

# Campaign Report

May 2019

Presented by

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## **South Texas College**

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**Campaign Report  
May 2019**

June 20, 2019

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## Progress Report

### May 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 12<sup>th</sup> focus group added
- Phone Survey completed
- Media Prefs
- 5 Emotional Resonance Focus Groups completed, Nov. 5
  - Additional 6<sup>th</sup> 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=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>
  - 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](https://drive.google.com/file/d/1bVLyUhJ_4nh-iW8ebARX9ywfGTfGlCk1/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
  - Faculty Profile/ cyber security and cloud computing

### ☐ 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

# South Texas College Budget May 2019

## South Texas College Budget

| 1. Brand Development & Research                              | Budget             | Aug             | Sept            | Oct             | Nov             | Dec              | Jan             | Feb             | March           | April           | May              | 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          |                 |                 |                 |                 |                  | 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          | On Target        |
| Writing services   | \$15,000           |                 |                 |                 |                 |                  |                 |                 |                 |                 | \$7,500          | On Target        |
| 3. Planned Implementation of Media Buy                       | Budget             |                 |                 |                 |                 |                  |                 |                 |                 |                 |                  |                  |
| Marketing Plan   | \$550,000          |                 |                 |                 |                 |                  |                 |                 |                 |                 |                  | On Target        |
| <b>Out of Home</b>   |                    |                 |                 |                 |                 |                  |                 |                 |                 |                 |                  |                  |
| Billboards Spring Enrollment                                 | \$36,000           |                 |                 |                 | \$15,000        | \$21,000         |                 |                 |                 |                 |                  | On Target        |
| Billboards Fall Enrollment                                   | \$72,000           |                 |                 |                 |                 |                  |                 |                 |                 |                 | \$18,000         | On Target        |
| <b>Print - News</b>  |                    |                 |                 |                 |                 |                  |                 |                 |                 |                 |                  |                  |
| Texas Border Business  | \$9,702            |                 |                 | \$882           | \$882           | \$882            | \$882           | \$882           | \$882           | \$882           | \$882            | On Target        |
| Mega Doctor  | \$9,702            |                 |                 | \$882           | \$882           | \$882            | \$882           | \$882           | \$882           | \$882           | \$882            | On Target        |
| The Monitor (wrap)   | \$4,341            |                 |                 |                 |                 |                  |                 |                 |                 |                 |                  |                  |
| <b>Digital Media</b>   |                    |                 |                 |                 |                 |                  |                 |                 |                 |                 |                  |                  |
| PPC/Search Engine Marketing                                  | \$49,500           |                 |                 | \$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          | On Target        |
| YouTube  | \$36,600           |                 |                 | \$3,525         | \$3,525         | \$3,525          | \$3,525         | \$2,800         | \$2,800         | \$2,800         | \$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          | On Target        |
| Social Media: Facebook/Instagram                             | \$35,600           |                 |                 | \$3,700         | \$3,700         | \$3,700          | \$3,700         | \$2,000         | \$2,000         | \$2,000         | \$3,700          | On Target        |
| Social Media: Facebook/Instagram Dual Conversion             | \$10,000           |                 |                 |                 |                 |                  |                 |                 |                 | \$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        |
| <b>Television</b>  |                    |                 |                 |                 |                 |                  |                 |                 |                 |                 |                  |                  |
| Primetime/Daytime  | \$84,019           |                 |                 |                 |                 | \$10,907         | \$13,084        |                 |                 |                 | \$15,458         | On Target        |
| <b>Radio</b>   |                    |                 |                 |                 |                 |                  |                 |                 |                 |                 |                  |                  |
| Broadcast  | \$67,900           |                 |                 |                 | \$6,512         | \$10,641         | \$3,247         |                 |                 |                 | \$11,399         | On Target        |
| Pandora  | \$62,100           |                 |                 |                 | \$3,500         | \$7,500          | \$3,600         |                 |                 |                 | \$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          | 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          | On Target        |
| <b>Scope of Work total:</b>                                  | <b>\$1,010,000</b> | <b>\$17,500</b> | <b>\$54,838</b> | <b>\$54,393</b> | <b>\$74,277</b> | <b>\$135,864</b> | <b>\$48,911</b> | <b>\$21,298</b> | <b>\$50,347</b> | <b>\$33,847</b> | <b>\$157,180</b> | <b>On Target</b> |



## South Texas College Value Added May 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 |
|            | 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   | Acceso Total Interview (May 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 |
| 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 |

