

Campaign Report

August 2019



interact

South Texas College

Campaign Report
August 2019

September 19, 2019

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Progress Report

August 2019

South Texas College hired Interact Communications to conduct research to create a new brand, provide creative services and consultation, and develop long-term marketing and branding strategies. The focus of the marketing plan is to integrate traditional and digital media, as well as public relations activities, to leverage PR and Marketing's advertising budget for the greatest possible impact on awareness and enrollment.

COMPLETED

☐ Project Management

- Reviewed and approved Project Timeline
- Completed in-person kick off
- Established weekly status calls
- Ongoing project management
- Interact present for on-campus status update meeting, Jan. 30
- Revised contract for new brand collateral

☐ Marketing Plan Finalized

- Strategy formulated
- Marketing plan presented and approved

☐ Research

- Online Qualitative Survey completed Sept. 14
- 11 Focus Groups completed, the week of Sept. 10-14
 - Additional 12th focus group added
- Phone Survey completed
- Media Prefs
- 5 Emotional Resonance Focus Groups completed, Nov. 5
 - Additional 6th Focus Group added.
- Brand Research Report completed
- Communications Audit completed
- Student Satisfaction Survey completed

☐ New Brand

- Brand Roll Out #1 on Dec. 6
- Brand wordmark and treatment created
- Brand Messaging and Strategy Presentation to STC Board, Jan. 29
- Brand wordmark and treatment revised and approved
- Updated Brand Presentation

☐ **Creative**

- Editorial Calendar presented and finalized
- Vocational Nursing ad created
- Articles complete
 - Veterans Day article
 - Allied Health article
 - Cyber Security and sidebar on tips
 - Bond Recap (draft for future use)
 - Board profile: Gary Gurwitz
 - Apprenticeship program
 - Victoria Quitanilla profile
 - Culinary Arts article
 - SWAT article
 - Applied Technology
 - Arts and Culture at South Texas College article
 - Women and Technology
 - Dual enrollment program
 - Robotics camps
 - MEDA Scholarship
 - Cloud computing/ computer program
 - Cyber Security Grant
- Radio Ads for Spring 2019
 - Four 30-second ads, including one in Spanish
 - Wild Reads created
- Editorial Calendar revised
- Newspaper wrap on bond success—Created and Cancelled (did not run)
- New Brand Collateral for Summer/Fall 2019
 - T-shirt design completed
 - Car Shade design completed
 - Brand Rollout video updated
 - Radio ads
 - 30-second spots (4)
 - 15-second spots (3)
 - One-lingers (8)
 - Pandora static ads (28)
 - Billboards (7)
 - Digital and Social Ads
 - Facebook/Instagram (28)
 - YouTube remarketing/static (3)
 - Digital (56)
 - Print Ads (2, plus 2 digital)

- New Brand templates finalized and approved
 - Video template
 - Billboard template
 - Social templates
 - Digital templates
 - Car Shade template
 - T-shirt template
 - Shuttle wrap
 - Flyers
 - PowerPoint
 - Rack Card
 - Retractable Banner
 - Brochure
- HEB sponsorship ads
- Brand Style Guide finalized

☐ **Media Buying**

- Spring 2019 Digital and Social Media Buying Plan presented and approved
- Spring 2019 Radio Media Buying Plan presented and approved
- 2018-2019 Print Buying Plan (Texas Business and Mega Doctors) approved
- Spring Outdoor Buying Plan presented and approved
- Spring 2019 Television Media Buying Plan presented and approved
- Interact Google Day, professional development opportunity
- Summer/Fall Digital and Social Media Buying Plan presented and approved
- Summer/Fall 2019 Digital and Social Media Buying Plan presented and approved
- Summer/Fall 2019 Radio Media Buying Plan presented and approved
- Summer/Fall Outdoor Buying Plan presented and approved
- Summer/Fall 2019 Television Media Buying Plan presented and approved

☐ **Media Campaigns**

- For Spring 2019
 - Outdoor media, Nov. 12, 2018 to Jan. 5, 2019
 - Snapchat filter campaign for Dec. 1, 2018
 - Social campaigns for Spring enrollment continuing: YouTube, Facebook, Instagram & Retargeting
 - Geofencing campaign complete
 - PPC campaign complete
 - Radio, Nov. 12, 2018 to Jan. 19, 2019
 - STC interview
 - Air check:

<https://drive.google.com/open?id=1DrKfeX9A35CfMGnnUrF4tw3oz9UBAuN>

- Pandora, Nov. 12, 2018 to Jan. 19, 2019
- TV, Dec. 10, 2018 to Jan. 18, 2019
 - Live broadcast from campus, Jan. 12, 2019
 - Telemundo Interview, Jan. 16
- Print: Texas Border Business and Mega Doctor (continuing)
 - Digital ads included for both TBB and Mega Doctor
- For Summer/Fall 2019
 - Social campaigns for Spring enrollment continuing: YouTube, Facebook, Instagram & Retargeting
 - Geofencing campaign, continuing
 - PPC campaign continues
 - Dual Campaign, April to August
 - Radio, April to August
 - Air check (May 2019):
<https://drive.google.com/file/d/1NtTkOHEUlo6SrWqCmZ2XGeyBXCIVOFLw/view?usp=sharing>
 - Air check (June 2019)
<https://drive.google.com/file/d/0B8NiwnyyiuyWLTl3SzdnciVLc3d3elhWY0tzc3pGXzFDtjc4/view?usp=sharing>
 - Live 104/iHeart Media remote broadcast on Pecan Campus, August 2019
 - Pandora, May to August
 - Outdoor, May to August
 - TV, May to August
 - Telemundo Interview, Accesso Total (May 2019)
 - https://drive.google.com/file/d/1bVLyUhJ_4nh-iW8ebARX9ywfGTfGlCk1/view?usp=sharing
 - Telemundo Interview, Accesso Total (June 3, 2019)
 - <https://drive.google.com/file/d/1RDtKc85tVDI2MHZ2BbQVvkqADhY-Ud9-h/view?usp=sharing>
 - Telemundo Interview, Accesso Total (July 8, 2019)
 - Snapchat for Commencement, May 2019
 - Print: Texas Border Business and Mega Doctor (continuing)
 - Digital ads included for both TBB and Mega Doctor
 - Print: Monitor Newspaper Spadea

