

Campaign Report

June 2019



interact

South Texas College

Campaign Report
June 2019

July 16, 2019

Table of Contents

Progress Report June 2019.....3

Cumulative Data June 201910

Campaign Highlights June 2019.....11

Campaign Data June 2019.....14

Progress Report

June 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
- 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=1DrKfeX9A35CiMGnnUrF4tw3oz9UBAuN>

- 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/1NtTkOHEUlo6SrWqCmZ2XGeyBXCIVOFW/view?usp=sharing>
 - Air check (June 2019)
<https://drive.google.com/file/d/0B8NiwnyyiuyWLTi3SzdnciVLc3d3elhWY0tzc3pGXzFDTjc4/view?usp=sharing>
 - 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/1RDtKc85tVDI2MHZ2BbQVqkADhY-Ud9-h/view?usp=sharing>
 - Snapchat for Commencement, May 2019
 - Print: Texas Border Business and Mega Doctor (continuing)
 - Digital ads included for both TBB and Mega Doctor

IN PROGRESS

☐ Creative

- Program Videos
 - Production underway
- Monthly articles in progress
 - Cloud computing/ computer program
 - Cyber Security Grant
- Landing Pages under development

☐ Media Campaigns

- Print: Texas Business and Mega Doctors continues
- Geofencing campaign continues
- PPC campaign continues
- Dual campaign continues
- Social campaigns for spring enrollment continue: YouTube, Facebook, Instagram & Retargeting
- Fill the Bus Sponsorship in August
- Monitor Newspaper Spadea

South Texas College Budget June 2019

1. Brand Development & Research	Budget	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	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		On Target
Program Videos	\$35,000												On Target
Creation of templates for programs and services	\$5,000										\$2,500	\$2,500	Complete
Writing services	\$15,000										\$7,500		On Target
2. Production and Creative Services	Budget												
Creative Consultation	\$110,000										\$55,000		On Target
Program Videos	\$35,000												On Target
Creation of templates for programs and services	\$5,000										\$2,500	\$2,500	Complete
Writing services	\$15,000										\$7,500		On Target
3. Planned Implementation of Media Buy	Budget												
Marketing Plan	\$550,000												On Target
Out of Home													
Billboards Spring Enrollment	\$36,000				\$15,000	\$21,000							On Target
Billboards Fall Enrollment	\$72,000										\$18,000	\$16,656	On Target
Print - News													
Texas Border Business	\$9,702			\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	On Target
Mega Doctor	\$9,702			\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	\$882	On Target
The Monitor (wrap)	\$4,341												
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	On Target
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	On Target
YouTube	\$36,600			\$3,525	\$3,525	\$3,525	\$3,525	\$2,800	\$2,800	\$2,800	\$3,525	\$3,525	On Target
Display: Custom Targeting/Retargeting	\$29,600			\$2,600	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	On Target
Social Media: Facebook/Instagram	\$35,600			\$3,700	\$3,700	\$3,700	\$3,700	\$2,000	\$2,000	\$2,000	\$3,700	\$3,700	On Target
Social Media: Facebook/Instagram Dual Conversion	\$10,000									\$2,000	\$2,000	\$2,000	On Target
Social Media: Snapchat	\$4,236					\$2,118					\$2,118		On Target
Geofence	\$25,500		\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125			On Target
Television													
Primetime/Daytime	\$84,019					\$10,907	\$13,084				\$15,456	\$15,456	On Target
Radio													
Broadcast	\$67,900				\$6,512	\$10,641	\$3,247				\$11,399	\$11,789	On Target
Pandora	\$62,100				\$3,500	\$7,500	\$3,600				\$15,000	\$15,000	On Target
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	On Target
Travel Expenses	\$20,000					\$6,386	\$2,857		\$10,549	\$10,549			On Target
Media Buying Commission	\$55,000		\$213	\$1,979	\$4,751	\$6,798	\$4,109	\$1,709	\$1,709	\$1,709	\$8,309	\$7,637	On Target
Scope of Work total:	\$1,010,000	\$17,500	\$54,838	\$54,393	\$74,277	\$135,864	\$48,911	\$21,298	\$50,347	\$33,847	\$157,180	\$95,929	On Target

South Texas College Value Added June 2019

Media Buys	Company	Value Added	Estimated Value	Status
	Charter Spectrum	Gala TV Ads	\$2,500	Complete
	Telemundo	Accesso 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
	Wild 104 broadcast from campus	15 ads building up to 4-hour "live remote" on campus with radio personalities and two "Facebook lives"	\$3,000	Complete
	Texas Border Business/ Mega Doctor	Reduced rate plus digital ads	\$8,300	Ongoing
	Interact, Google and Reach Local	Interact Google Day Professional Development, Complimentary to Interact clients	n/a	Complete
	Interact and Reach Local	Video discussion and recommendations	n/a	Complete
	Telemundo, KWCT/CW, and KNVO Univision	Accesso Total Interview (May 2019)	\$1,500	Complete
	Telemundo, KWCT/CW, and KNVO Univision	Accesso Total Interview (June 2019)	\$1,500	Complete
Research	Company	Value Added	Estimated Value	
	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
Creative	Company	Value Added	Estimated Value	
	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 June 2019