## Cumulative Data Chart May 2019

| Platform  | October | November | December   | January | February | March   | April   | May          | Totals/Averages |
|---|---------|----------|------------|---------|----------|---------|---------|--------------|-----------------|
| <b>Social &amp; Digital Media (Facebook, Instagram &amp; Retargeting)</b> |         |          |            |         |          |         |         |              |                 |
| Impressions   | 382,000 | 394,000  | 365,000    | 457,000 | 249,000  | 217,000 | 249,000 | 473,661      | 2,786,661       |
| Clicks to Website   | 4,516   | 4,227    | 4,999      | 5,900   | 3,100    | 2,605   | 3,198   | 6,766        | 35,311          |
| Engagement  | 3,000   | 450      | 500        | 600     | 300      | 265     | 400     | 660          | 6,175           |
| Video Views   | 5,000   | 5,100    | 5,800      | 7,600   | 2,979    | 2,543   | 3,198   | 186,954      | 219,174         |
| <b>Snapchat (filters)</b>   |         |          |            |         |          |         |         |              |                 |
| Swipes  |         | 2,993    |            |         |          |         |         | 4,574        | 7,567           |
| Uses  |         | 978      |            |         |          |         |         | 1,703        | 2,681           |
| Views   |         | 68,000   |            |         |          |         |         | \$151,230.00 | 219,230         |
| <b>YouTube Marketing - English</b>  |         |          |            |         |          |         |         |              |                 |
| Impressions   | 79,258  | 63,465   | 62,258     | 97,239  | 55,147   | 58,131  | 64,946  | 94,796       | 575,240         |
| Completed Views   | 39,324  | 31,917   | 29,790     | 46,587  | 23,227   | 25,613  | 32,315  | 37,900       | 266,673         |
| Clicks  | 127     | 86       | 144        | 250     | 118      | 124     | 138     | 250          | 1,237           |
| Video Views   | 50%     | 50%      | 47%        | 47%     | 42%      | 44%     | 50%     | 40%          | 48%             |
| <b>YouTube Marketing - Spanish</b>  |         |          |            |         |          |         |         |              |                 |
| Impressions   | 30,669  | 25,110   | 24,994     | 35,792  | 32,746   | 33,071  | 37,300  | 31,118       | 250,800         |
| Completed Views   | 15,222  | 12,384   | 12,023     | 15,916  | 13,522   | 15,000  | 18,917  | 14,732       | 117,716         |
| Clicks  | 70      | 55       | 79         | 134     | 125      | 109     | 116     | 118          | 806             |
| Video Views   | 49%     | 49%      | 49%        | 44%     | 41%      | 44%     | 51%     | 47%          | 46%             |
| <b>Pay PerClick</b>   |         |          |            |         |          |         |         |              |                 |
| Impressions   | 13,463  | 24,082   | 29,496     | 29,005  | 27,269   | 20,944  | 24,058  | 28,071       | 196,388         |
| Visits to website   | 2,070   | 3,282    | 1,050      | 4,027   | 3,600    | 2,809   | 2,689   | 2,998        | 22,525          |
| Calls   | 126     | 206      | 293        | 611     | 363      | 336     | 329     | 317          | 2,581           |
| Forms Submit  | 58      | 138      | 264        | 246     | 193      | 182     | 178     | 126          | 1,385           |
| CTR   | 15%     | 13%      | 10%        | 13%     | 13%      | 13%     | 13%     | 11%          | 14%             |
| <b>Pay PerClick (Competitor)</b>  |         |          |            |         |          |         |         |              |                 |
| Impressions   | 3,275   | 5,513    | 9,691      | 8,725   | 8,893    | 5,099   | 7,906   | 5,217        | 54,319          |
| Visits to website   | 434     | 806      | 1,050      | 1,136   | 1,164    | 699     | 922     | 686          | 6,897           |
| Calls   | 66      | 94       | 76         | 54      | 56       | 54      | 98      | 56           | 554             |
| Forms Submit  | 6       | 15       | 8          | 10      | 13       | 17      | 20      | 8            | 97              |
| CTR   | 13%     | 14%      | 11%        | 13%     | 13%      | 13%     | 12%     | 13%          | 13%             |
| <b>Custom Display Campaign</b>  |         |          |            |         |          |         |         |              |                 |
| Impressions   | 591,052 | 591,429  | 568,626    | 544,869 | 583,900  | 561,022 | 552,992 | 605,888      | 4,599,778       |
| Visits to website   | 1,432   | 1,584    | 1,563      | 1,947   | 1,508    | 1,460   | 1,693   | 2,368        | 13,555          |
| Completed views   | 18,000  | 15,000   | 14,000     | 16,000  | 10,109   | 12,139  | 20,930  | 52,000       | 158,178         |
| <b>Geo-Fencing</b>  |         |          |            |         |          |         |         |              |                 |
| Impressions   | 343,810 | 253,311  | 1,693,296  | 395,000 | 394,381  | 389,862 | 399,044 | 388,120      | 4,256,824       |
| Visits to website   | 544     | 373      | 2,015      | 579     | 579      | 569     | 588     | 739          | 5,986           |
| Walk-ins  | 500     | 1,000    | 200        | 221     | 135      | 267     | 2225    | 132          | 4,680           |
| <b>Media</b>  |         |          |            |         |          |         |         |              |                 |
| <b>Traditional Radio Marketing</b>  |         |          |            |         |          |         |         |              |                 |
| KLTV MIX 107 (Estimated)  |         |          | 301x       |         |          |         |         |              | 301x            |
| La Ley  |         |          | 115x       |         |          |         |         |              | 115x            |
| KBFM  |         |          | 139x       |         |          |         |         |              | 139x            |
| KTEX  |         |          | 29x        |         |          |         |         |              | 29x             |
| KFRQ  |         |          | 161x       |         |          |         |         |              | 161x            |
| KHKZ  |         |          | 27x        |         |          |         |         |              | 27x             |
| <b>Pandora</b>  |         |          |            |         |          |         |         |              |                 |
| Impressions   |         |          | 1,331,108  |         |          |         |         |              | 1,331,108       |
| <b>Broadcast TV / Cable TV</b>  |         |          |            |         |          |         |         |              |                 |
| TV Commercials  |         |          | 341x       |         |          |         |         |              | 341x            |
| HH GRPS   |         |          | 388        |         |          |         |         |              | 388             |
| <b>Outdoor Advertising</b>  |         |          |            |         |          |         |         |              |                 |
| Impressions   |         |          | 21,233,808 |         |          |         |         |              | 21,233,808      |

## South Texas College Campaign Highlights

### May 2019

#### Overview of All Digital Campaign Highlights

- Drove a total of 15,021 visits to the website, compared to April, which had 9,635 visits.
- Drove over 1.9 million impressions of video ads, static ads and text ads, compared to April's 1.4 million impressions. Of those who saw any of these ads, we remarketed your website traffic with more than 26,000 remarketing impressions to keep in front of potential students that already visited your website.
- Drove more than 289,000 completed video views through YouTube, Facebook and Display (which is more than double the 130,000 in April)

#### Total Conversions All Digital Campaign Highlights

- Drove a total of 373 calls from the PPC campaign, 12 calls from Facebook and 20 calls from the Display campaign.
- 78% of calls have an average call length over 1 minute, which means quality calls are coming through
- Drove a total of 157 form submissions from the PPC campaign, the Display campaign, and Social Media
- Tracked 132 people who stepped foot onto one of the South Texas College campuses from being served a display ad on their mobile phone in a geo-fenced location.

## Individual Campaign Highlights

May 2019

### Custom Display Campaign Summary

This campaign performed off the charts for May compared to April, with over 700 additional visits in May and over 30,000 more completed video views! The new creatives are doing extremely well, and the total number of visits for May was 23,678 with more than 52,000 completed video views. The average CPM remained very good and stayed under \$5. The industry average for this type of campaign is between \$8-\$12. The new creatives and landing pages are seeing great results and sparking a boost in performance with more traffic to the site and more engagements. We will continue to keep an eye on optimization. No other changes recommended at this point.

#### Custom Display Campaign Overview

- Drove 2,368 visits to the website and drove 605,888 impressions.
- Average CPM (cost per thousand impressions) is \$4.66
- Completed video views were over 52,000

#### Custom Display Campaign Benchmark For Google Trends

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

### PPC Campaign Summary

The May Pay Per Click continues to stay above industry metrics. Our cost per click decreased slightly in May compared to April, allowing us to generate more traffic to the website. The cost per lead had slight fluctuation from \$8 in April to \$10 in May, but we are still well below the industry average of \$73. CTR on the text ads stayed very high at over 10%.