IN PROGRESS

☐ Creative that will continue to Year 2

- Program Videos
- Landing Pages under development

South Texas College Budget August 2019

South Texas College Budget

1. Brand Development & Research	Budget	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	Status
Brand Research	\$50,000		\$50,000											Complete
Community Attitudes Research	\$30,500			\$30,500										Complete
Emotional Resonance, Test Brand & Message Statements	\$22,500				\$22,500									Complete
Finalize Brand Messaging & Strategy	\$25,000					\$25,000								Complete
Two in-person brand rollouts	\$10,000					\$5,000						\$5,000		Complete
Communications Audit	\$8,500								\$8,500					Complete
Media Preferences Research with 5 Custom Questions	\$3,500					\$3,500								Complete
Additional Research: Student Satisfaction Survey	\$10,000								\$10,000					Complete
Marketing retreat and creation of one year Media Buying plan	\$15,000	\$15,000												Complete
Editorial Calendar	\$15,000					\$15,000								Complete
2. Production and Creative Services	Budget													
Creative Consultation	\$110,000										\$55,000			Complete
Program Videos	\$35,000													Complete
Creation of templates for programs and services	\$5,000										\$2,500	\$2,500		Complete
Writing services	\$15,000										\$7,500			Complete
3. Planned Implementation of Media Buy	Budget													
Marketing Plan	\$550,000													Complete
Out of Home														
Billboards Spring Enrollment	\$36,000				\$15,000	\$21,000								Complete
Billboards Fall Enrollment	\$72,000								\$18,000	\$18,000	\$18,000	\$16,656		Complete
Print - News														
Texas Border Business	\$9,702			\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	Complete
Mega Doctor	\$9,702			\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	Complete
The Monitor (wrap)	\$4,341										\$4,341			Complete
Digital Media														
PPC/Search Engine Marketing	\$49,500			\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	Complete
PPC/Search Engine Marketing Competitor	\$13,200			\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	Complete
YouTube	\$36,600			\$3,525	\$3,525	\$3,525	\$3,525	\$2,800	\$2,800	\$2,800	\$3,525	\$3,525	\$3,525	Complete
Display: Custom Targeting/Retargeting	\$29,600			\$2,600	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	Complete
Social Media: Facebook/Instagram	\$35,600			\$3,700	\$3,700	\$3,700	\$3,700	\$2,000	\$2,000	\$2,000	\$3,700	\$3,700	\$3,700	Complete
Social Media: Facebook/Instagram Dual Conversion	\$10,000									\$2,000	\$2,000	\$2,000	\$2,000	Complete
Social Media: Snapchat	\$4,236					\$2,118								Complete
Geofence	\$25,500		\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	Complete
Television														
Primetime/Daytime	\$84,019					\$10,907	\$13,084		\$8,534	\$12,471	\$15,458	\$15,458	\$15,242	Complete
Radio														
Broadcast	\$67,900				\$6,512	\$10,641	\$3,247		\$5,084	\$10,694	\$11,399	\$11,789	\$11,399	Complete
Pandora	\$62,100				\$3,500	\$7,500	\$3,600		\$7,500	\$10,000	\$15,000	\$15,000	\$15,000	Complete
4. Administrative Fees & Media Buying	Budget													
Administrative: Project Management Expenses	\$30,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	Complete
Travel Expenses	\$20,000					\$6,386	\$2,857		\$10,549	\$10,549				Complete
Media Buying Commission	\$55,000		\$213	\$1,979	\$4,751	\$6,798	\$4,109	\$1,709	\$1,709	\$1,709	\$8,309	\$7,637	\$8,115	Complete
Scope of Work total:	\$1,010,000	\$17,500	\$54,838	\$54,393	\$74,277	\$135,864	\$48,911	\$21,298	\$89,465	\$85,012	\$161,521	\$98,054	\$73,770	Complete

South Texas College Value Added August 2019

Media Buys	Company	Value Added	Estimated Value	Status
	Charter Spectrum	Gala TV Ads	\$2,500	Complete
	Telemundo	Acceso Total TV Interview (January 2019)	\$1,500	Complete
	Telemundo, KWCT/CW, and KNVO Univision	68 TV Ads	\$5,100	Complete
	La Ley 102.5, Q Rock 94.5, and Mix 107.9	100 Radio Ads	\$3,500	Complete
		15 ads building up to 4-hour "live remote" on campus with radio personalities and two "Facebook lives"	\$3,000	Complete
	Wild 104 broadcast from campus	Reduced rate plus digital ads	\$8,300	Complete
	Texas Border Business/ Mega Doctor	Interact Google Day Professional Development, Complimentary to Interact clients	n/a	Complete
	Interact, Google and Reach Local	Video discussion and recommendations	n/a	Complete
	Interact and Reach Local	Acceso Total Interview (May 2019)	\$1,500	Complete
	Telemundo, KWCT/CW, and KNVO Univision	Acceso Total Interview (June 2019)	\$1,500	Complete
	Telemundo, KWCT/CW, and KNVO Univision	Acceso Total Interview (July 2019)	\$1,500	Complete
	Wild 104/Hearth Radio live broadcast	Two-hour live remote on campus with radio personalities and ads leading up to event. (August 2019)	\$1,500	Complete
Research	Company	Value Added	Estimated Value	Status
	Interact Communications	Additional Emotional Resonance Group	\$4,500	Complete
	Interact Communications	Gift cards for student participants (35)	\$2,700	Complete
	Interact Communications	Board Presentation	\$5,000	Complete
	Interact Communications	New Student Journey Map by Pam Cox-Otto	n/a	Complete
	Interact Communications	Presentation time by Pam Cox-Otto in July without Travel	\$10,000	Complete
Creative	Company	Value Added	Estimated Value	Status
	Interact Communications	Digital Ad revisions for summer	\$200	Complete
	Interact Communications	Radio Wild Reads (12)	\$1,200	Complete
	Interact Communications	15 second radio ads	\$1,000	Complete

