contact Us	1
*Contact Us Now	1
*Financial Aid Submitted	1
*Associate Degrees Submitted	1
*Certificates	1
*Get Started Online Programs	2
*Request Info Submitted - Landing Page	3
*About/Locations	3
*Course Schedule	3
*Tuition & Fees	3
*Enrollment Management Submitted	3
*Associate Degrees	4
*Course Schedule Submitted	5
*Financial Aid	6
*Degrees	7
*Register Now	8
*Academics	10
*Enroll now/Apply now	13
*Enrollment Management	23

Pay Per Click — Competitor



Pay Per Click — Competitor

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Ad Group	Publisher	Text Ad	Impressio	Clicks	CTR
Primary Ad Group	Google	South Texas CollegeChoose The Best Schedule With Day, Night, Weekend, Or Online Classes. Apply Now.Transfer Anywhere with Confidence. Flexible Schedules and Online Classes Available.	74	17	22.97
Primary Ad Group	Google	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.Transfer Anywhere W/ Confidence. Flexible Schedules & Online Classes Available. Apply Now.	94	10	10.64
Primary Ad Group	Google	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.Transfer Anywhere with Confidence. Flexible Schedules & Online Classes Available	47	6	12.77
Primary Ad Group	Google	South Texas CollegePrepare For A High-Paying Career. Get The Skills Needed For A Brighter Future. Apply Now.Higher Education For Higher Expectations. South Texas College Can Make A Real Difference.	30	4	13.33

Display — Main Campaign

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926,597

IMPRESSIONS

2,510

CLICKS TO WEBSITE

\$7.34

CPM

24,964

VIDEO VIEWS

20,178

100% VIDEO VIEWS







80.83%

COMPLETION RATE

15%

INDUSTRY AVG.

Display — Main Campaign

Campaign Name	From	To	Budget	Spent 	Impressions 	CPM 	Visits 	
TD South Texas College Display, Geofence & OTT	Apr 06, 2020	May 07, 2020	\$6,800.00	\$6,800.00	<u>926,597</u>	<u>\$7.34</u>	<u>2,510</u>	 

Tactic Performance:

Targeting Tactic	Impressions	Clicks
Geofencing	308,597	727
Keyword Contextual	264,298	268
Search Keyword Retargeting	149,615	174
Website Remarketing	87,927	112
Event Targeting	36,757	68
Behavioral Targeting	33,127	26
OTT Small Screen	12,750	1,148
OTT Large Screen	11,978	4

Display — Main Campaign

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Geo Fence Name - Top Performance	Impressions	Clicks
Achieve Early College High School	7,918	14
Dollar General - Alton 2708 W Main Ave	592	1
Dollar General - Alton 3405 E Main Ave	42	0
Dollar General - Alton 622 N Alton Blvd	22	0
Dollar General - Donna 209 S 8th St #227	36	0
Dollar General - Donna 7900 N, FM493	3	0
Dollar General - Edinburg 1121 S Raul Longoria Rd	3	0
Dollar General - Mission 1011 W Business 83	8	0
Dollar General - Penitas 38914 Mile 7 Rd	1	0
Dollar General - Pharr 203 E Ferguson Ave	8	0
Dollar General 2105 W Griffin Pkwy	11	0
Grulla High School	454	2
Dollar General - Alamo 1018 N Alamo Rd	164	1
Dollar General - Elsa 711 W Edinburg Ave	18	0
Dollar General - Pharr 2801 N Sugar Rd	91	0
H.E.B Plus! - Mission 2409 E Expressway 83	94	0

Display — Main Campaign

OTT Performance	Impressions	Clicks	Start	Complete	Complete Rate
OTT Small Screen	12,750	1,148	12,848	8,504	66.19%
OTT Large Screen	11,978	4	12,116	11,674	96.35%