The competitor PPC campaign maintained a very low Cost Per Lead and in May it was just \$12. The Click Through Rate on the ads went up to 13% which is great, and the Cost Per Click was a low \$1.75. No changes recommended at this time.

#### PPC Campaign (Pay Per Click)

- Drove 2,998 visits to the website. Average cost per visit \$1.50
- Drove 317 calls and 126 form submits. Average cost per contact is \$10
- CTR on the text ads above average 10.56%

#### PPC Competitor Campaign (Pay Per Click)

- Drove 686 visits to the website. Average cost per visit \$1.75
- Drove 56 calls and 8 form submits. Average cost per contact is \$12
- CTR on the text ads above average 13%

#### 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

The campaign metrics sky-rocked in May compared to April! We had more than 186,000 completed video views, which is over 100,000 more than in April. Our average cost per visit dropped to just .54 cents, compared to the national average of .73 cents. We saw visits increase to over 6,600, compared to 3,400 in April and 2,600 in March. The new creatives for the new brand are performing very well and receiving high engagement. No changes recommended at this time.

### Social Media Facebook/Instagram Campaign

- Drove 6,766 visits to the website and 473,661 impressions
- Drove 660 engagements and 186,954 completed video views
- Average cost per click just 54 cents

### Facebook Industry Benchmarks

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

## YouTube Campaign Summary

Both the English and Spanish YouTube campaigns beat industry averages again in May and out-performed April. The new landing pages and video creatives are seeing great results. The average cost per completed video view is just .7 cents, compared to the industry average at .15 cents. Our completed video view rate is holding steady and the new videos are doing great. Spanish and English campaigns are both doing exceptional, which tells us we have a very high engagement. No suggestions at this time.

### YouTube Campaign English

- Drove more than 94,796 impressions
- Drove more than 37,900 completed video views and a 39.98% completed video view rate
- Average cost per completed view is 7 cents

### YouTube Campaign Spanish

- Drove more than 31,118 impressions
- Drove more than 14,732 completed video views and a 47.34% completed video view rate
- Average cost per completed view is 5 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 739 visits to the website
- Drove 388,120 impressions
- Average CPM is \$5
- 132 walk-ins onto campus from targeted locations

### Geo-Fence Bench Industry Benchmarks

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

## Print Advertising

### Texas Border and Mega Magazines

- 2 print ads per month
- 2 digital ads per month (value added)

## Campaign Data

### Custom Display

\$2,700 May 2019

| Campaign Name                                      | From         | To           | Budget     | Spent      | Impressions | CPM    | Visits |  |
|--|--------------|--------------|------------|------------|-------------|--------|--------|--|
| <a href="#">South Texas College Custom Display</a> | Apr 30, 2019 | May 31, 2019 | \$2,700.00 | \$2,700.00 | 605,888     | \$4.46 | 2,368  |  |

### Tactic Performance

| Targeting Tactics         | Impressions | Clicks |
|---------------------------|-------------|--------|
| Content Targeting         | 177,223     | 853    |
| Keyword Targeting English | 172,068     | 626    |
| Keyword Targeting Spanish | 162,006     | 547    |
| Keyword Targeting Video   | 87,963      | 351    |
| Website Remarketing       | 26,036      | 49     |

### Video Performance

| Video Ad Name             | Impressions | Clicks | Video Events Complete | Video Events Complete Rate |
|---------------------------|-------------|--------|-----------------------|----------------------------|
| Traditional-.mp4          | 10,121      | 40     | 5,911                 | 58.19%                     |
| Non Traditional-.mp4      | 9,676       | 28     | 5,741                 | 58.56%                     |
| General Sp.mp4            | 9,703       | 38     | 5,702                 | 58.48%                     |
| Parent-Spanish.mp4        | 9,582       | 36     | 5,604                 | 58.48%                     |
| Traditional-Sp.mp4        | 9,519       | 43     | 5,639                 | 59.07%                     |
| Workforce.mp4             | 9,494       | 43     | 5,653                 | 59.30%                     |
| General Ad.mp4            | 9,444       | 37     | 5,687                 | 59.83%                     |
| Non TraditionalSp.mp4     | 9,403       | 33     | 5,554                 | 58.52%                     |
| Non Traditional.mp4       | 8,642       | 46     | 5,460                 | 62.96%                     |
| Workforce-English.mp4     | 794         | 4      | 428                   | 53.77%                     |
| General .mp4              | 796         | 2      | 433                   | 54.81%                     |
| Traditional Transfer-.mp4 | 789         | 1      | 417                   | 53.46%                     |

## 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.

| Campaign Name                     | Keyword Name                          | Impressions | Clicks |
|-----------------------------------|---------------------------------------|-------------|--------|
| Keyword Retargeting English       | education_training_optimized_audience | 168,707     | 621    |
| Keyword Retargeting English       | online+college+courses                | 983         | 12     |
| Keyword Retargeting English       | college+class                         | 418         | 22     |
| Keyword Retargeting English       | online+colleges                       | 312         | 36     |
| Keyword Retargeting English       | college+degree                        | 223         | 74     |
| Keyword Retargeting English       | stc                                   | 221         | 23     |
| Keyword Retargeting English       | career+college                        | 198         | 11     |
| Keyword Retargeting English       | junior+college                        | 192         | 41     |
| Keyword Retargeting English       | community+college                     | 154         | 15     |
| Keyword Retargeting English       | city+college                          | 120         | 11     |
| Keyword Retargeting English       | college+degree                        | 110         | 6      |
| Keyword Retargeting English       | college+degrees                       | 63          | 5      |
| Keyword Retargeting English       | junior+college                        | 58          | 7      |
| Keyword Retargeting Spanish       | education_training_optimized_audience | 161,466     | 547    |
| Keyword Retargeting Spanish       | colegios                              | 337         | 63     |
| Keyword Retargeting Spanish       | ptcb+pharmacy                         | 76          | 1      |
| Keyword Retargeting Spanish       | jobs_careers_optimized_audience       | 72          | 5      |
| Keyword Retargeting English Video | education_training_optimized_audience | 84,152      | 342    |
| Keyword Retargeting English Video | college+admissions                    | 1,269       | 13     |
| Keyword Retargeting English Video | online+college+courses                | 757         | 4      |