South Texas College Cumulative Data August 2019

Platform	October	November	December	January	February	March	April	May	June	July	August	Totals/Averages
Social & Digital Media (Facebook, Instagram & Retargeting)												
Impressions	382,000	394,000	365,000	457,000	249,000	217,000	249,000	473,661	446,789	471,897	490,145	4,195,492
Clicks to Website	4,516	4,227	4,999	5,900	3,100	2,605	3,198	6,766	5,539	5,579	6,394	52,823
Engagement	3,000	450	500	600	300	265	400	660	600	527	622	7,924
Video Views	5,000	5,100	5,800	7,600	2,979	2,543	3,198	4,551	3,537	3,743	3,451	47,502
Snapchat (filters)												
Swipes		2,993						4,574				7,567
Uses		978						1,703				2,681
Views		68,000						\$151,230.00				219,230
YouTube Marketing- English												
Impressions	79,258	63,465	62,258	97,239	55,147	58,131	64,946	94,796	96,201	105,706	74,784	851,931
Completed Views	39,324	31,917	29,790	46,587	23,227	25,613	32,315	37,900	35,599	38,518	26,849	367,639
Clicks	127	86	144	250	118	124	138	250	243	210	123	1,813
Video Views	50%	50%	47%	47%	42%	44%	50%	40%	37%	36%	35%	43%
YouTube Marketing - Spanish												
Impressions	30,669	25,110	24,994	35,792	32,746	33,071	37,300	31,118	31,333	32,358	26,661	341,152
Completed Views	15,222	12,384	12,023	15,916	13,522	15,000	18,917	14,732	14,174	14,045	11,920	157,855
Clicks	70	55	79	134	125	109	116	118	124	138	90	1,158
Video Views	49%	49%	49%	44%	41%	44%	51%	47%	45%	43%	44%	46%
Pay PerClick												
Impressions	13,463	24,082	29,496	29,005	27,269	20,944	24,058	28,071	25,329	19,945	21,007	262,669
Visits to website	2,070	3,282	1,050	4,027	3,600	2,809	2,689	2,998	2,254	2,210	2,539	29,528
Calls	126	206	293	611	363	336	329	317	184	158	277	3200
Forms Submit	58	138	264	246	193	182	178	126	89	96	59	1629
CTR	15%	13%	10%	13%	13%	13%	13%	11%	9%	11%	12%	12%
Pay PerClick (Competitor)												
Impressions	3,275	5,513	9,691	8,725	8,893	5,099	7,906	5,217	5,825	5,904	6,350	72,398
Visits to website	434	806	1,050	1,136	1,164	699	922	686	689	728	852	9,166
Calls	66	94	76	54	56	54	98	56	63	61	75	753
Forms Submit	6	15	8	10	13	17	20	8	0	14	12	123
CTR	13%	14%	11%	13%	13%	13%	12%	13%	11%	12%	13%	13%
Custom Display Campaign												
Impressions	591,052	591,429	568,626	544,869	583,900	561,022	552,992	605,888	595,586	584,033	596,671	6,376,068
Visits to website	1,432	1,584	1,563	1,947	1,508	1,460	1,693	2,368	1,979	1,969	1,821	19,324
Completed views	18,000	15,000	14,000	16,000	10,109	12,139	20,930	52,000	49,387	45,496	38,276	291,337
Geo-Fencing												
Impressions	343,810	253,311	1,693,296	395,000	394,381	389,862	399,044	388,120	393,176	365,130	334,948	5,350,078
Visits to website	544	373	2,015	579	579	569	588	739	674	725	614	7,999
Walk-ins	500	1,000	200	221	135	267	2225	132	684	132	135	5,631

Media	October	November	December	January	February	March	April	May	June	July	August	Totals/Averages
Traditional Radio Marketing												
KLTV MIX 107 (Estimated)			301x									301x
La Ley			115x									115x
KBFM			139x									139x
KTEX			29x									29x
KFRQ			161x									161x
KHKZ			27x									27x
Radio Totals (Estimated)									1,545x			x1,545
Pandora												
Impressions			1,331,108					260,512	960,258		TK	2,551,878
Broadcast TV / Cable TV												
TV Commercials			341x									341x
HH GRPS			388x									388x
TV Totals (Estimated)									695x			695x
Outdoor Advertising												
Impressions			21,233,808						7,220,883			28,454,691

Digital Campaign Highlights

August 2019

Overview of All Digital Campaign Highlights

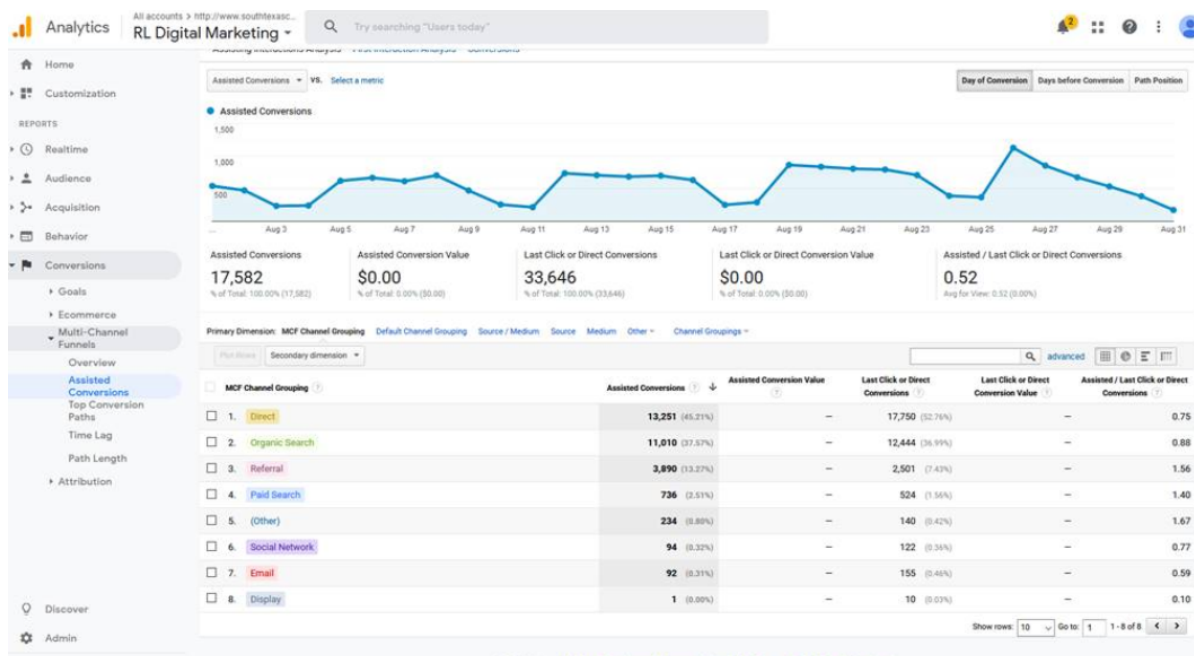
- Drove a total of 19,440 visits to the website.
- Drove over 1.6 million impressions of video ads, static ads and text ads. Of those who saw any of these ads, we remarketed your website traffic with over 23,000 remarketing impressions to keep in front of potential students that already visited the South Texas College website.
- Drove 81,036 completed video views through YouTube, Facebook and Display.

Total Conversions Digital Campaign Highlights

- Drove a total of 283 calls from the PPC campaign, Social Media and Display.
- Average call length is 5:28 minutes, which means great quality calls.
- Drove a total of 99 form submissions from the PPC, Social Media and Display campaigns.
- Tracked 135 people that stepped foot onto one of the STC campuses from being served a display ad on their mobile phone in a geo-fenced location.

Assisted Conversions

- PPC assisted conversions: 524
- Facebook assisted conversions: 94
- Display assisted conversions: 1



(We set up goals 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). These are latent conversions that happen later on your website, but the first touch point of the person came through paid media.)