Top OTT Domain Performance	Impressions	Clicks
https://www.univision.com	7,375	931
com.crunchyroll.crunchyroid	1,531	4
com.ellation.vrv	1,260	116
com.hgtv.watcher	843	2
tv.pluto.other	633	0
com.adrise.tubitv	579	0
com.diy.watcher	537	0
com.newsyp.app	483	0
com.amctve.amcfullepisodes	482	0
vizio.plutotv	437	51
https://content.overwolf.com	435	0
amazon.tubitv	230	0
roku.filmrise	214	0
com.yoku.marumovie	199	0
com.roku.tubitv	198	0
com.crackle.roku	194	0

Facebook, Instagram & Retargeting

1,091,532

IMPRESSIONS

12,278

CLICKS TO WEBSITE

573

ENGAGEMENTS

1,008

100% VIDEO VIEWS

South Texas College Custom Facebook/IG

Facebook Performance

Performance

All-Time

Impressions

1,091,532

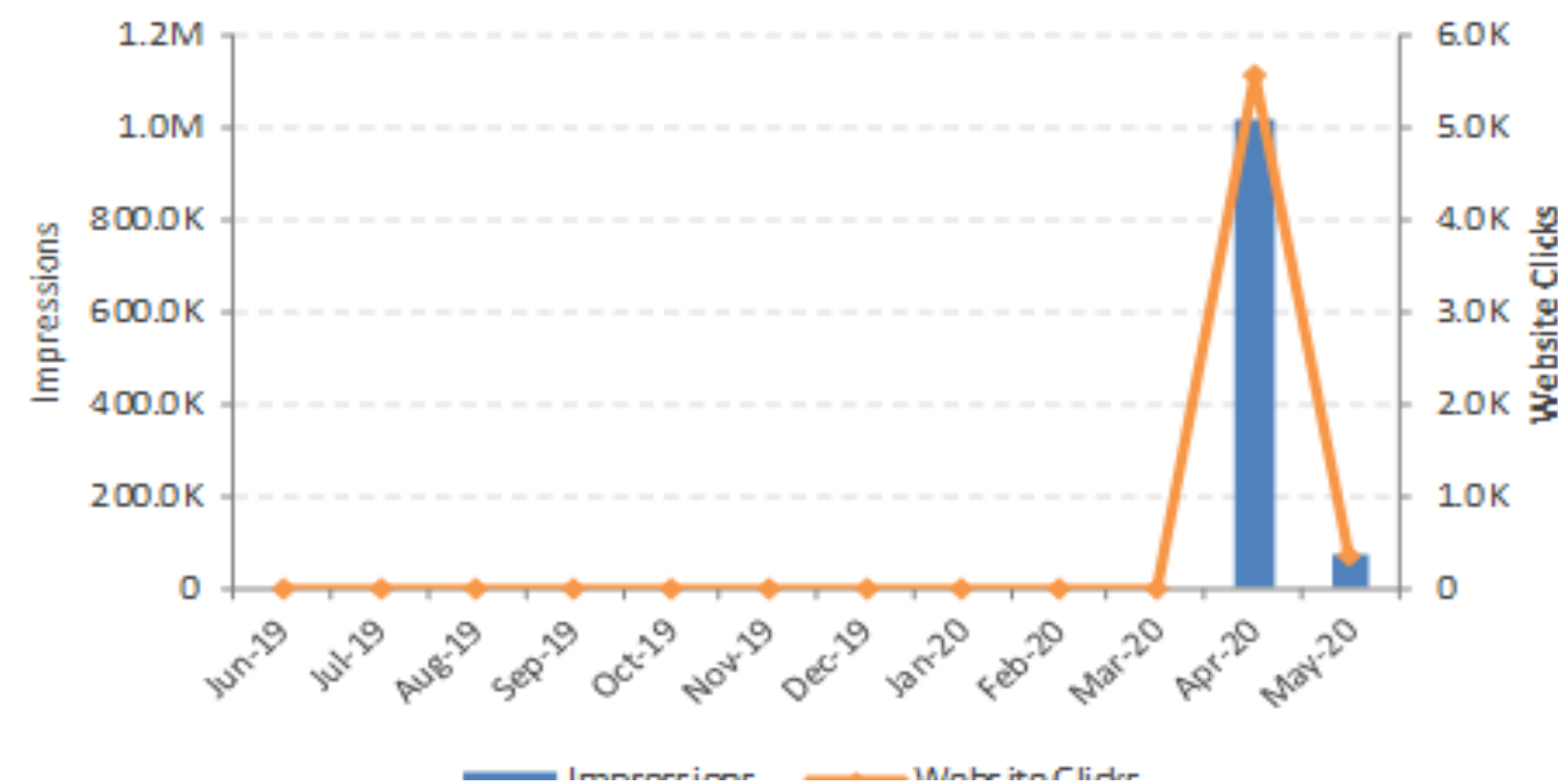
Ad Spend

\$6,238

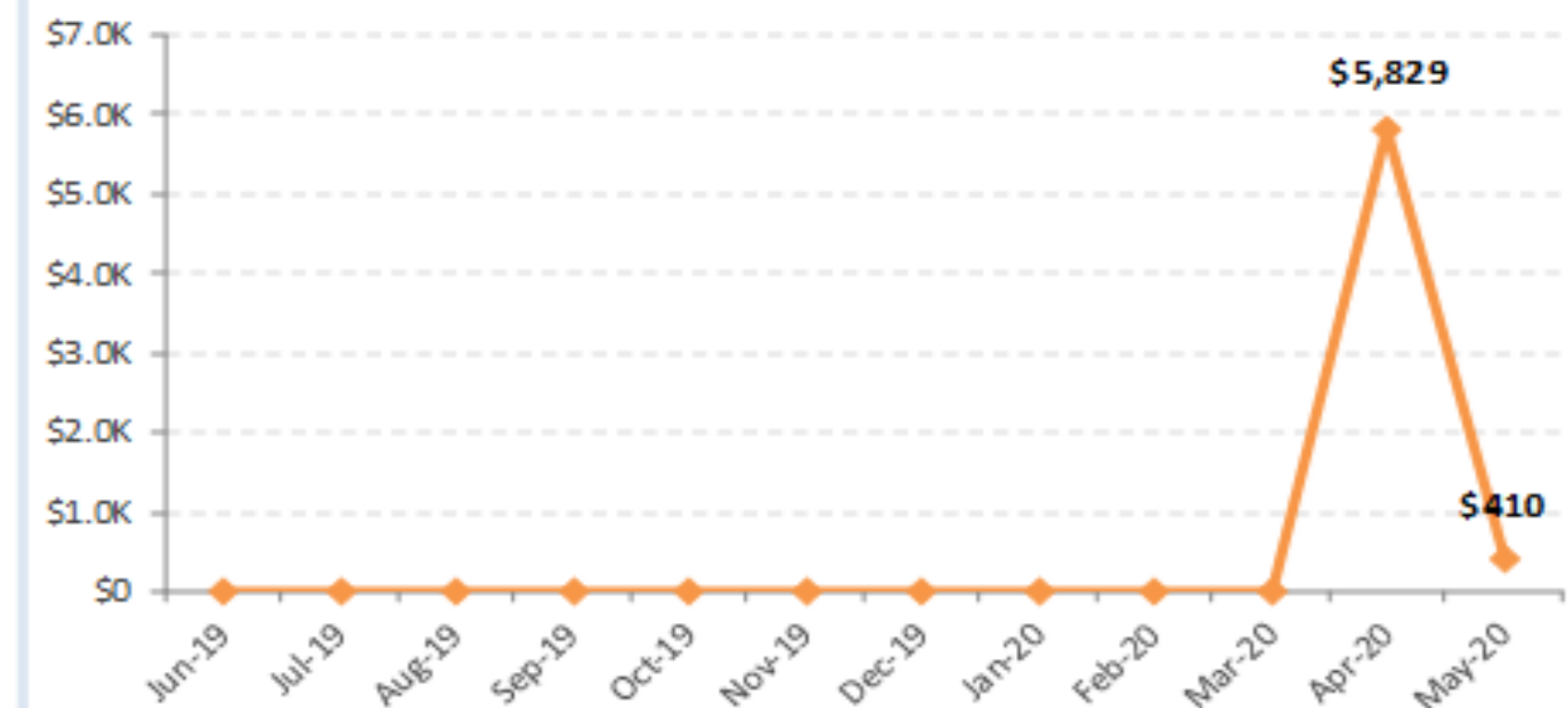
CPM

\$5.72

Impressions vs Website Clicks

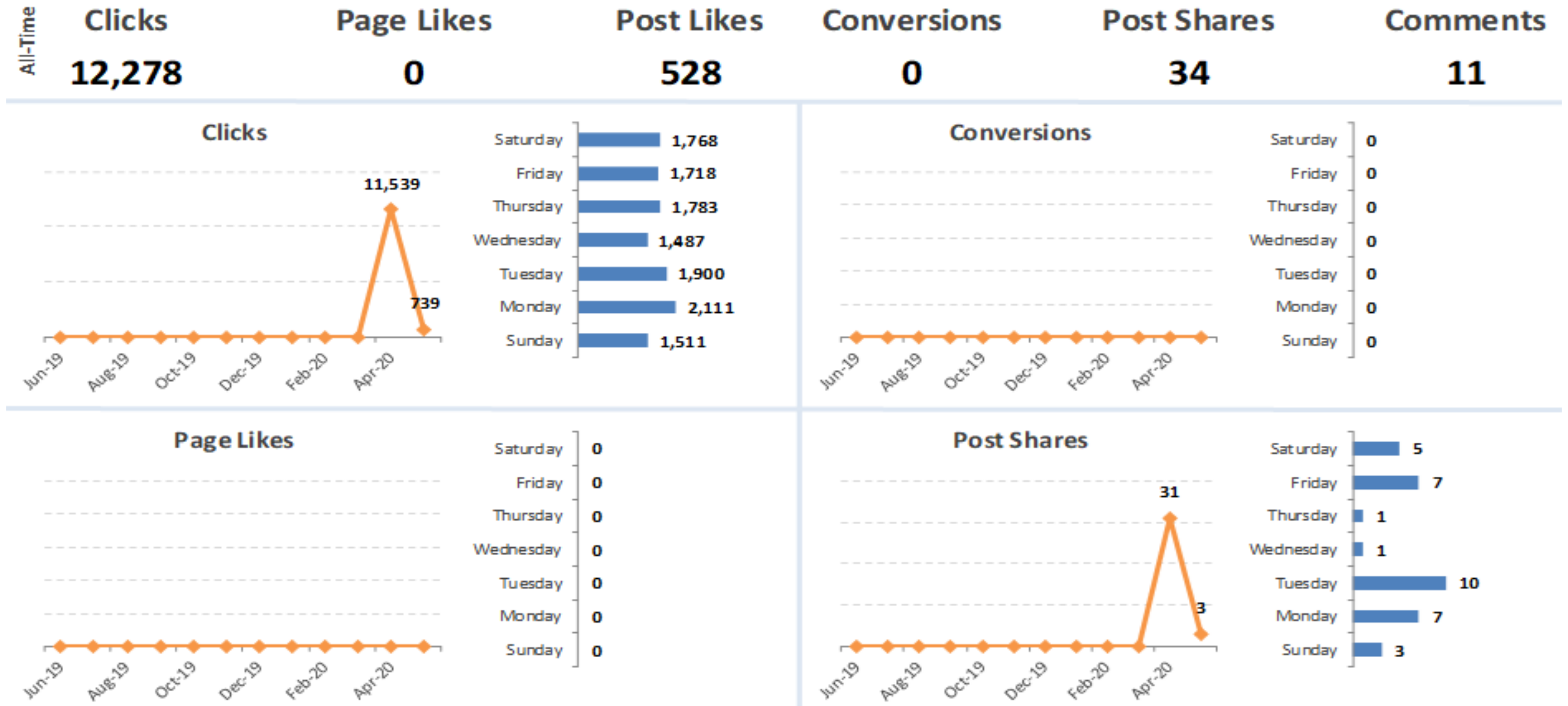


Ad Spend



Facebook, Instagram & Retargeting