# Pay Per Click/SEM Data

## \$4,500 May 2019

| Online Marketing Initiatives 2018-2019<br>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  |
| TOTALS:   | \$36,000.00    | 43,374            | 196,388   | 25,413  | 12.94   | \$1.42  | 2,581   | 1,414   | 3,995                | 12,174   | 1.8  | \$9.01   |
|   |                |                   |   |   |   |   |   |   |                      |  | (Above Average)  | (First Page)   |

| Page URL Visited                        | Clicks/Visits |
|---|---------------|
| *Parking Info Submitted                 | 1             |
| *Request A Tour                         | 1             |
| *Apply Now Spring Submitted             | 1             |
| *About/Locations Submitted              | 1             |
| *Associate Degrees Submitted            | 1             |
| *Tuition & Fees Submitted               | 1             |
| *Degrees Submitted                      | 1             |
| *Parking Info                           | 2             |
| *Current Student Admissions             | 2             |
| *Hybrid Courses                         | 2             |
| *Chat Now                               | 2             |
| *Bach Degrees Submitted                 | 2             |
| *Hybrid Courses Submitted               | 2             |
| *New Student Admissions                 | 2             |
| *Register Now Submitted                 | 3             |
| *Enrollment Management Submitted        | 3             |
| *Academics Submitted                    | 4             |
| *Enroll now/Apply now Submitted         | 4             |
| *Programs & Majors Submitted            | 4             |
| *Get Started Online Programs            | 5             |
| *Admissions                             | 5             |
| *How To Apply Financial Aid             | 6             |
| *Contact Us                             | 7             |
| *Financial Aid                          | 10            |
| *Catalog                                | 11            |
| *Student Services Hours                 | 11            |
| *Contact Us Now                         | 11            |
| *Register in JagNet - Clicked           | 13            |
| *Tuition & Fees                         | 14            |
| *About/Locations                        | 18            |
| *Future Students                        | 23            |
| *Request More Info Form                 | 23            |
| *Degrees                                | 24            |
| *Course Schedule Submitted              | 25            |
| *Certificates                           | 26            |
| *Associate Degrees                      | 26            |
| *Bach Degrees                           | 40            |
| *Enrollment Management                  | 45            |
| *Start Now - Apply Texas Button Clicked | 45            |
| *Request info Submitted                 | 46            |
| *Course Schedule                        | 47            |
| *Programs & Majors                      | 58            |
| *Apply Now Spring                       | 68            |
| *Register Now                           | 75            |
| *Academics                              | 100           |
| *Enroll now/Apply now                   | 102           |

## Top 25 Performing Keywords

### 25 PERFORMING KEYWORDS

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

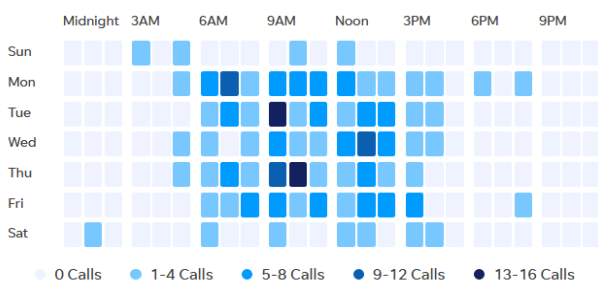
## Call Data & Mobile Traffic:

You're generating an average of **10 phone calls** each day.

30/04/19 - 29/05/19

Frequency: Daily

1 Campaign



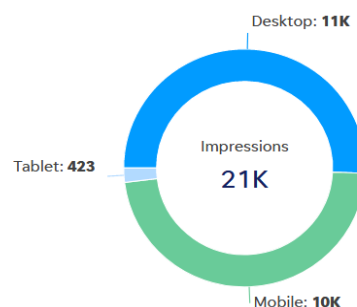
Calls  
**282**

Average Call Length  
**5:04**

**51%** of your Impressions came from prospective customers on their desktop devices.

30/04/19 - 29/05/19

1 Campaign



## Text Ad Group Performance (Google Only)

| Ad Group Name                    | Text Ad  | Impressions | Visits | CTR   | Avg Position | Wp Name |
|----------------------------------|--|-------------|--------|-------|--------------|---------|
| Community College                | The Valley's Affordable ChoiceSave Thousands By Starting Your College Career With South Texas College. | 7,152       | 1,095  | 15.31 | 1.8          | Google  |
| Community College                | South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.                | 4,530       | 892    | 19.69 | 2.2          | Google  |
| Community College                | South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.           | 960         | 142    | 14.79 | 1.9          | Google  |
| Nursing and Allied Health        | Get Your Degree With STCIt's Never Too Late to Start Your Nursing Career. Visit Online for More Info.  | 1,510       | 126    | 8.34  | 3.0          | Google  |
| Business and Technology          | South Texas CollegeSTC's Business & Technology Courses Has the Right Program For You. Apply Today.     | 845         | 63     | 7.46  | 3.6          | Google  |
| Bachelor Programs                | Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs.    | 133         | 29     | 21.80 | 2.8          | Google  |
| Business and Technology          | South Texas CollegeTrain for a Higher Paid Job at The Valley's Most Affordable College. Apply Now.     | 355         | 13     | 3.66  | 3.3          | Google  |
| Nursing and Allied Health        | South Texas CollegeStart Your Nursing Career at The Valley's Most Affordable College. Apply Today.     | 209         | 12     | 5.74  | 2.9          | Google  |
| Nursing and Allied Health        | STC Nursing DegreesThe Most Affordable Nursing Degree In The Valley. Begin Your Application Now.       | 164         | 11     | 6.71  | 2.6          | Google  |
| Liberal Arts and Social Sciences | South Texas CollegeFlexible Class Schedules. Get A Bigger Paycheck For A Brighter Future. Apply.       | 174         | 7      | 4.02  | 3.6          | Google  |

# Pay Per Click Competitor/SEM Data

## \$1,200 May 2019

| Online Marketing Initiatives 2018-2019<br>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  |
| TOTALS:   | \$9,600.00     | 43.374            | 54,319  | 6,897   | 12.70   | \$1.39  | 554   | 97  | 683                  | 1,641  | 1.7  | \$14.06  |