Social Media: Facebook & Instagram Campaign

Campaign Overview

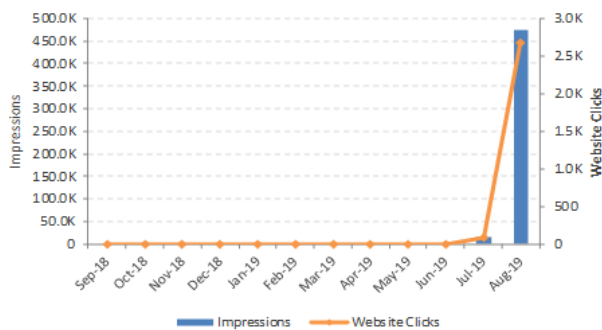
- Drove 6,394 visits to the website
- Delivered 490,145 impressions
- Drove 622 engagements (likes, comments & shares)
- 3,541 completed video views

Performance

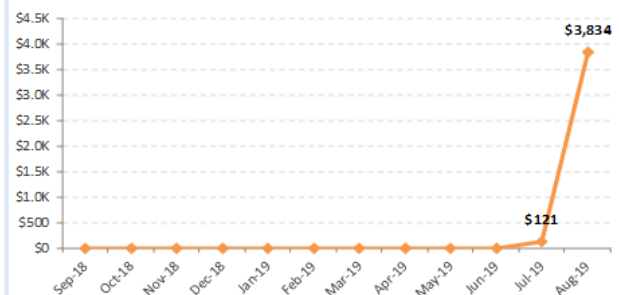
All-Time
Impressions
490,145

Ad Spend
\$3,955

Impressions vs Website Clicks



Ad Spend



Engagement

All-Time
Clicks
6,394

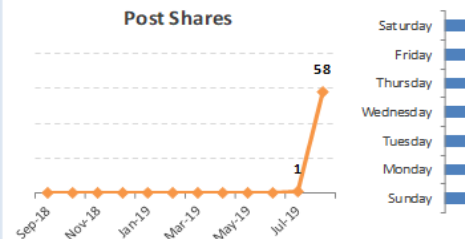
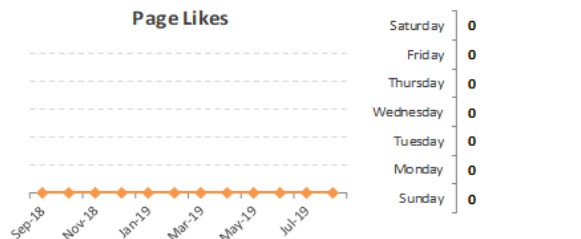
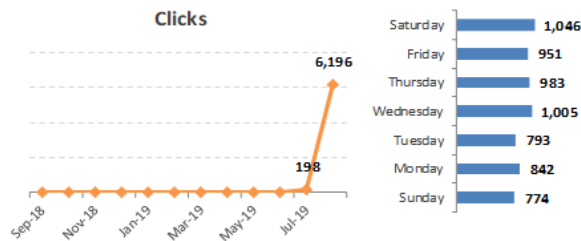
Page Likes
0

Post Likes
547

Conversions
0

Post Shares
59

Comments
16



Ad Set Name	Impressions	Link Clicks	Clicks (All)	Page Likes	Post Reactions	Post Comments	Post Shares	Video Watches at 100%
High School Students//Traditional Transfer	64366	213	559		44	1	1	165
Workforce/Non Traditional	38658	247	610		72		8	447
Workforce/Non Traditional - Spanish	171744	1263	2676		239	9	28	1220
Retargeting	203384	1010	2481		182	6	21	1709
CRM Targeting	5009	2	12		1			
Parents (English and Spanish)	6984	24	56		9		1	

Social Media: Facebook & Instagram Conversion Campaign

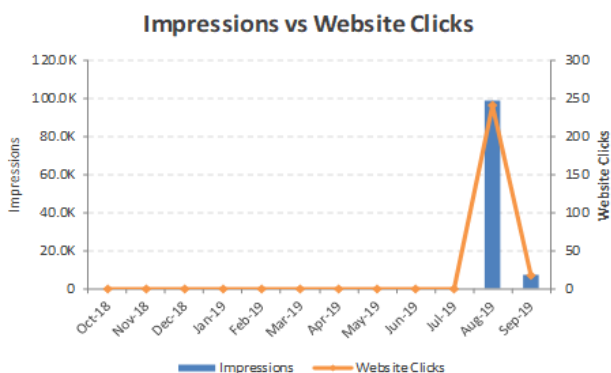
Campaign Overview

- Drove 7,007 visits to the website
- Delivered 105,763 impressions
- Drove 81 engagements (likes, comments & shares)

Performance

All-Time
Impressions
105,763

Ad Spend
\$2,129



Engagement

All-Time
Clicks
707

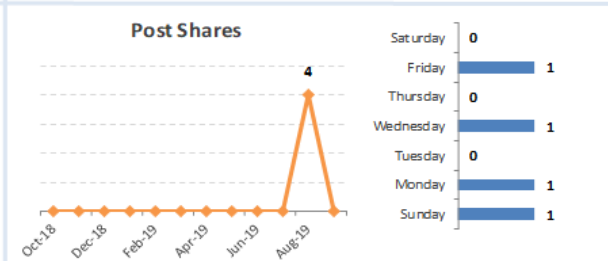
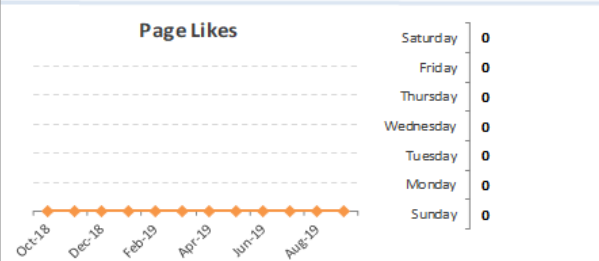
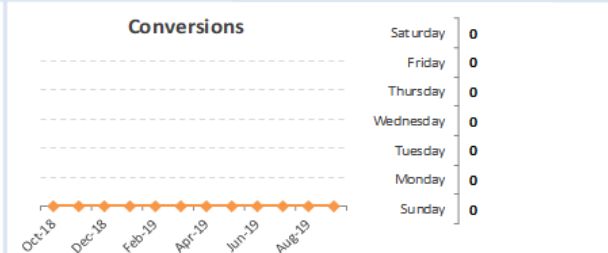
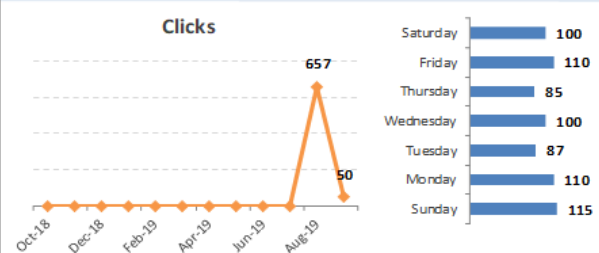
Page Likes
0