Engagement



Ad Set Name	Impressions	Link Clicks	CTR (Link Clicks)	Clicks	Post Reactions	Comments	Shares	Video Plays
CRM Targeting - Dual	47745	103	0.215729396	506	32	1		
CRM Targeting - Traditional	133925	401	0.299421318	1899	96	4	2	
High School Students//Traditional Transfer	187782	567	0.301945873	1230	50	1		108
Parents (English)	17620	108	0.612939841	163	5			
Parents (Spanish)	23093	102	0.441692288	215	8	1	1	
Retargeting	81012	307	0.378956204	737	73		3	98
Workforce/Non Traditional - Spanish (Adult Learning / Education)	347871	2569	0.738492142	4734	171	3	14	613
Workforce/Non Traditional (Adult Learning / Education)	252484	1750	0.693113227	2794	93	1	14	189

YouTube — English

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149,230

IMPRESSIONS

82,921

100% VIDEO VIEWS

55.57%

COMPLETION RATE

15%

INDUSTRY AVG.

\$0.03

COST PER VIEW

238

CLICKS TO WEBSITE

YouTube — English

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South Texas College English YouTube

Impressions		Views		Clicks	Cost	\$/View	View Rate		
149,230		82,921		238	\$2,500	\$0.03	55.57%		

AGE 18-24	Impressions	<div></div> 40,637	View Rate	AGE 18-24	<div></div> 53.4%	Video Played To %	25%50%100%		
	Views	<div></div> 21,719			AGE 18-24		86.2%	68.0%	53.8%
	Impressions	<div></div> 42,100			AGE 25-34		87.9%	71.1%	57.3%
	Views	<div></div> 23,990			AGE 35-44		87.8%	71.3%	58.2%
	Impressions	<div></div> 31,635			AGE 45-54		86.9%	71.1%	58.6%
	Views	<div></div> 18,338			AGE 55-64		85.4%	66.7%	53.8%
	Impressions	<div></div> 13,717			UNKNOWN		85.1%	65.5%	50.8%
	Views	<div></div> 8,006							
AGE 45-54	Impressions	<div></div> 6,059	View Rate	AGE 45-54	<div></div> 58.4%	Video Played To %	25%50%100%		
Views	<div></div> 3,246	FEMALE			87.2%		69.2%	54.9%	
Impressions	<div></div> 15,093	MALE			86.8%		69.8%	56.5%	
Views	<div></div> 7,631	UNDETERMINED			86.6%		68.4%	54.6%	
Impressions	<div></div> 57,424								
Views	<div></div> 31,374								
Impressions	<div></div> 90,008								
Views	<div></div> 50,569								
UNDETERMINED	Impressions	<div></div> 1,808	View Rate	UNDETERMINED	<div></div> 54.4%	Video Played To %	25%50%100%		
Views	<div></div> 984								
Impressions	<div></div> 16,871	CONNECTED_TV			83.5%		63.5%	50.9%	
Views	<div></div> 8,516	DESKTOP			86.7%		70.1%	55.9%	
Impressions	<div></div> 5,454	MOBILE			87.5%		70.6%	57.0%	
Views	<div></div> 3,014	TABLET			84.7%		64.7%	47.8%	
Impressions	<div></div> 121,041								
Views	<div></div> 68,592								
TABLET	Impressions	<div></div> 5,859	View Rate	TABLET	<div></div> 47.7%	Video Played To %	25%50%100%		
Views	<div></div> 2,797								
Impressions	<div></div> 5,859								
Views	<div></div> 2,797								
Impressions	<div></div> 5,859								
Views	<div></div> 2,797								
Impressions	<div></div> 5,859								
Views	<div></div> 2,797								