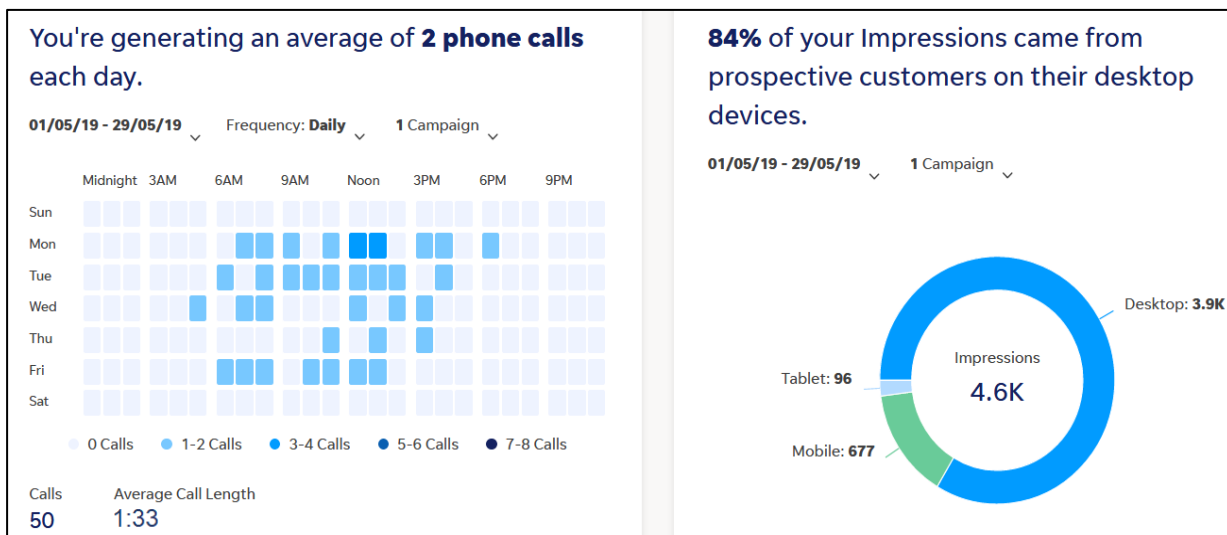
| Page URL Visited                 | Clicks/Visits |
|----------------------------------|---------------|
| *Admissions                      | 1             |
| *Parking Info                    | 1             |
| *Apply Now Spring Submitted      | 1             |
| *How To Apply Financial Aid      | 1             |
| *Tuition & Fees                  | 1             |
| *Bach Degrees                    | 2             |
| *Financial Aid                   | 2             |
| *Associate Degrees               | 2             |
| *Degrees                         | 2             |
| *Catalog                         | 2             |
| *Certificates                    | 2             |
| *Enrollment Management Submitted | 2             |
| *Course Schedule                 | 3             |
| *Future Students                 | 3             |
| *Programs & Majors               | 5             |
| *Request info Submitted          | 5             |
| *Register Now                    | 6             |
| *Academics                       | 10            |
| *Enroll now/Apply now            | 11            |
| *Enrollment Management           | 12            |
| *Apply Now Spring                | 12            |

## 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:



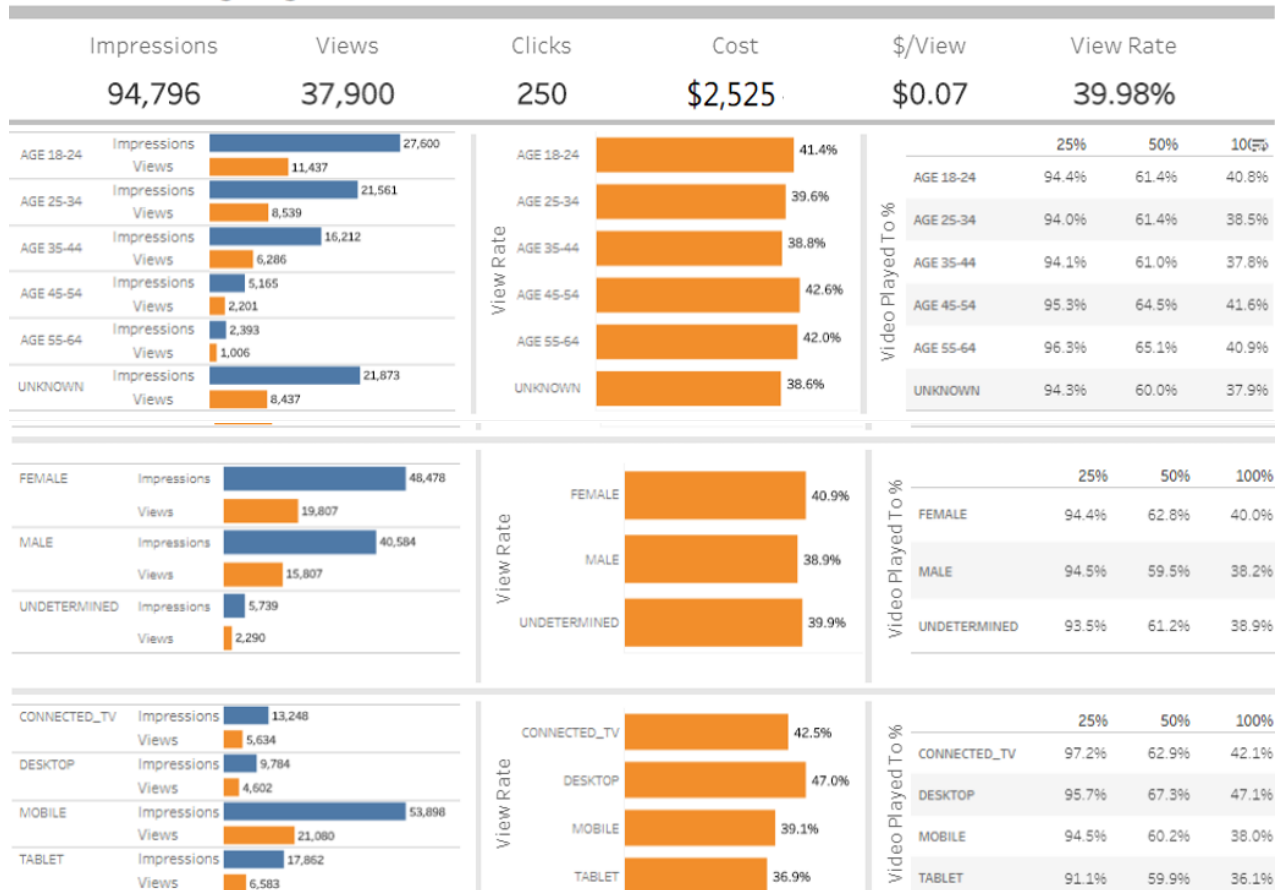
## Text Ad Group Performance (Google Only)

| 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. | 1,264       | 198    | 15.66 | 1.8          | Google  |
| Primary Ad Group | South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.   | 788         | 141    | 17.89 | 1.7          | Google  |
| Primary Ad Group | South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future. | 401         | 57     | 14.21 | 1.8          | Google  |
| Primary Ad Group | South Texas CollegeChoose The Best Schedule With Day, Night, Weekend, Or Online Classes. Apply Now. | 228         | 13     | 5.70  | 2.6          | Google  |