Post Likes
76

Conversions
0

Post Shares
4

Comments
0



YouTube English Campaign

Campaign Overview

- Served 74,784 video impressions
- 26,849 completed video views
- Over 35% completed video view rate
- Average cost per completed video view is \$0.07
- 37% Women / 35% Men
- 123 clicks to the website

YouTube Industry Benchmarks

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

South Texas College English YouTube

Impressions		Views		Clicks	Cost	\$/View	View Rate		
74,784		26,849		123	\$2,525	\$0.07	35.90%		

AGE 18-24	Impressions	23,125		AGE 18-24	36.5%		AGE 18-24	25%	50%	100%								
	Views	8,431						92.7%	58.1%	36.5%								
	Impressions	17,218			AGE 25-34	35.7%		AGE 25-34	92.5%	58.6%	35.5%							
	Views	6,154							93.1%	59.4%	36.4%							
	Impressions	12,847				AGE 35-44			36.6%		AGE 35-44	92.3%	59.6%	37.1%				
	Views	4,698										93.3%	62.3%	38.3%				
	Impressions	3,760							AGE 45-54	37.4%		AGE 45-54	93.6%	56.7%	34.2%			
	Views	1,407																
	Impressions	1,787								AGE 55-64			38.6%		AGE 55-64			
	Views	689																
Impressions	16,053		UNKNOWN	34.1%			UNKNOWN											
Views	5,478																	

FEMALE	Impressions	41,971		FEMALE	36.8%		FEMALE	25%	50%	100%				
	Views	15,452						93.2%	59.7%	36.7%				
	Impressions	31,212			MALE	34.7%		MALE	92.5%	56.5%	34.6%			
	Views	10,827							93.2%	57.2%	36.1%			
	Impressions	1,605				UNDETERMINED			36.0%		UNDETERMINED			
	Views	578												

CONNECTED_TV	Impressions	11,674		CONNECTED_TV	38.6%		CONNECTED_TV	25%	50%	100%						
	Views	4,504						97.4%	62.5%	38.9%						
	Impressions	7,031			DESKTOP	43.8%		DESKTOP	98.5%	67.0%	45.3%					
	Views	3,083							91.4%	55.9%	34.3%					
	Impressions	41,354				MOBILE			34.7%		MOBILE	90.8%	57.6%	33.2%		
	Views	14,335														
	Impressions	14,719							TABLET	33.4%		TABLET				
	Views	4,923														

English Video	\$/View	Clicks	Impressions	Views	100%	25%	50%	75%	Duration
Exceptional Possibilities	\$0.07	23	17,870	6,052	33.80%	95.50%	59.40%	40.10%	0:15
Experience Prosperity	\$0.07	23	17,700	6,361	35.90%	93.40%	57.30%	40.90%	0:15
Experience Success	\$0.07	34	17,277	6,527	37.80%	96.00%	60.60%	43.30%	0:15
Exceptional Faculty	\$0.07	18	15,803	5,899	37.20%	96.00%	61.00%	43.10%	0:15
Exceptional Foundations	\$0.09	9	2,082	698	33.40%	68.10%	45.70%	38.20%	0:30
Experience What's Next	\$0.09	8	1,977	643	32.40%	66.30%	44.50%	37.00%	0:30
Experience Bigger Paychecks	\$0.09	8	1,919	616	31.90%	65.60%	43.10%	35.70%	0:30
General Ad YouTube Jay	\$0.08	0	156	53	35.00%	65.50%	48.20%	42.90%	0:30

YouTube Spanish Campaign

Campaign Overview

- Served 26,661 video impressions
- 11,920 completed video views
- Over 44% completed video view rate
- Average cost per completed video view is \$0.07
- 43% Women / 47% Men
- 90 clicks to the website

YouTube Industry Benchmarks

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

South Texas College Spanish YouTube

Impressions		Views	Clicks	Cost	\$/View	View Rate
26,661		11,920	90	\$1,000	\$0.07	44.71%

AGE 18-24	Impressions	4,464
	Views	1,858
	Impressions	5,562
	Views	2,401
	Impressions	6,795
	Views	3,181
	Impressions	4,377
	Views	2,126
	Impressions	3,015
	Views	1,318
	Impressions	2,450
	Views	1,038

AGE 18-24	41.6%
	43.2%
	46.8%
	48.6%
	43.7%
	42.4%

AGE 18-24	25%	50%	100%
	72.3%	53.7%	41.9%
	73.5%	54.6%	43.3%
	76.1%	57.7%	47.2%
	75.4%	58.8%	48.9%
	71.4%	53.6%	44.2%

AGE 18-24	72.3%	54.0%	42.7%
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FEMALE	Impressions	15,181
	Views	6,567
	Impressions	11,032
	Views	5,133
	Impressions	449
	Views	222

FEMALE	43.3%
	46.5%
	49.4%

FEMALE	25%	50%	100%
	73.0%	54.2%	43.5%
	75.0%	57.6%	46.9%
	76.6%	62.3%	50.6%

CONNECTED_TV	Impressions	2,786
	Views	1,020
	Impressions	1,370
	Views	699
	Impressions	19,702
	Views	9,139
	Impressions	2,800
	Views	1,061

CONNECTED_TV	36.6%
	51.0%
	46.4%
	37.9%

CONNECTED_TV	25%	50%	100%
	69.2%	47.3%	36.8%
	79.7%	62.7%	52.8%
	74.9%	57.4%	46.7%
	69.2%	49.7%	37.9%

Spanish Video							\$/View	Clicks	Impressions	Views	100%	25%	50%	75%	Duration
Workforce Spanish YouTube Austreberto							\$0.07	90	26,661	11,920	45.00%	73.90%	55.80%	49.20%	0:30

Pay Per Click Campaign

Campaign Overview

- Delivered 21,007 impressions
- Drove 2,539 clicks to website, 12% CTR
- Generated 277 calls & 59 form submits
- Average cost per visit \$1.77
- Average cost per contact is \$15

Google Industry Benchmarks

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

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 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)
South Tx PPC	\$4,500.00	Jul-19	19,945	2,210	11.08	\$2.04	158	96	254	514	1.6	\$17.72
	\$4,500.00	Aug-19	21,077	2,539	12.05	\$1.77	277	59	919	514	1.9	\$4.90

Keyword

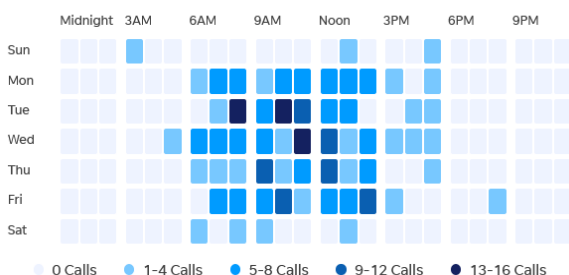
1. south tx college
2. south texas college admissions
3. South Texas College programs
4. south texas college online courses
5. South Texas College courses
6. welding classes
7. apply south texas college
8. emt classes
9. radiologic technology classes
10. culinary arts courses
11. dual enrollment college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