Platform	October	November	December	January	February	March	April	May	June	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	3,233,450
Clicks to Website	4,516	4,227	4,999	5,900	3,100	2,605	3,198	6,766	5,539	40,850
Engagement	3,000	450	500	600	300	265	400	660	600	6,775
Video Views	5,000	5,100	5,800	7,600	2,979	2,543	3,198	186,954	190,000	409,174
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	671,441
Completed Views	39,324	31,917	29,790	46,587	23,227	25,613	32,315	37,900	35,599	302,272
Clicks	127	86	144	250	118	124	138	250	243	1,480
Video Views	50%	50%	47%	47%	42%	44%	50%	40%	37%	48%
YouTube Marketing - Spanish										
Impressions	30,669	25,110	24,994	35,792	32,746	33,071	37,300	31,118	31,333	282,133
Completed Views	15,222	12,384	12,023	15,916	13,522	15,000	18,917	14,732	14,174	131,890
Clicks	70	55	79	134	125	109	116	118	124	930
Video Views	49%	49%	49%	44%	41%	44%	51%	47%	45%	46%
Pay PerClick										
Impressions	13,463	24,082	29,496	29,005	27,269	20,944	24,058	28,071	25,329	221,717
Visits to website	2,070	3,282	1,050	4,027	3,600	2,809	2,689	2,998	2,254	24,779
Calls	126	206	293	611	363	336	329	317	184	2765
Forms Submit	58	138	264	246	193	182	178	126	89	1474
CTR	15%	13%	10%	13%	13%	13%	13%	11%	9%	14%
Pay PerClick (Competitor)										
Impressions	3,275	5,513	9,691	8,725	8,893	5,099	7,906	5,217	5,825	60,144
Visits to website	434	806	1,050	1,136	1,164	699	922	686	689	7,586
Calls	66	94	76	54	56	54	98	56	63	617
Forms Submit	6	15	8	10	13	17	20	8	0	97
CTR	13%	14%	11%	13%	13%	13%	12%	13%	11%	13%
Custom Display Campaign										
Impressions	591,052	591,429	568,626	544,869	583,900	561,022	552,992	605,888	595,586	5,195,364
Visits to website	1,432	1,584	1,563	1,947	1,508	1,460	1,693	2,368	1,979	15,534
Completed views	18,000	15,000	14,000	16,000	10,109	12,139	20,930	52,000	49,387	207,565
Geo-Fencing										
Impressions	343,810	253,311	1,693,296	395,000	394,381	389,862	399,044	388,120	393,176	4,650,000
Visits to website	544	373	2,015	579	579	569	588	739	674	6,660
Walk-ins	500	1,000	200	221	135	267	2225	132	684	5,364

Media	October	November	December	January	February	March	April	May	June	Totals/Averages
Traditional Radio Marketing										
KLVY MIX 107 (Estimated)			301x							301x
La Ley			115x							115x
KBFM			139x							139x
KTEX			29x							29x
KFRQ			161x							161x
KHKZ			27x							27x
Pandora										
Impressions			1,331,108							1,331,108
Broadcast TV / Cable TV										
TV Commercials			341x							341x
HH GRPS			388							388
Outdoor Advertising										
Impressions			21,233,808							21,233,808

South Texas College Campaign Highlights

June 2019

Overview of All Digital Campaign Highlights

- Drove a total of 12,051 visits to the website.
- Drove 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 26,000 remarketing impressions to keep in front of potential students that already visited the South Texas College website.
- Drove more than 288,000 completed video views through YouTube, Facebook and Display (Increased from April by more than 100%!)

Total Conversions All Digital Campaign Highlights

- Drove a total of 247 calls from the PPC campaign, 8 calls from Facebook and 36 from Display.
- 74% of calls have an average call length over 1 minute, which means quality calls are coming through.
- Drove a total of 87 form submissions from the PPC campaign, 2 form submit from display and 9 form submits from social.
- Tracked 143 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.

Custom Display Campaign Summary

Custom Display Campaign Overview

- Drove 1,979 visits to the website & Drove 595,586 impressions.
- Average CPM (cost per thousand impressions) is \$4.53
- Completed video views were over 49,387

Custom Display Campaign Benchmark For Google Trends

- Average CPM (cost per thousand impressions) for Education is between \$8-\$12

PPC Campaign Summary

PPC Campaign (Pay Per Click)

- Drove 2,254 visits to the website. Average cost per visit \$2
- Drove 184 calls and 89 form submits. Average cost per contact is \$16
- CTR on the text ads above average 8.90%

PPC Competitor Campaign (Pay Per Click)

- Drove 689 visits to the website. Average cost per visit \$1.74
- Drove 63 calls. Average cost per contact is \$12
- CTR on the text ads above average 11%

PPC Campaign Benchmark For Google Trends In Education

- Average cost per visit for is \$3.40. Average cost per contact is \$73
- Average CTR on the text ads is 3.60%

Social Media Campaign Summary

Social Media Facebook/Instagram Campaign

- Drove over 5,550 visits to the website and 446,789 impressions
- Drove over 600 engagements and over 190,000 completed video views
- Average cost per click just 58 cents

Facebook Industry Benchmarks

- Average CTR for ads for Education on Facebook is .73%

YouTube Campaign Summary

YouTube Campaign English

- Drove more than 96,201 impressions
- Drove more than 35,599 completed video views and a 37% completed video view rate
- Average cost per completed view is 7 cents

YouTube Campaign Spanish

- Drove more than 31,333 impressions
- Drove more than 14,174 completed video views and a 45.24% completed video view rate
- Average cost per completed view is 7 cents

YouTube Industry Benchmarks

- Average completed video view rate is 15%. Average cost per completed video view 5-8 cents

Geo-Fencing Mobile Display Ads

- Drove 674 visits to the website
- Drove 393,176 impressions
- Average CPM is \$5.40
- 143 walk-ins onto campus from targeted locations

Geo-Fence Bench Industry Benchmarks

- Average CPM (cost per thousand impressions range \$5-\$8)

Campaign Data

Custom Display Data

\$2,700 June 2019

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College Custom Display	May 31, 2019	Jul 01, 2019	\$2,700.00	\$2,700.00	595,586	\$4.53	1,979	