# YouTube Data — English

\$2,525 May 2019

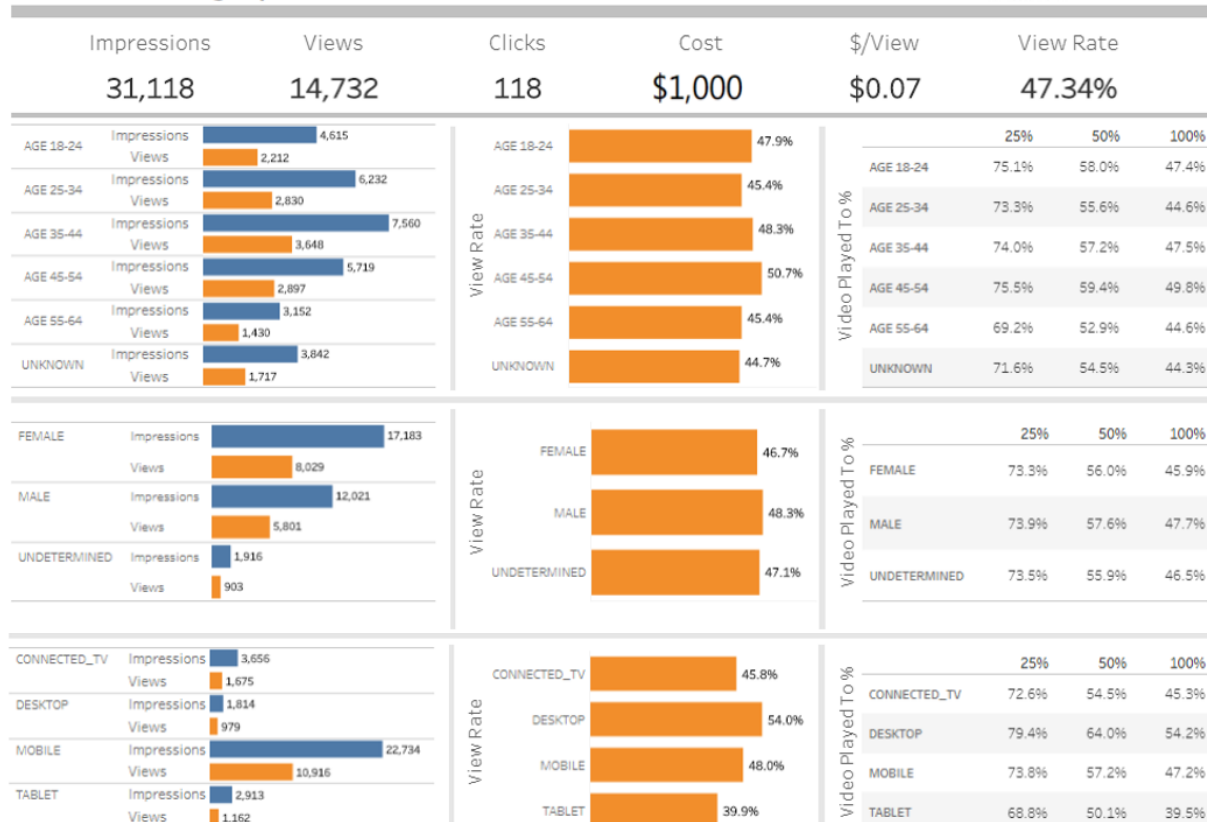
## South Texas College English YouTube



# YouTube Data — Spanish

\$1,000 May 2019

## South Texas College Spanish YouTube



# Custom Social Media Facebook/Instagram Campaign

\$3,700 May 2019

South Texas College Custom Facebook/IG

Facebook Performance

## Performance

All-Time

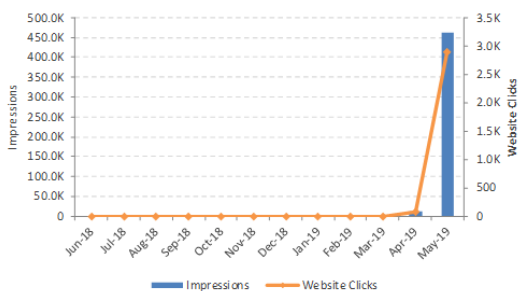
Impressions

473,661

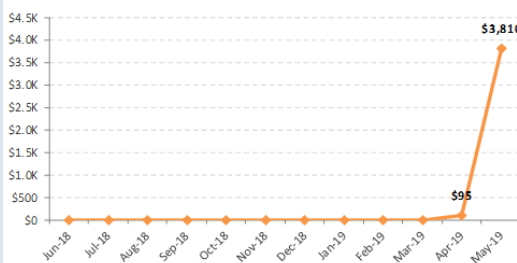
Ad Spend

\$3,905

### Impressions vs Website Clicks



### Ad Spend



## Engagement

All-Time

Clicks

6,766

Page Likes

0

Post Likes

660

Conversions

0

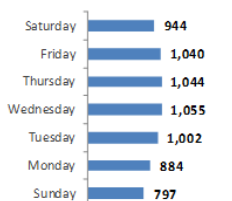
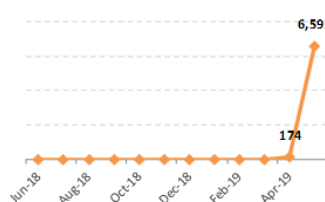
Post Shares

52

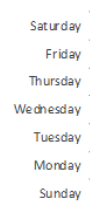
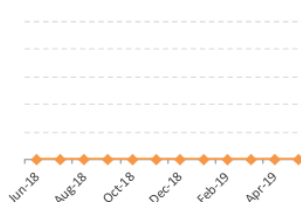
Comments

20

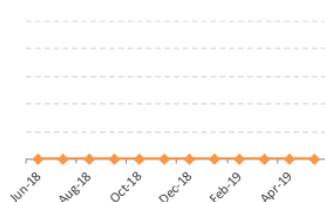
### Clicks



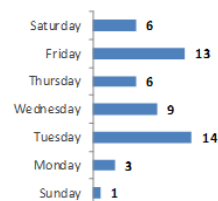
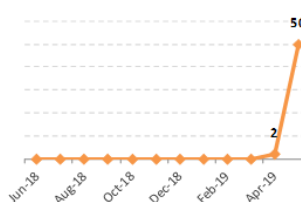
### Conversions