Page URL Visited	Clicks/Visits
*Contact Us Submitted	1
*Register Now Submitted	1
*Request A Tour	1
*Financial Aid Submitted	1
*Chat Now	1
*Associate Degrees Submitted	1
*Certificates Submitted	1
*Hybrid Courses	1
*Enroll now/Apply now Submitted	1
*Current Student Admissions	1
*Bach Degrees Submitted	1
*Apply Now Spring Submitted	2
*Parking Info	2
*How To Apply Financial Aid	2
*Academics Submitted	2
*Catalog Submitted	2
*Request More Info Form	3
*About/Locations Submitted	3
*Enrollment Management Submitted	4
*Course Schedule Submitted	5
*Get Started Online Programs	5
*New Student Admissions	5
*Contact Us	6
*Admissions	7
*Catalog	8
*Contact Us Now	10
*Student Services Hours	10
*Tuition & Fees	11
*Financial Aid	19
*Future Students	19
*About/Locations	20
*Associate Degrees	25
*Register in JagNet - Clicked	27
*Certificates	29
*Degrees	31
*Bach Degrees	31
*Request info Submitted	33
*Course Schedule	38
*Programs & Majors	46
*Enrollment Management	58
*Start Now - Apply Texas Button Clicked	61
*Register Now	67
*Academics	82
*Enroll now/Apply now	89
*Apply Now Spring	149

Ad Group	Publisher	Text Ad	Impressions	Clicks	CTR	Avg Pos
Community College	Google	South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.	3,866	866	22.40	2.0
Community College	Google	South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.	820	154	18.78	1.8
Community College	Google	The Valley's Affordable ChoiceSave Thousands By Starting Your College Career With South Texas College.	2,626	509	19.38	1.7
Dual Credit	Google	College Credits in High SchoolBe College Ready With South Texas College's Dual Credit Program. Apply Now.	8	2	25.00	1.2
Dual Credit	Google	South Texas CollegeSave Time and Money With South Texas College's Dual Credit Program.	81	8	9.88	1.6
Dual Credit	Google	South Texas CollegeStart Your College Career Early With Credited Courses in High School. Apply Now.	15	4	26.67	1.2
Bachelor Programs	Google	Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs.	76	16	21.05	3.0
Bachelor Programs	Google	South Texas CollegeGet Your Bachelor's Degree Online or With a Flexible Class Schedule. Apply Now.	1	0	0.00	2.0
Bachelor Programs	Google	South Texas College Bachelor'sGet Your Bachelor's Degree at The Valley's Most Affordable College. Apply Today.	5	0	0.00	5.3
Business and Technology	Google	South Texas CollegePrepare For A High-Paying Career. Start W/ Flexible Class Schedules. Apply Now.	39	4	10.26	3.2

You're generating an average of **9.9 phone calls** each day.

07/30/19 - 08/27/19 Frequency: **Daily** 1 Campaign

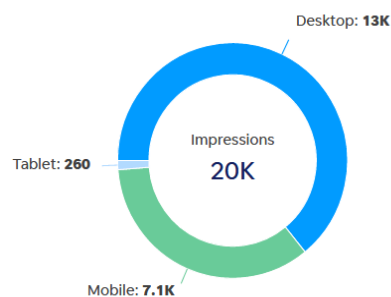


Calls **287** Average Call Length **5:28**

CALLS BY TIME & DAY

64% of your Impressions came from prospective customers on their desktop devices.

07/30/19 - 08/27/19 1 Campaign



DEVICE BREAKDOWN

Pay Per Click Competitor Campaign

Campaign Overview

- Delivered 6,350 impressions
- Drove 852 clicks to website, 13.42% CTR
- Generated 75 calls & 12 form submits
- Average cost per visit \$1.41
- Average cost per contact is \$13

Google Industry Benchmarks

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

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 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, end form submissions)
South Tx Competitor PPC	\$1,200.00	Jul-19	5,904	728	12.33	\$1.65	61	14	75	150	1.5	\$16.00
	\$1,200.00	Aug-19	6,350	852	13.42	\$1.41	75	12	87	177	1.9	\$13.79

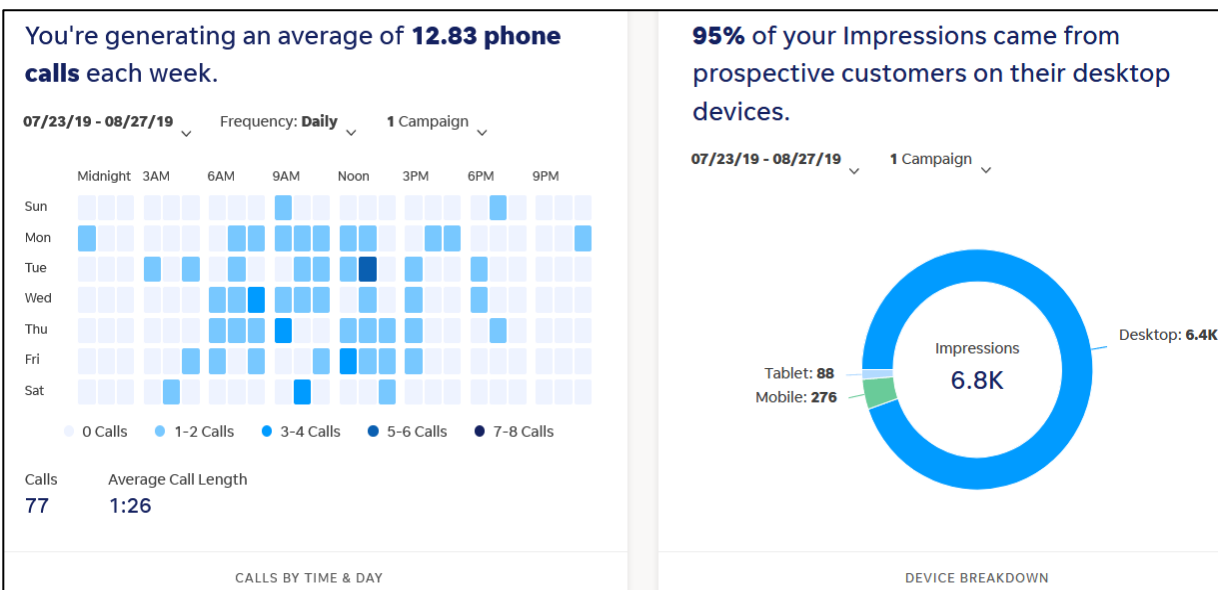
Top Pages Visited

Page URL Visited	Clicks/Visits
*Degrees	1
*Contact Us	1
*Contact Us Now	1
*Request More Info Form	1
*New Student Admissions	1
*About/Locations	1
*Parking Info	1
*Financial Aid Submitted	1
*Request A Tour	1
*Associate Degrees Submitted	1
*Certificates	2
*How To Apply Financial Aid	2
*Student Services Hours	3
*Register Now	4
*Course Schedule Submitted	4
*Tuition & Fees	5
*Request info Submitted	6
*Bach Degrees	7
*Course Schedule	7
*Associate Degrees	7
*Financial Aid	8
*Programs & Majors	9
*Enroll now/Apply now	13
*Future Students	14
*Academics	18
*Apply Now Spring	28
*Enrollment Management	30