Targeting Tactic	Performance Impressions	Performance Clicks
Content Targeting	173,126	629
Keyword Targeting English	163,535	571
Keyword Targeting Spanish	160,514	517
Keyword Targeting English Video	91,697	272
Website Remarketing	26,002	44

Video Performance

Video Ad	Impressions	Clicks	Video Events Complete	Video Events Complete Rate
Parent-Spanish.mp4	10,058	24	5,530	55.83%
Non TraditionalSp.mp4	9,968	34	5,547	56.03%
Non Traditional.mp4	9,892	38	5,469	56.23%
General Ad.mp4	9,886	27	5,472	56.01%
Traditional-.mp4	9,880	38	5,501	56.38%
General Sp.mp4	9,876	27	5,392	55.58%
Workforce.mp4	9,797	26	5,493	56.68%
Non Traditional-.mp4	9,752	23	5,450	56.75%
Traditional-Sp.mp4	9,734	29	5,533	57.56%

Top 20 Keyword Performance by Clicks & Impressions

Someone searches a keyword on Google, Yahoo/Bing and is served the ad later as they surf the Internet.

Targeting Tactic	Keyword Name	Performance Impressions	Performance Clicks
Keywords Retargeting English	education_training_optimized_audience	161,534	569
Keywords Retargeting Spanish	education_training_optimized_audience	160,015	516
C3712116_southtexascollege_SEARCH+VIDEO	education_training_optimized_audience	89,349	268
C3712116_southtexascollege_SEARCH+VIDEO	college+admissions	617	1
Keywords Retargeting English	online+college+courses	484	1
C3712116_southtexascollege_SEARCH+VIDEO	online+college+courses	298	0
Keywords Retargeting Spanish	colegios	296	0
Keywords Retargeting English	stc	292	0
Keywords Retargeting English	college+class	280	0
C3712116_southtexascollege_SEARCH+VIDEO	college+class	241	0
C3712116_southtexascollege_SEARCH+VIDEO	community+college	203	1
C3712116_southtexascollege_SEARCH+VIDEO	college+degree	152	0
Keywords Retargeting English	college+degree	128	0
C3712116_southtexascollege_SEARCH+VIDEO	college+degrees	125	2
Keywords Retargeting English	community+college	123	0
Keywords Retargeting English	career+college	121	0
C3712116_southtexascollege_SEARCH+VIDEO	career+college	104	0
C3712116_southtexascollege_SEARCH+VIDEO	stc	100	0
Keywords Retargeting English	college+degree	99	0
Keywords Retargeting Spanish	jobs_careers_optimized_audience	94	1

Top Domain Performances from Keyword Search Retargeting

Domain Name	Performance Impressions	Performance Clicks
ifunny.mobi	16,129	7
https://www.foxnews.com	15,181	17
https://metropcs.mobileposse.com	14,150	27
com.pixel.art.coloring.color.number	13,349	56
com.pixel.art.coloring.color.number	12,984	54
com.apalon.myclockfree	9,104	20
wp.wattpad	8,442	28
com.ultimateguitar.tabs	8,108	17
com.apalon.myclockfree	7,883	15
com.pixel.art.coloring.color.number	5,289	12
com.peoplefun.wordcross	5,136	28
com.enflick.android.textnow	4,906	17
com.enflick.android.textnow	4,526	10
ifunny.mobi	4,481	6
com.peoplefun.wordstacks	3,981	9
ifunny.mobi	3,948	6
https://metropcs.mobileposse.com	3,036	19
https://www.cbsnews.com	2,922	5
com.crazylabs.amaze.game	2,662	5
pampam.ibf2	2,655	17

Pay Per Click/SEM Data

\$4,500 June 2019

Online Marketing Initiatives 2018-2019 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	Oct-18	13463	2,070	15.38	\$2.17	126	58	184	162	1.5	\$24.46
	\$4,500.00	Nov	24,082	3,282	13.63	\$1.37	206	138	344	1,578	1.5	\$13.08
	\$4,500.00	Dec	29,496	3,938	13.35	\$1.14	293	264	557	1,982	1.9	\$8.08
	\$4,500.00	Jan	29,005	4,027	13.88	\$1.12	611	246	857	2,317	1.9	\$5.25
	\$4,500.00	Feb	27,269	3,600	13.20	\$1.25	363	193	556	1,890	1.9	\$8.09
	\$4,500.00	March	20,944	2,809	13.41	\$1.60	336	211	547	1,878	2.1	\$8.23
	\$4,500.00	April	24,058	2,689	11.18	\$1.67	329	178	507	1,445	2.1	\$8.88
	\$4,500.00	May	28071	2,998	10.68	\$1.50	317	126	443	922	1.7	\$10.16
	\$4,500.00	June	25,329	2,254	8.90	\$2.00	184	89	273	595	2.1	\$16.48
TOTALS:	\$40,500.00	43,374	221,717	27,667	12.48	\$1.46	2,765	1,503	4,268	12,769	1.9	\$9.49
					(Above Average)						(First Page)	

Page URL Visited	Clicks/Visits
*Current Student Admissions	2
*How To Apply Financial Aid	3
*Contact Us Now	3
*Associate Degrees Submitted	3
*Request More Info Form Submitted	4
*Admissions	5
*New Student Admissions	5
*Course Schedule Submitted	5
*Student Services Hours	7
*Catalog	7
*Get Started Online Programs	8
*Register in JagNet - Clicked	8
*Financial Aid	9
*Future Students	11
*About/Locations	20
*Certificates	22
*Associate Degrees	22
*Course Schedule	25
*Bach Degrees	27
*Programs & Majors	28
*Degrees	30
*Enrollment Management	32
*Start Now - Apply Texas Button Clicked	34
*Register Now	39
*Enroll now/Apply now	43
*Request info Submitted	44
*Academics	48
*Apply Now Spring	86