YouTube — English

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ENGLISH									
Title	\$/View	Clicks	Impressions	Views	100%	25%	50%	75%	Duration
General English 30 Seconds	\$0.03	132	69,150	39,140	57.00%	83.50%	68.10%	61.90%	0:30
Experience Possibilities, Experience Your Path, Experience Exceptional	\$0.03	53	38,153	22,009	58.10%	84.00%	70.20%	63.40%	0:30
Experience Success	\$0.03	17	17,620	9,104	51.60%	96.30%	71.90%	57.00%	0:15
Exceptional Possibilities	\$0.03	20	11,574	5,498	47.60%	96.60%	69.60%	53.10%	0:15
Experience Prosperity	\$0.03	7	5,690	3,123	54.90%	96.30%	72.80%	59.30%	0:30
STC April 2020 General English YouTube	\$0.03	6	2,756	1,667	61.00%	86.30%	71.90%	65.80%	0:30
Exceptional Faculty	\$0.03	2	2,561	1,315	51.50%	96.80%	70.80%	56.30%	0:15
STC April 2020 Online-1 English YouTube	\$0.03	0	845	549	65.40%	85.60%	73.30%	69.10%	0:30
Exceptional Foundations	\$0.03	1	321	182	56.10%	83.50%	68.90%	62.60%	0:30
Experience What's Next	\$0.03	0	270	160	60.20%	85.30%	71.80%	65.00%	0:30
Experience Bigger Paychecks	\$0.03	0	268	164	60.50%	86.20%	69.40%	66.80%	0:30
General Ad YouTube Jay	\$0.04	0	22	10	45.50%	77.30%	63.60%	50.00%	0:30

YouTube — Spanish

53,719

IMPRESSIONS

30,901

100% VIDEO VIEWS

57.52%

COMPLETION RATE

15%

INDUSTRY AVG.

\$0.03

COST PER VIEW

109

CLICKS TO WEBSITE

SPANISH									
Title	\$/View	Clicks	Impressions	Views	100%	25%	50%	75%	Duration
General Spanish 30 Seconds	\$0.03	71	35,748	20,590	58.00%	81.40%	67.40%	61.90%	0:30
Workforce Spanish YouTube Austreberto	\$0.03	13	8,348	4,885	58.80%	82.60%	69.10%	62.90%	0:30
Posibilidades Excepcionales, Experiencia Exitosa, Experience Exceptional	\$0.03	22	8,230	4,667	57.10%	83.70%	68.30%	62.10%	0:30
STC April 2020 Online-2 Spanish YouTube	\$0.04	2	856	500	58.50%	84.00%	69.10%	63.40%	0:30
STC April 2020 Online-1 Spanish YouTube	\$0.04	1	536	259	49.10%	76.00%	59.10%	52.20%	0:30

YouTube — Spanish

South Texas College Spanish YouTube

Impressions		Views		Clicks	Cost	\$/View	View Rate		
53,719		30,901		109	\$1,000	\$0.03	57.52%		

AGE 18-24	Impressions	9,520	View Rate	AGE 18-24	55.6%	Video Played To %	25%	50%	100%	
	Views	5,296					AGE 18-24	81.2%	67.0%	56.2%
	Impressions	15,556					AGE 25-34	83.5%	70.0%	60.0%
	Views	9,284					AGE 35-44	82.8%	68.7%	59.3%
	Impressions	14,002					AGE 45-54	81.2%	67.2%	57.9%
	Views	8,262					AGE 55-64	79.5%	62.6%	53.0%
	Impressions	7,782					UNKNOWN	77.5%	62.5%	52.0%
AGE 25-34	Views	4,489	AGE 25-34	59.7%						
AGE 35-44	Impressions	4,141	AGE 35-44	59.0%						
AGE 45-54	Views	2,173	AGE 45-54	57.7%						
AGE 55-64	Impressions	2,721	AGE 55-64	52.5%						
UNKNOWN	Views	1,402	UNKNOWN	51.5%						