Keyword

1. TSC college Brownsville
2. texas state technical college
3. RGV College
4. TSTC college Waco
5. UTRGV college
6. South Texas Vocational Technical Institute
7. Brightwood College Arlington
8. Brightwood College Fort Worth
9. Brightwood College McAllen
10. Southern Careers Institute

Ad Group	Publisher	Text Ad	Impressio	Clicks	CTR	Avg Pos
Primary Ad Group	Google	South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future.	25	7	28.00	1.4
Primary Ad Group	Google	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.	89	6	6.74	2.1
Primary Ad Group	Google	South Texas CollegeChoose The Best Schedule With Day, Night, Weekend, Or Online Classes. Apply Now.	114	4	3.51	2.5
Primary Ad Group	Google	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.	32	4	12.50	1.7
Primary Ad Group	Google	South Texas CollegeThe Valley's Most Affordable College. Visit Our Website For Degrees & Programs.	83	2	2.41	2.5
Primary Ad Group	Google	Start Your Future Today.Get Started At STC, The Valley's Most Affordable College. Flexible Schedules.	4	1	25.00	2.3



Display Campaign

Campaign Overview

- Delivered 596,671 impressions
- Drove 1,821 clicks to website
- 38,276 completed video views
- Average CPM is \$4.53

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College Custom Display	Aug 01, 2019	Sep 01, 2019	\$2,700.00	\$2,700.00	<u>596,671</u>	<u>\$4.53</u>	<u>1,821</u>	

Targeting Tactic	Performance Impressions	Performance Clicks
Keyword Retargeting English	159,157	518
Content Targeting	159,107	627
Keyword Retargeting Spanish	158,086	450
Keyword Retargeting Video	89,081	167
Website Remarketing	23,052	38

Targeting Tactic	Keyword Performance	Performance Impressions	Performance Clicks
Keyword Spanish	education_training_optimized_audience	157,365	450
Keyword English	education_training_optimized_audience	153,009	511
Keyword English Video	education_training_optimized_audience	82,380	158
Keyword English	college+course	2,303	2
Keyword English Video	online+college+courses	1,534	2
Keyword English Video	college+admissions	1,464	2
Keyword English	college+class	893	0
Keyword English Video	college+class	774	1
Keyword English	college+degree	719	1
Keyword English Video	college+degree	699	1
Keyword English	online+colleges	587	4
Keyword English Video	career+college	557	1
Keyword English	career+college	529	0
Keyword Spanish	colegios	499	0
Keyword English Video	stc	303	2
Keyword English Video	online+colleges	277	0
Keyword English Video	college+degrees	163	0
Keyword English	community+college	159	0
Keyword English	college+degrees	156	0
Keyword English Video	college+degree	149	0

Geo-Fencing Campaign

Campaign Overview

- Delivered 334,948 impressions
- Drove 614 clicks to website
- Generated 135 campus visits

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College GeoFence	Jul 28, 2019	Aug 26, 2019	\$2,125.00	\$2,125.00	334,948	\$6.34	614	

Geo Fence Name	Impressions	Clicks	Conversions - Campus Visits
UTRGV Continuing Education1800 S. Main St.McAllenTX78503	28644	45	6
Memorial High School101 E. Hackberry Ave.McAllenTX78501	22904	50	6
Mission High School1802 Cleo DawsonMissionTX78572	19409	28	3
Weslaco High School1005 W Pike BlvdWeslacoTX78596	16224	25	14
South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburgTX78539	14275	27	6
Ticket Master Call Center807 S Jackson RdPharrTX78577	11809	24	10
Spectrum Call Center3701 N. 23rd St.McAllenTX78501	11224	20	6
Weslaco East High School810 S Pleasantview DrWeslacoTX78596	9757	15	7
McAllen High School2021 La Vista AveMcAllenTX78501	9653	12	12
PSJA T-STEM Early College High School714 US-83 BUSPharrTX78577	9308	18	5
PSJA Early College High School805 W Ridge RdSan JuanTX78589	8287	20	3
Achieve Early College High School1601 N. 27th St. McAllenTX78501	6808	10	7
Robert Vela High School801 E Canton RdEdinburgTX78539	6770	8	3
Workforce Solutions3101 US-83 BusMcAllenTX78501	6182	19	13
Workforce Solutions901 Travis StMissionTX78572	5983	10	2
PSJA North Early College High School500 E Nolana LoopPharrTX78577	5115	12	3
Joe Calvillo Jr Career & Technology Education Complex3601 North Mile 5 1/2 WestWeslacoTX7	4502	6	2
Donna High SchoolEast, 2301 Wood AveDonnaTX78537	4366	7	5
Workforce Solutions2719 W. University DrEdinburgTX78539	4135	7	2
Nikki Rowe High School2101 N. Ware Rd.McAllenTX78501	3628	8	6
Sharyland High School1216 N. Shary Rd.MissionTX78572	3112	7	1
PSJA Memorial Early College High School800 S Alamo RdAlamoTX78516	3063	3	0
Mercedes High School 1200 Florida AveMercedesTX78570	2945	4	2

Print Advertising

Texas Border and Mega Doctor Magazines

2 print ads per month

2 digital ads per month (value added)

The Monitor

Newspaper Spadea

Radio

Est. total of 1,545x radio spots

KKPS 99.5, KFRQ 94.5

#1: "STC01901_General Audience" at 33.3%

#2: "STC01902_Traditional Student" at 33.3%

#3: "STC01903_Workforce Audience" at 33.3%

Est. total of 408 spots*

KBFM 104.1, KTEX 100.3, KHKZ 106.3

#1: "STC01901_General Audience" at 33.3%

#2: "STC01902_Traditional Student" at 33.3%

#3: "STC01903_Workforce Audience" at 33.3%

Est. total of 491 spots*

XHAVO 101.5, XHRR 102.5

"STC01904_Spanish" at 100%

Est. total of 646 spots*

*these are estimated numbers from the Brand Roll-out Radio Proposal, will get accurate ones at the end of campaign