Top 25 Performing Keywords

25 PERFORMING KEYWORDS

south tx college
south texas college admissions
South Texas College programs
south texas college online courses
South Texas College courses
emt classes
welding classes
apply south texas college
colleges course
radiologic technology classes
culinary arts courses
lvn to rn
emt certificate
child development certificate
continuing education classes
vocational education courses
colleges degrees
organizational leadership bachelor
automotive technology course
teaching course
lvn programs
continuing education college
lvn programs online
nursing associate of science
college classes

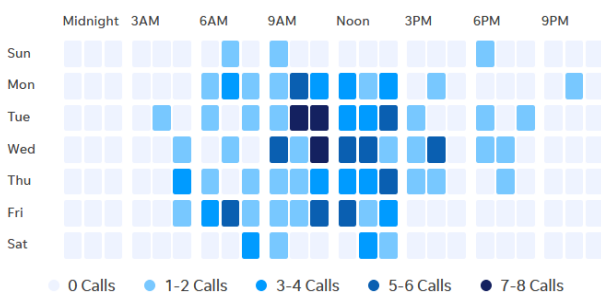
Call Data & Mobile Traffic

You're generating an average of **6 phone calls** each day.

04/06/19 - 02/07/19

Frequency: Daily

1 Campaign



Calls
172

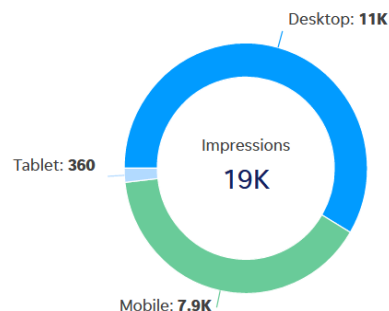
Average Call Length
3:34

CALLS BY TIME & DAY

59% of your Impressions came from prospective customers on their desktop devices.

04/06/19 - 02/07/19

1 Campaign



DEVICE BREAKDOWN

Text Ad Group Performance (Google Only)

Ad Group Name	Text Ad	Impressions	Visits	CTR	Avg Position	Wp Name
Community College	South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.	2,929	546	18.64	2.1	Google
Community College	The Valley's Affordable ChoiceSave Thousands By Starting Your College Career With South Texas College.	2,514	439	17.46	1.7	Google
Nursing and Allied Health	Get Your Degree With STCIt's Never Too Late to Start Your Nursing Career. Visit Online for More Info.	1,734	136	7.84	3.2	Google
Community College	South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.	592	105	17.74	1.7	Google
Business and Technology	South Texas CollegeSTC's Business & Technology Courses Has the Right Program For You. Apply Today.	1,030	70	6.80	3.4	Google
Liberal Arts and Social Sciences	South Texas CollegeFlexible Class Schedules. Get A Bigger Paycheck For A Brighter Future. Apply.	259	23	8.88	3.4	Google
Business and Technology	South Texas CollegeTrain for a Higher Paid Job at The Valley's Most Affordable College. Apply Now.	279	18	6.45	3.3	Google
Nursing and Allied Health	South Texas CollegeStart Your Nursing Career at The Valley's Most Affordable College. Apply Today.	230	15	6.52	2.5	Google
Bachelor Programs	Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs.	97	12	12.37	3.2	Google
Business and Technology	South Texas CollegePrepare For A High-Paying Career. Start W/ Flexible Class Schedules. Apply Now.	34	4	11.76	3.3	Google

Pay Per Click Competitor/SEM Data

\$1,200 June 2019

Online Marketing Initiatives 2018-2019
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	Oct-18	3275	434	13.25	\$2.76	66	6	72	162	1.2	\$16.67
	\$1,200.00	Nov	5,513	806	14.62	\$1.49	94	15	109	322	1.2	\$11.01
	\$1,200.00	Dec	9,691	1,050	10.83	\$1.14	76	8	84	206	1.7	\$14.29
	\$1,200.00	Jan	8,725	1,136	13.02	\$1.06	54	10	64	283	1.9	\$18.75
	\$1,200.00	Feb	8,893	1,164	13.09	\$1.03	56	13	69	287	2.1	\$17.39
	\$1,200.00	March	5,099	699	13.71	\$1.72	54	17	71	135	1.4	\$16.90
	\$1,200.00	April	7,906	922	11.66	\$1.30	98	20	118	160	2.1	\$10.17
	\$1,200.00	May	5,217	686	13.15	\$1.75	56	8	96	86	1.6	\$12.50
	\$1,200.00	June	5,825	689	11.83	\$1.74	63	8	96	87	2.1	\$12.50
TOTALS:	\$10,800.00	43,374	60,144	7,586	12.61	\$1.42	617	105	779	1,728	1.7	\$13.86

(Above Average)

(First Page)

Page URL Visited	Clicks/Visits
*Enroll now/Apply now Submitted	1
*Hybrid Courses	1
*Programs & Majors	1
*Degrees	1
*Bach Degrees	1
*About/Locations	1
*Financial Aid	1
*Certificates	1
*New Student Admissions	2
*Admissions	2
*Associate Degrees	3
*Course Schedule	3
*Future Students	3
*Course Schedule Submitted	3
*Request info Submitted	4
*Academics	6
*Register Now	9
*Enroll now/Apply now	13
*Apply Now Spring	15
*Enrollment Management	16

Top Performing Keywords

25 PERFORMING KEYWORDS

TSC college Brownsville
UTRGV college
texas state technical college
TSTC college Waco
RGV College
The University of Texas Pan American Edinburg
South Texas Vocational Technical Institute
Southern Careers Institute
Brightwood College Arlington
texas state technical college Waco
The University of Texas Pan American
Brightwood College El Paso
South Texas Vocational Technical Institute McAllen
Brightwood College Brownsville
Brightwood College Beaumont
South Texas Vocational Technical Institute Corpus Christi
Brightwood College Corpus Christi
Brightwood College Laredo
CHCP college Austin

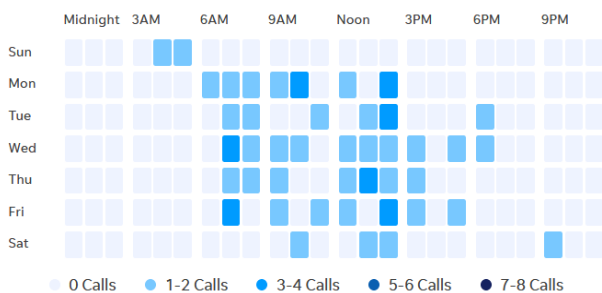
Call Data & Mobile Traffic

You're generating an average of **3 phone calls** each day.