FEMALE	Impressions	18,832	View Rate	FEMALE	53.9%	Video Played To %	25%	50%	100%	
	Views	10,153					FEMALE	79.6%	64.5%	54.3%
	Impressions	34,474					MALE	83.2%	69.6%	59.9%
	Views	20,528					UNDETERMINED	78.0%	66.2%	54.5%
MALE	Impressions	416	MALE	59.5%						
UNDETERMINED	Views	224	UNDETERMINED	53.8%						

CONNECTED_TV	Impressions	3,554	View Rate	CONNECTED_TV	46.1%	Video Played To %	25%	50%	100%	
	Views	1,639					CONNECTED_TV	74.4%	55.8%	46.5%
	Impressions	923					DESKTOP	80.3%	62.6%	51.0%
	Views	466					MOBILE	82.7%	69.0%	59.2%
DESKTOP	Impressions	47,934	MOBILE	58.8%						
MOBILE	Views	28,192	TABLET	46.1%						
TABLET	Impressions	1,305								
	Views	602								

Snapchat — English

659,330

IMPRESSIONS

8,853

SWIPE-UPS/VISITS
TO WEBSITE

\$2.21

CPM

\$0.16

CPSU/VISIT



Campaign Performance - South Texas College (English)

\$1,460.21

Spend
▼ -2.65%

659,330

Impressions
▼ -1.42%

\$2.21

CPM
▼ -1.25%

8,853

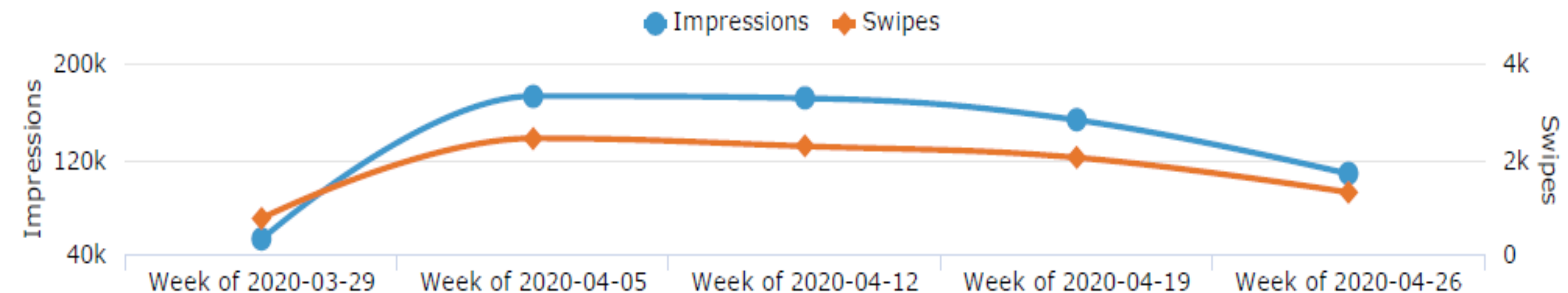
Swipe Ups
▲ 2.87%

0.16

eCPSU
▼ -5.37%

IMPRESSIONS VS. LINK CLICKS

2020-04-01 - 2020-04-30



Snapchat — English



Ad Performance - South Texas College (English)

TOP-PERFORMING ADS

2020-04-01 - 2020-04-30

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent
STC-Fall20-Snapchat-High-School-Experience-Awesome-1080x1920.jpg	193,062	\$1.77	0.13	2,681	1.39%
STC-Fall20-Snapchat-High-School-Experience-Whats-Next-1080x1920.jpg	87,611	\$1.75	0.14	1,132	1.29%
STC-Fall20-Snapchat-NonTraditional-Exceptional-Futures-1824-1080x1920.jpg	60,712	\$2.57	0.18	843	1.39%
STC-Fall20-Snapchat-NonTraditional-Exceptional-Options-2530-1080x1920.jpg	92,432	\$2.59	0.2	1,215	1.31%
STC-Fall20-Snapchat-NonTraditional-Exceptional-Support-2530-1080x1920.jpg	116,030	\$2.56	0.2	1,514	1.30%
STC-Fall20-Snapchat-NonTraditional-Experience-Now-1824-1080x1920.jpg	109,483	\$2.50	0.19	1,468	1.34%
STC-SPRING20-HS-Snapchat-Exceptional-Affordable	0	\$0.00	0	0	0.00%