Pandora

Advertiser: South Texas College
Campaign Name: South Texas College | 2019
Report Dates: 06/10/2019 - 06/30/2019



Campaign Overview

Product Name	Ad Comments	Start Date	End Date	Impression Goal	Impressions Delivered	% Impressions Delivered	Clicks	CTR	Reach	Frequency
Mobile Audio :30 with Standard Companion Banner - Audio	Traditional, 06/10/2019-06/30/2019, HARLINGEN-WSLCO-BRNSVL-MCA DMA, 18-24 - Audio	06/10/2019	06/30/2019	181,000	182,487	100.82%	102	0.06%	27,369	6.67
Mobile Audio :30 with Standard Companion Banner - Banner	Traditional, 06/10/2019-06/30/2019, HARLINGEN-WSLCO-BRNSVL-MCA DMA, 18-24 - Banner	06/10/2019	06/30/2019	181,000	182,487	100.82%	-	-	-	-
Mobile Audio :30 with Standard Companion Banner - Audio	Traditional, 06/10/2019-06/30/2019, HARLINGEN-WSLCO-BRNSVL-MCA DMA, 16-18 - Audio	06/10/2019	06/30/2019	23,000	23,196	100.85%	11	0.05%	3,583	6.47
Mobile Audio :30 with Standard Companion Banner - Banner	Traditional, 06/10/2019-06/30/2019, HARLINGEN-WSLCO-BRNSVL-MCA DMA, 16-18 - Banner	06/10/2019	06/30/2019	23,000	23,196	100.85%	-	-	-	-
Mobile Audio :30 with Standard Companion Banner - Audio	Workforce, 06/10/2019-06/30/2019, 25-44, HARLINGEN-WSLCO-BRNSVL-MCA DMA - Audio	06/10/2019	06/30/2019	158,000	159,310	100.83%	82	0.05%	45,094	3.53
Mobile Audio :30 with Standard Companion Banner - Banner	Workforce, 06/10/2019-06/30/2019, 25-44, HARLINGEN-WSLCO-BRNSVL-MCA DMA - Banner	06/10/2019	06/30/2019	158,000	159,310	100.83%	-	-	-	-
Mobile Audio :30 with Standard Companion Banner - Audio	Parents, 06/10/2019-06/30/2019, 40-54, HARLINGEN-WSLCO-BRNSVL-MCA DMA - Audio	06/10/2019	06/30/2019	54,190	54,625	100.80%	33	0.06%	16,823	3.25
Mobile Audio :30 with Standard Companion Banner - Banner	Parents, 06/10/2019-06/30/2019, 40-54, HARLINGEN-WSLCO-BRNSVL-MCA DMA - Banner	06/10/2019	06/30/2019	54,190	54,625	100.80%	-	-	-	-
Mobile Audio :30 with Standard Companion Banner - Audio	Hispanic, 06/10/2019-06/30/2019, 18-34, HARLINGEN-WSLCO-BRNSVL-MCA DMA, Pandora Hispanic - Bilingual - Audio	06/10/2019	06/30/2019	60,000	60,511	100.85%	25	0.04%	23,267	2.60
Mobile Audio :30 with Standard Companion Banner - Banner	Hispanic, 06/10/2019-06/30/2019, 18-34, HARLINGEN-WSLCO-BRNSVL-MCA DMA, Pandora Hispanic - Bilingual - Banner	06/10/2019	06/30/2019	60,000	60,511	100.85%	-	-	-	-
Total				952,380	960,258	100.83%	253	0.05%	91,022	5.27

TV

Est. total of 695x TV spots

KTLM Telemundo (:15's and :30's)

6/1 – 6/30: Jay 15; Angela 30

Est. total of 102x spots*

KCWT/CW Net (:15's and :30's)

6/1 – 6/30: Josh 15; Josh 30

Est. total of 138x spots*

KRGV/ABC (:15's and :30's)

6/1 – 6/30: Angela 15; Obed 30

Est. total of 61x spots*

KFXV TV FOX Network (:15's and :30's)

6/1 – 6/30: Josh 15; Obed 30

Est. total of 249x spots*

KGBT CBS/Valley Channel 4 (:30's)

6/1 – 6/30: Josh 30

Est. total of 100x spots*

KVEO/NBC (:15's)

6/1 – 6/30: Angela 15

Est. total of 45x spots*

**these are estimated numbers, will get accurate ones at the end of campaign*

Out-of-Home

Billboards

9 locations

Est. total of 2,406,961 impressions per month

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



Location: US Exp. 83, At 1st St., 0.3 mi. E/O Hutto Rd. Donna, TX
Estimated weekly Impressions: 323,851



Location: NS EXP 83 1300' E/O TOWER RD, ALAMO
Estimated weekly Impressions: 394,859



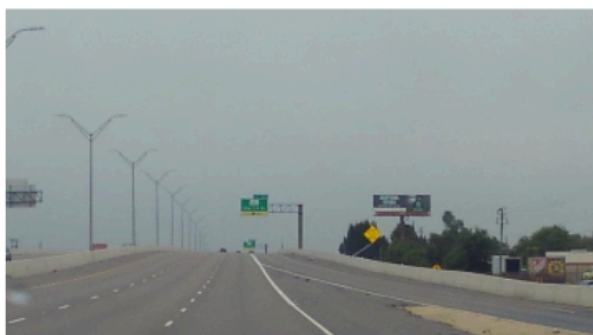
Location: NS EXP 83 790' W/O LOS EBANOS RD MISSION
Estimated weekly Impressions: 202,574



Location: SS EXP 83 550' W/O CONWAY, MISSION
Estimated weekly Impressions: 198,100



Location: SS EXP 83 W/O MI 1 EAST RD, MERCEDES
Estimated weekly Impressions: 225,720



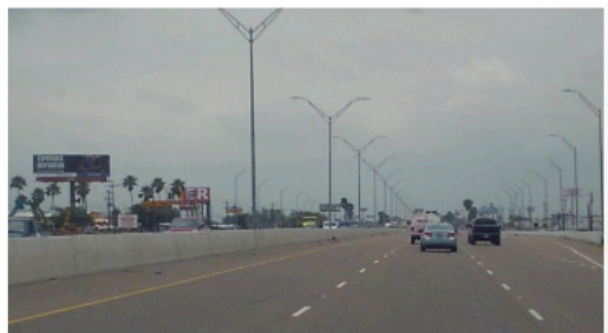
Location: NS EXP 83 .3MI E/O REDWOOD RGC
Estimated weekly Impressions: 78,259



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



Location: NS EXP 83 1500' E/O AMERICAN AUTOWAY, AL
Estimated weekly Impressions: 309,108



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