04/06/19 - 29/06/19

Frequency: **Daily**

1 Campaign



Calls
67

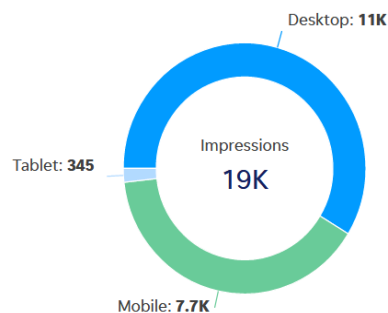
Average Call Length
0:34

CALLS BY TIME & DAY

59% of your Impressions came from prospective customers on their desktop devices.

04/06/19 - 29/06/19

1 Campaign



DEVICE BREAKDOWN

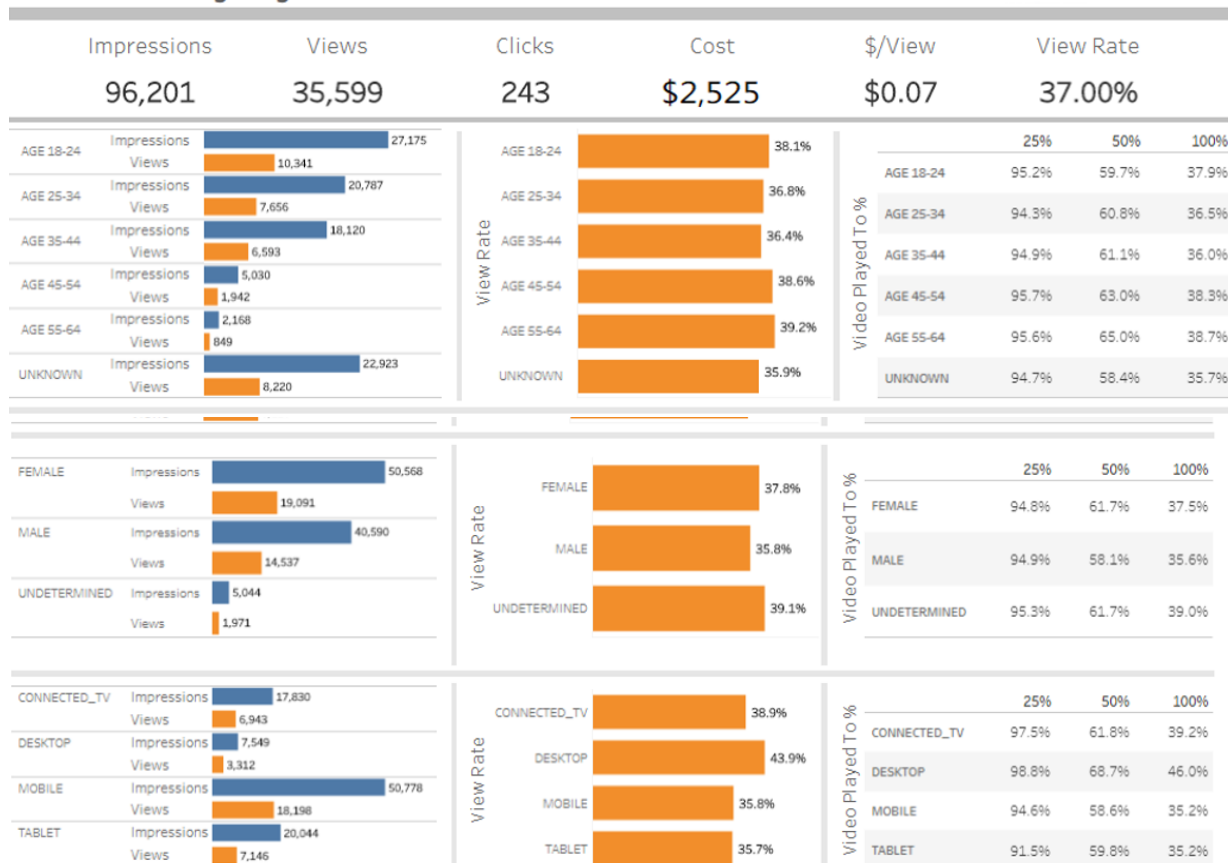
Text Ad Group Performance (Google Only)

Ad Group Name	Text Ad	Impressions	Visits	CTR	Avg Position	Wp Name
Primary Ad Group	South Texas CollegeChoose The Best Schedule With Day, Night, Weekend, Or Online Classes. Apply Now.	252	19	7.54	2.4	Google
Primary Ad Group	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.	177	9	5.08	2.0	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future.	23	5	21.74	1.7	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.	42	4	9.52	1.8	Google
Primary Ad Group	South Texas CollegeThe Valley's Most Affordable College. Visit Our Website For Degrees & Programs.	101	2	1.98	2.6	Google