8 rows not shown

Snapchat — Spanish

200,770

IMPRESSIONS

1,999

SWIPE-UPS/VISITS
TO WEBSITE

\$7.25

CPM

\$0.73

CPSU/VISIT



Campaign Performance - South Texas College (Spanish)

\$1,456.58

Spend
▼ -2.89%

200,770

Impressions
▼ -24.47%

\$7.25

CPM
▲ 28.57%

1,999

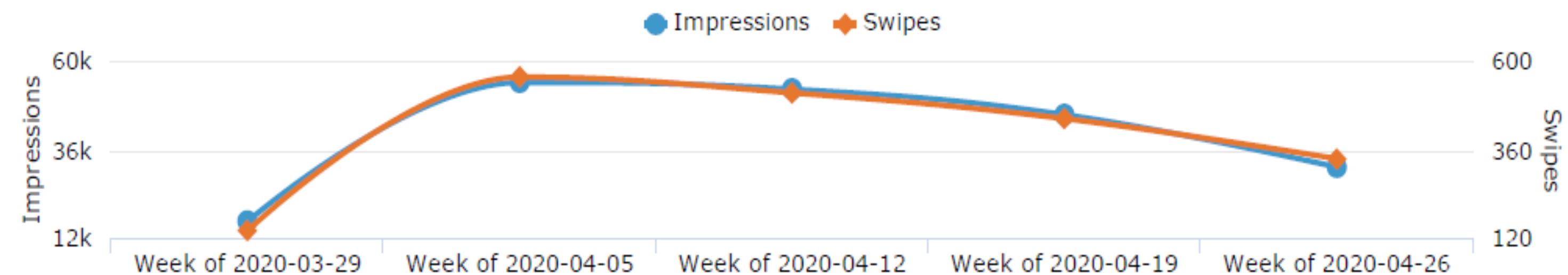
Swipe Ups
▼ -28.94%

0.73

eCPSU
▲ 36.65%

IMPRESSIONS VS. LINK CLICKS

2020-04-01 - 2020-04-30



Snapchat — Spanish



Ad Performance - South Texas College (Spanish)

TOP-PERFORMING ADS

2020-04-01 - 2020-04-30

Ad Name	Impressions	CPM	eCPSU	Swipes	Swipe Up Percent
STC-Fall20-Snapchat-NonTraditional-SPANISH-Exceptional-Futures-1824-1080x1920.jpg	43,363	\$7.30	0.76	419	0.97%
STC-Fall20-Snapchat-NonTraditional-SPANISH-Exceptional-Options-2530-1080x1920.jpg	36,903	\$7.48	0.74	371	1.01%
STC-Fall20-Snapchat-NonTraditional-SPANISH-Exceptional-Support-2530-1080x1920.jpg	61,388	\$6.83	0.69	605	0.99%
STC-Fall20-Snapchat-NonTraditional-SPANISH-Experience-Now-1824-1080x1920.jpg	59,116	\$7.53	0.74	604	1.02%
STC-SPANISH-SPRING20-Non-Traditional--Snapchat-Experience-Now	0	\$0.00	0	0	0.00%
STC-SPANISH-SPRING20-Non-Traditional-Snapchat-Exceptional-Experience	0	\$0.00	0	0	0.00%

Combined Digital Campaign Totals

April 2020

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3,062,589

IMPRESSIONS

29,909

CLICKS TO
WEBSITE

135,008

100% VIDEO VIEWS

313

GENERATED CALLS

0

GEOFENCING
WALK-INS

573

ENGAGEMENTS

Thank you!

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