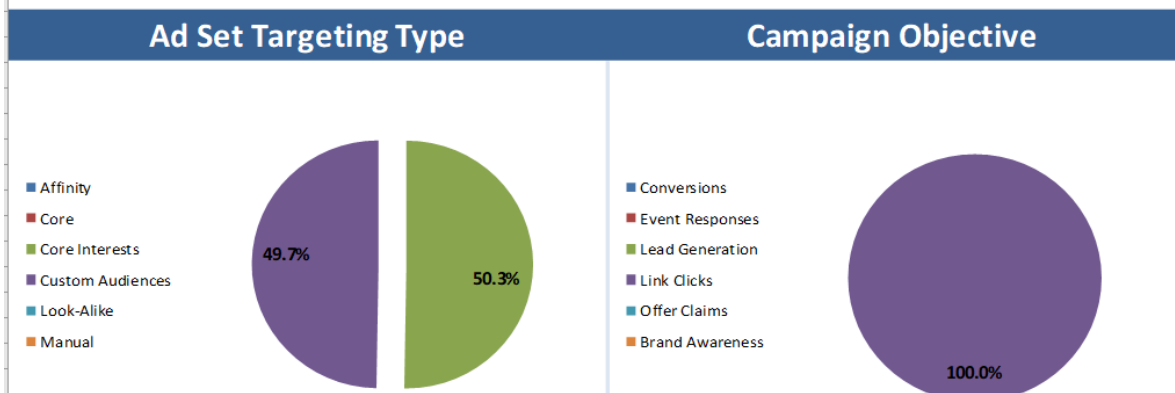
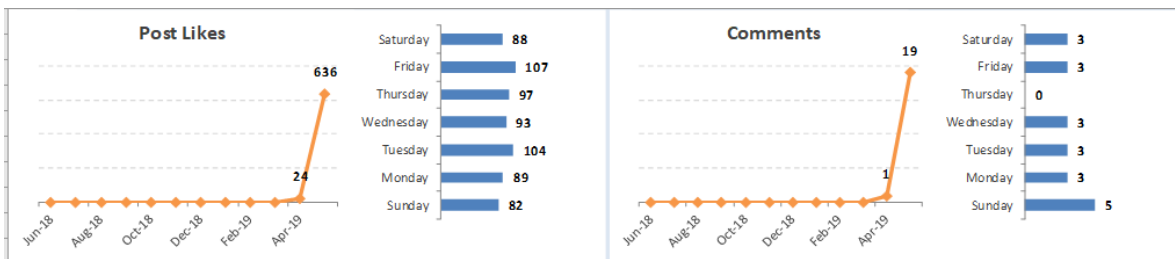
### Page Likes



### Post Shares







# Custom Social Media Facebook/Instagram Conversion

\$3,700 June 2019

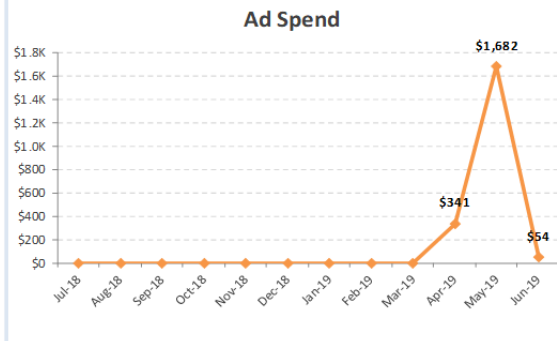
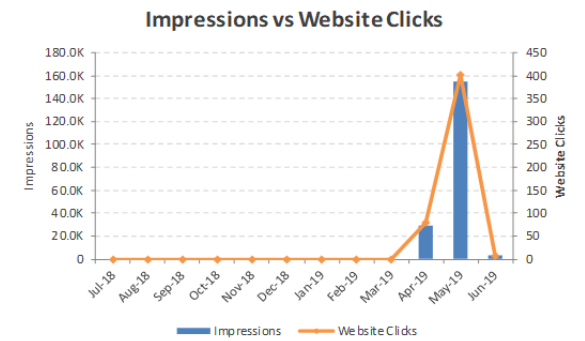
South Tx College Dual Conversion Facebook

Facebook Performance

## Performance

All-Time  
Impressions  
**186,954**

Ad Spend  
**\$2,077**



## Engagement

All-Time  
Clicks  
**1,096**

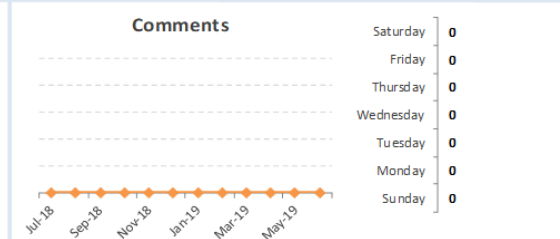
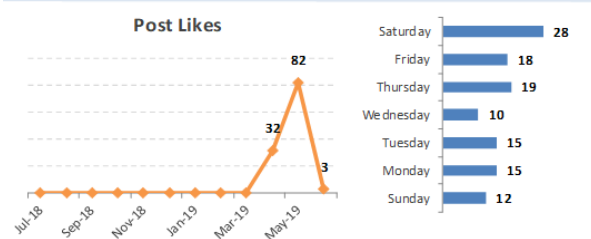
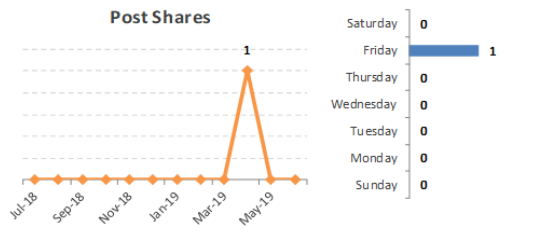
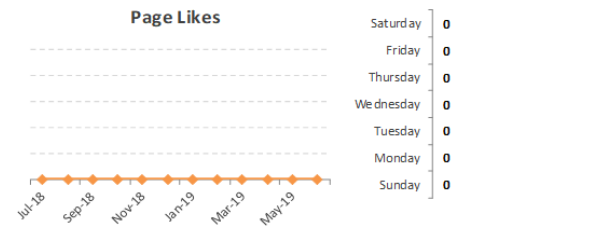
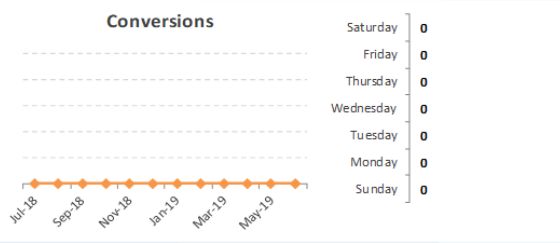
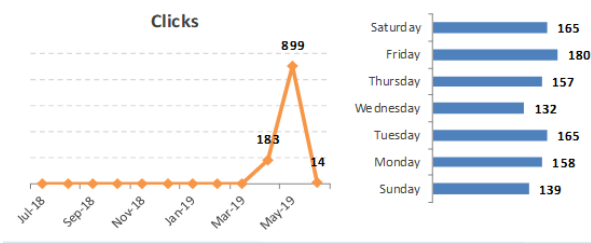
Page Likes  
**0**