YouTube Data — English

\$2,525 June 2019

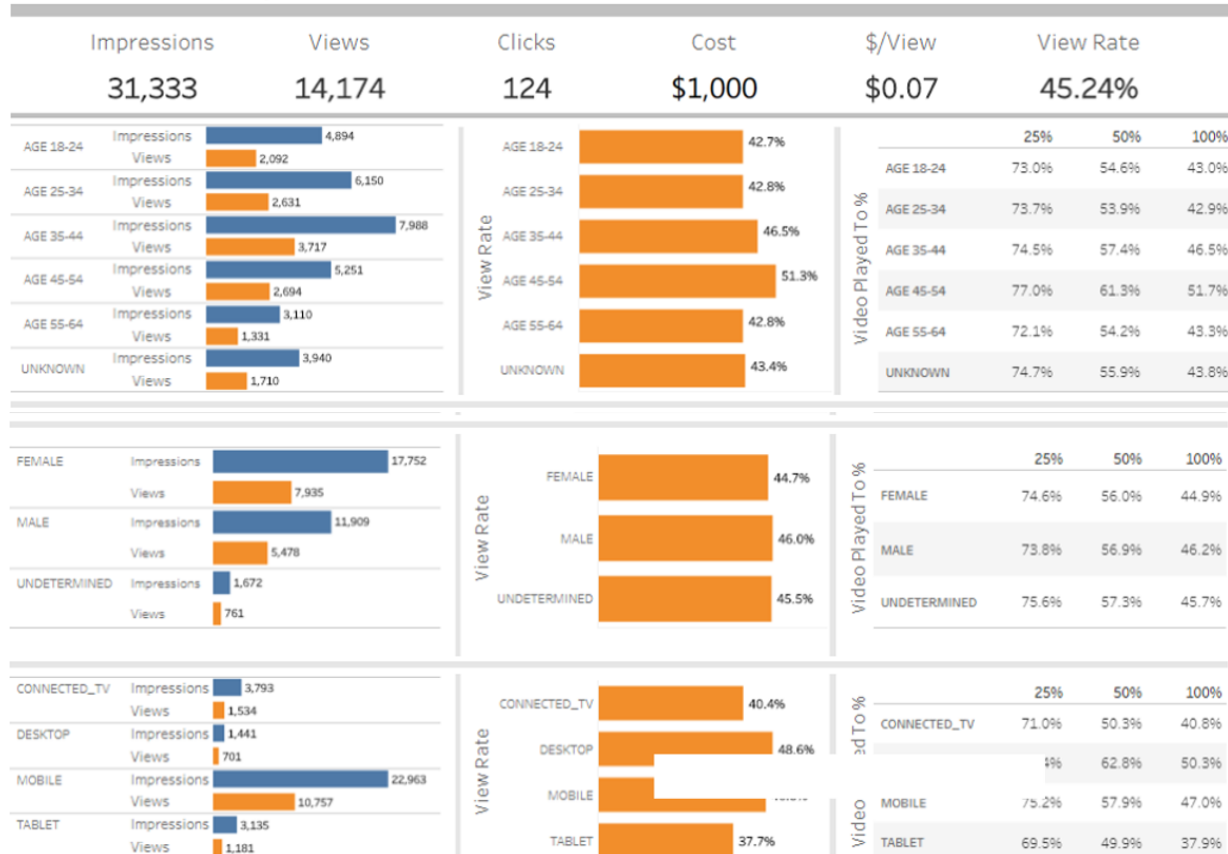
South Texas College English YouTube



YouTube Data — Spanish

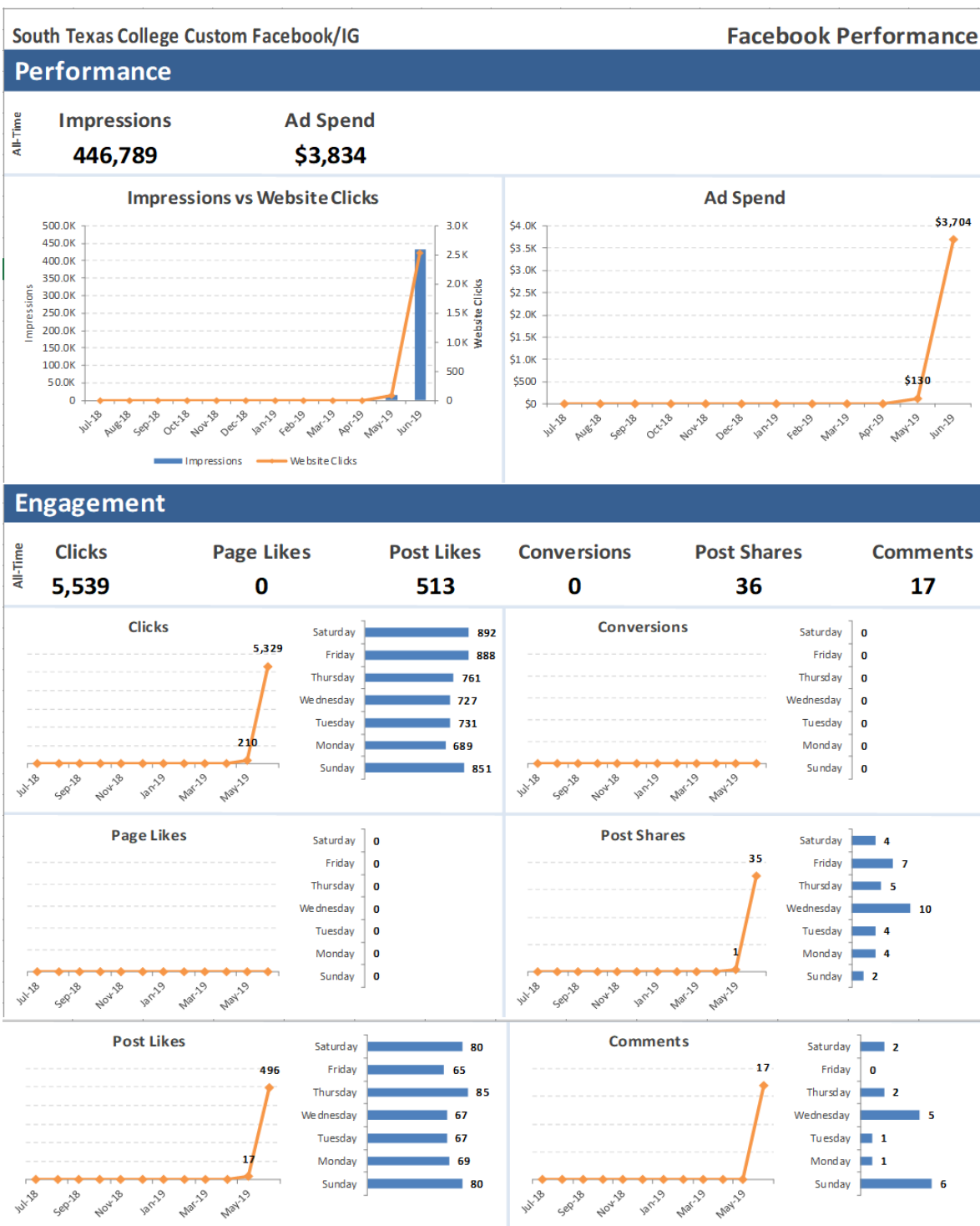
\$1,000 June 2019

South Texas College Spanish YouTube



Custom Social Media Facebook/Instagram Campaign

\$3,700 June 2019



Creative Report — The social media creative breakdown reports are attached.

Ad Set Name	Impressions	Link Clicks	Clicks	Click Through Rate	Post Reactions	Comments	Shares	Video Plays
CRM Targeting	5063	4	14	0.28%	1			
High School Students//Traditional Transfer	90746	369	736	0.81%	60			40635
Parents (English and Spanish)	4444	12	35	0.79%	10			
Retargeting	188415	938	2246	1.19%	176	8	18	90658
Workforce/Non Traditional	19509	159	324	1.66%	35	2	4	7518
Workforce/Non Traditional - Spanish	138612	1127	2184	1.58%	231	7	14	51759

Group	Ad Set Name	Ad Name	Impressions	Link Clicks	Clicks	Click Through Rate	Post Reactions	Comments	Shares
South Tx College Dual Conversion Facebook	CRM List	Next-Level Experience	1		0	0.00%			
South Tx College Dual Conversion Facebook	CRM List	Next-Level Experience - Fall	1		0	0.00%			
South Tx College Dual Conversion Facebook	Specific Page Retargeting	Experience STC.	25928	77	146	0.56%	14		1
South Tx College Dual Conversion Facebook	Specific Page Retargeting	Experience STC. - Fall	14580	40	82	0.56%	18		
South Tx College Dual Conversion Facebook	Specific Page Retargeting	Next-Level Experience	35244	84	183	0.52%	18		
South Tx College Dual Conversion Facebook	Specific Page Retargeting	Next-Level Experience - Fall	24875	63	177	0.71%	8	1	

Custom Facebook & Instagram Dual Conversion

\$2,000 June 2019

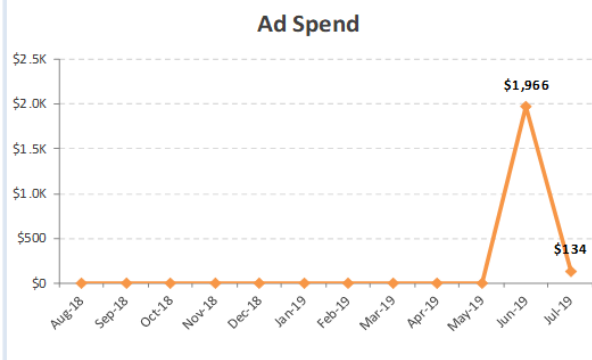
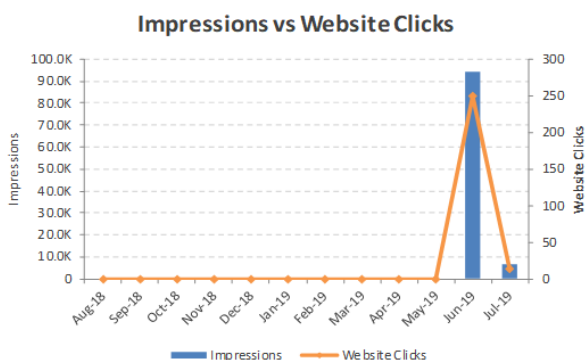
South Tx College Dual Conversion Facebook