Post Likes  
**117**

Conversions  
**0**

Post Shares  
**1**

Comments  
**0**



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

## Geo-Fence Display Mobile Ads

\$2,125 May 2019 budget

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

[view through Conversion](#) - someone who 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 |  |
|--|--------------|--------------|------------|------------|-------------|--------|--------|--|
| <a href="#">South Texas College GeoFence</a> | Apr 24, 2019 | Jun 01, 2019 | \$2,125.00 | \$2,125.00 | 388,120     | \$5.48 | 739    |  |

## Conversion Location Performance

| Geography Conversion GeoFence Location                      | Conversions |
|---|-------------|
| Pecan Campus3201 W. PecanMcAllenTX78501                     | 42          |
| Mid-Valley Campus400 N. BorderWeslacoTX78596                | 16          |
| Nursing & Allied Health Campus1101 E. VermontMcAllenTX78503 | 36          |
| Starr County Campus142 FM 3167 Rio Grande CityTX78582       | 3           |
| Technology Campus3700 W. Military HwyMcAllenTX78503         | 35          |

## Top Performing locations based on impressions/clicks

| Geography Geo Fence Name   | Impressions | Clicks | Conversions |
|--|-------------|--------|-------------|
| Mission High School1802 Cleo DawsonMissionTX78572                                      | 109222      | 195    | 14          |
| UTRGV Continuing Education1800 S. Main St.McAllenTX78503                               | 48197       | 74     | 10          |
| Memorial High School101 E. Hackberry Ave.McAllenTX78501                                | 43363       | 73     | 4           |
| Ticket Master Call Center807 S Jackson RdPharrTX78577                                  | 36910       | 64     | 11          |
| Spectrum Call Center3701 N. 23rd St.McAllenTX78501                                     | 32866       | 56     | 12          |
| Weslaco High School1005 W Pike BlvdWeslacoTX78596                                      | 31793       | 48     | 8           |
| South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburgTX78539     | 27665       | 46     | 4           |
| Workforce Solutions901 Travis StMissionTX78572   | 26136       | 45     | 1           |
| Weslaco East High School810 S Pleasantview DrWeslacoTX78596                            | 19958       | 34     | 1           |
| McAllen High School2021 La Vista AveMcAllenTX78501                                     | 18838       | 30     | 7           |
| Achieve Early College High School1601 N. 27th St. McAllenTX78501                       | 16669       | 34     | 10          |
| PSJA T-STEM Early College High School714 US-83 BUSPharrTX78577                         | 15259       | 23     | 1           |
| South Texas Academy for Medical Professionals10650 North Expressway 77/830ImitoTX78575 | 13552       | 24     | 0           |
| PSJA Early College High School805 W Ridge RdSan JuanTX78589                            | 11561       | 16     | 2           |
| PSJA Memorial Early College High School800 S Alamo RdAlamoTX78516                      | 9545        | 16     | 0           |
| Donna High SchoolEast, 2301 Wood AveDonnaTX78537                                       | 9003        | 19     | 3           |
| PSJA North Early College High School500 E Nolana LoopPharrTX78577                      | 8949        | 16     | 2           |
| Workforce Solutions3101 US-83 BusMcAllenTX78501  | 8484        | 16     | 14          |
| Workforce Solutions2719 W. University DrEdinburgTX78539                                | 8354        | 21     | 4           |
| Robert Vela High School801 E Canton RdEdinburgTX78539                                  | 7423        | 11     | 0           |

## Snapchat Filters

May 17 and May 18

| Filter 1  |                  |        |                    |             |            |                       |
|-----------|------------------|--------|--------------------|-------------|------------|-----------------------|
| Date      | Paid Impressions | Shares | Earned Impressions | Total Reach | Share Rate | Camera Time (Seconds) |
| 5/17/2019 | 855              | 160    | 10320              | 6889        | 18.70%     | 10.8                  |
| 5/18/2019 | 10               | 0      | 1817               | 1183        | 0.00%      | 12.8                  |

| Filter 2  |                  |        |                    |             |            |                       |
|-----------|------------------|--------|--------------------|-------------|------------|-----------------------|
| Date      | Paid Impressions | Shares | Earned Impressions | Total Reach | Share Rate | Camera Time (Seconds) |
| 5/17/2019 | 855              | 91     | 4653               | 3114        | 10.60%     | 8                     |
| 5/18/2019 | 10               | 0      | 725                | 481         | 0.00%      | 11.8                  |

| Filter 3  |                  |        |                    |             |            |                       |
|-----------|------------------|--------|--------------------|-------------|------------|-----------------------|
| Date      | Paid Impressions | Shares | Earned Impressions | Total Reach | Share Rate | Camera Time (Seconds) |
| 5/18/2019 | 859              | 119    | 6600               | 4835        | 13.90%     | 13                    |
| 5/19/2019 | 2                | 1      | 1125               | 794         | 50.00%     | 25.1                  |

| Filter 4  |                  |        |                    |             |            |                       |
|-----------|------------------|--------|--------------------|-------------|------------|-----------------------|
| Date      | Paid Impressions | Shares | Earned Impressions | Total Reach | Share Rate | Camera Time (Seconds) |
| 5/17/2019 | 1001             | 652    | 61220              | 24139       | 65.10%     | 26.5                  |
| 5/18/2019 | 984              | 680    | 57660              | 23474       | 69.10%     | 27.4                  |
| 5/19/2019 | 0                | 0      | 7110               | 3097        | n/a        | 0                     |

Filter 1:



Green/Exceptional

Filter 3:



Purple/Experience

Filter 2:



Orange/Experience

Filter 4:



Balloons

## Traditional Media

### 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

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