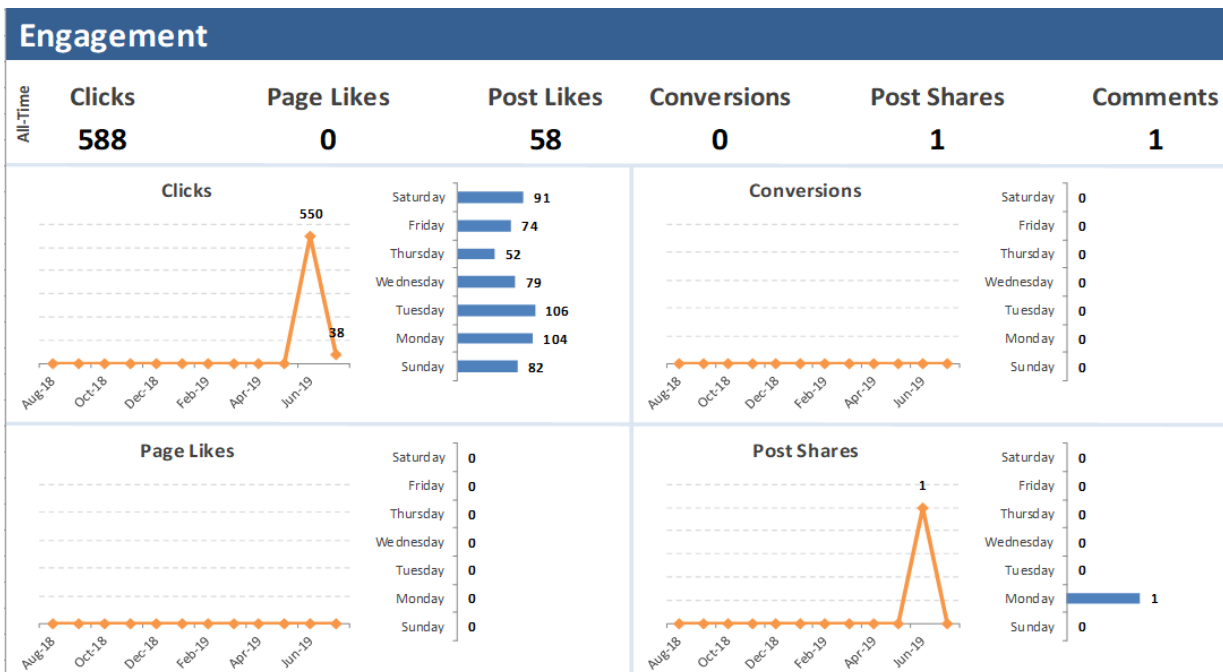
Facebook Performance

Performance

All-Time
Impressions
100,629

Ad Spend
\$2,100





Geo-Fence Display Mobile Ads

\$2,125 June 2019 budget

[clickthrough conversion](#) - someone who clicked the ad, and then later walked into a conversion zones.

[view through Conversion](#) - someone who was saw an ad, did not click, and then walked into a conversion zone.

[weighted actions](#) - is the sum of the two above

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College GeoFence	Jun 01, 2019	Jun 19, 2019	\$2,125.00	\$2,125.00	393,176	\$5.40	684	

Conversion Location Performance

Geography	Conversion Geo Fence Locations	Conversions Clickthrough Visits	Conversions Viewthrough Visits
Nursing & Allied Health Campus	1101 E. VermontMcAllenTX78503	1	43
Pecan Campus	3201 W. PecanMcallenTX78501	1	35
Mid-Valley Campus	400 N. BorderWeslacoTX78596	0	26
Starr County Campus	142 FM 3167 Rio Grande CityTX78582	0	6
Technology Campus	3700 W. Military HwyMcAllenTX78503	0	33

Top Performing locations based on impressions/clicks

Top Location Performance	Impressions	Clicks	Conversions Weighted Actions
Mission High School1802 Cleo DawsonMissionTX78572	110,914	193	15
UTRGV Continuing Education1800 S. Main St.McallenTX78503	46,456	79	7
Memorial High School101 E. Hackberry Ave.McAllenTX78501	41,891	75	6
Ticket Master Call Center807 S Jackson RdPharrTX78577	35,956	60	2
Spectrum Call Center3701 N. 23rd St.McallenTX78501	33,809	57	20
Weslaco High School1005 W Pike BlvdWeslacoTX78596	32,335	49	12
South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburgTX78539	28,934	43	6
Workforce Solutions901 Travis StMissionTX78572	26,937	40	1
McAllen High School2021 La Vista AveMcAllenTX78501	21,523	38	5
Weslaco East High School810 S Pleasantview DrWeslacoTX78596	20,466	33	4
Achieve Early College High School1601 N. 27th St. McAllenTX78501	17,378	33	3
PSJA T-STEM Early College High School714 US-83 BUSPharrTX78577	15,889	25	3
South Texas Academy for Medical Professionals10650 North Expressway 77/83OlmitoTX78	14,997	25	0
PSJA Early College High School805 W Ridge RdSan JuanTX78589	12,299	15	3
PSJA Memorial Early College High School800 S Alamo RdAlamoTX78516	9,802	22	0
Donna High SchoolEast, 2301 Wood AveDonnaTX78537	9,585	20	1
PSJA North Early College High School500 E Nolana LoopPharrTX78577	9,563	19	4
Workforce Solutions3101 US-83 BusMcallenTX78501	8,688	18	11
Workforce Solutions2719 W. University DrEdinburgTX78539	8,325	20	4
Robert Vela High School801 E Canton RdEdinburgTX78539	7,962	10	2

Traditional Media

Print Advertising

Texas Border and Mega Doctor Magazines

2 print ads per month

2 digital ads per month (value added)

Radio

KKPS, KFRQ

#1: "STC01901_General Audience" at 33.3%

#2: "STC01902_Traditional Student" at 33.3%

#3: "STC01903_Workforce Audience" at 33.3%

KBFM, KTEX, KHKZ

#1: "STC01901_General Audience" at 33.3%

#2: "STC01902_Traditional Student" at 33.3%

#3: "STC01903_Workforce Audience" at 33.3%

XAVO, XHRR

"STC01904_Spanish" at 100%

TV

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

6/1 – 6/30: Jay 15; Angela 30

KFXV (:15's and :30's)

6/1 – 6/30: Josh 15; Obed 30

KCWT (:15's and :30's)

6/1 – 6/30: Josh 15; Josh 30

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

6/1 – 6/30: Angela 15; Obed 30

KVEO (:15's)

6/1 – 6/30: Angela 15

KGBT (:30's)

6/1 – 6/30: Josh 30

Outdoor Ads

See attached POP.

Alejandra Navarro
Director of Communications
Alejandra.Navarro@interactcom.com
760.777.2839