

Campaign Report

February 2019

Presented by

Alejandra Navarro

Director of Communications

Alejandra.Navarro@interactcom.com

760.777.2839



interact

South Texas College

**Campaign Report
February 2019**

March 25, 2019

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Progress Report

February 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

☐ Marketing Plan Finalized

- Strategy formulated
- Marketing plan presented and approved

☐ Media Buying

- Digital and Social Media Buying Plan presented and approved
- Radio Media Buying Plan (Fall 2018 for Spring) presented and approved
- Print Buying Plan (Texas Business and Mega Doctors) approved
- Outdoor Buying Plan (Fall 2018 for Spring) presented and approved
- Television Media Buying Plan (Fall 2018 for Spring) 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

☐ New Brand

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

☐ **Creative**

- Editorial Calendar presented
- 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
- Radio Ads
 - Four 30-second ads, including one in Spanish
 - Wild Reads created
- Editorial Calendar finalized
- Newspaper wrap on bond success—Created and Cancelled (did not run)
- Two-day, on-site Creative workshop with three Interact professionals in February

☐ **Media Campaigns**

- Social campaigns for fall enrollment continuing: YouTube, Facebook, Instagram & Retargeting
- Geofencing campaign, continuing
- PPC campaign, continuing
- Snapchat filter campaign for Dec. 1, 2018
- Outdoor media, Nov. 12, 2018 to Jan. 5, 2019
- Radio, Nov. 12, 2018 to Jan. 19, 2019
 - STC interview on
 - Air check:
https://drive.google.com/open?id=1DrKfeX9A35CfMGnnUrF4tw3oz9_UBAuN
- 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

IN PROGRESS

☐ Research

- Student Satisfactory Survey
 - Being finalized

☐ Creative

- New Brand
 - Brand Wordmark and treatment revised
 - New Ad lists
 - Additional brand messaging being developed
- Planning for next two-day Creative visit for June
- Monthly articles in progress
 - SWAT article
 - Applied Technology

☐ Media Campaigns

- Print: Texas Business and Mega Doctors
- Geofencing campaign continues
- PPC campaign continues
- Social campaigns for spring enrollment continue: YouTube, Facebook, Instagram & Retargeting

UPCOMING

☐ Creative

- Monthly articles, writing continues
 - Arts and Culture at South Texas College article
 - Women and Technology
- Revised Brand launch ads
- Determining new brand launch date

☐ Media Campaigns

- Gathering media buys for May campaigns
- Determining dates for new brand ads

South Texas College Budget February 2019

1. Brand Development & Research	Budget	August	September	October	November	December	January	Feb	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			On Target
Communications Audit	\$8,500								On Target
Media Preferences Research with 5 Custom Questions	\$3,500					\$3,500			Complete
Additional Research: Student Satisfaction Survey	\$10,000								On Target
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								On Target
Program Videos	\$35,000								Upcoming
Creation of templates for programs and services	\$5,000								Upcoming
Writing services	\$15,000								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								On Target
Print - News									
Texas Border Business	\$9,702			\$882	\$882	\$882	\$882	\$882	On Target
Mega Doctor	\$9,702			\$882	\$882	\$882	\$882	\$882	On Target
The Monitor (wrap)	\$4,341								On Hold
Digital Media									
PPC/Search Engine Marketing	\$49,500			\$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	On Target
YouTube	\$36,600			\$3,525	\$3,525	\$3,525	\$3,525	\$2,800	On Target
Display: Custom Targeting/Retargeting	\$29,600			\$2,600	\$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	On Target
Social Media: Facebook/Instagram Dual Conversion	\$10,000								Upcoming
Social Media: Snapchat	\$4,236					\$2,118			On Target
Geofence	\$25,500		\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	On Target
Television									
Primetime/Daytime	\$84,019					\$10,907	\$13,084		On Target
Radio									
Broadcast	\$67,900				\$6,512	\$10,641	\$3,247		On Target
Pandora	\$62,100				\$3,500	\$7,500	\$3,600		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	On Target
Travel Expenses	\$20,000					\$6,386	\$2,857		On Target
Media Buying Commission	\$55,000		\$213	\$1,979	\$4,751	\$6,798	\$4,109	\$1,709	On Target
Scope of Work total:	\$1,010,000	\$17,500	\$54,838	\$54,393	\$74,277	\$135,864	\$48,911	\$21,298	On Target

South Texas College Value Added

Media Buys	Company	Value Added	Estimated Value	Status
	Charter Spectrum	Gala TV Ads	\$2,500	Complete
	Telemundo	Morning News TV Interview (January 2019)	\$1,500	Complete
	Telemundo, KWCT/CW, and KNVO Univision	68 TV Ads	\$5,100	Complete
	La Ley 102.5, Q Rock 94.5, and Mix 107.9	100 Radio Ads	\$3,500	Complete
		15 ads building up to 4-hour "live remote" on campus with radio personalities and two "Facebook lives"	\$3,000	Complete
	Wild 104 broadcast from campus			
	Texas Border Business/ Mega Doctor	Reduced rate plus digital ads	\$8,300	Ongoing
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	Presentation	\$5,000	Complete
Creative	Company	Value Added	Estimated Value	
	Interact Communications	Radio Wild Reads (12)	\$1,200	Complete

South Texas College Campaign Highlights

February 2019

Overview of All Digital Campaign Highlights

- Drove a total of 10,207 visits to the website
- Drove over 1.3 million impressions of video ads, static ads and text ads. Of those who saw any of these ads, we remarketed your website traffic with 23,502 remarketing impressions to keep in front of potential students that already visited your website
- Drove over 49,000 completed video views through YouTube, Facebook and Display

Total Conversions All Digital Campaign Highlights

- Drove a total of 419 calls from the PPC campaign, 7 calls from Facebook and 6 from Display
- 60% of calls have an average call length over 2 minutes, quality calls are coming through
- Drove a total of 206 form submissions from the PPC campaign
- Tracked 135 people that stepped foot onto one of the STC campuses from being served a display ad on their mobile phone in a geo-fenced location

Individual Campaign Highlights

Custom Display Campaign Summary

This campaign drove a high amount of traffic to the site and in Feb, over 1,500. The average CPM remained very good, below industry averages at just \$5, where the industry average for this type of campaign is between \$8-\$12. We updated all creatives with the new brand and updated landing pages as well, and will continue to keep an eye on optimization. No other changes recommended at this point.

Custom Display Campaign Overview

- Drove 1,508 visits to the website & Drove over 583,000 impressions.
- Average CPM (cost per thousand impressions) is \$4.62
- Completed video views were over 10,109

Custom Display Campaign Benchmark For Google Trends

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

PPC Campaign Summary

February PPC is continuing to stay above industry metrics. Our cost per click remained similar in February, at \$1.12 compared to \$1.25 in January. Cost per lead was great at \$8, compared to the industry average of \$73. The top performing keywords in February were general college course, along with branded terms, nursing, automotive, cooking and child development. The current campaign impression share is just 17%, which means our ads are showing up about 17% of the time when a keyword search is being done on the keywords we are bidding on. A healthy campaign is usually between 35-55%. We could benefit from a budget increase on PPC if you want to capture more search traffic.

PPC Campaign (Pay Per Click)

- Drove 3,600 visits to the website, Average cost per visit \$1.25
- Drove 363 calls and 193 form submits, Average cost per contact is \$8
- CTR on the text ads above average 13%

PPC Competitor Campaign (Pay Per Click)

- Drove 1,164 visits to the website. Average cost per visit \$1.03
- Drove 56 calls. Average cost per contact is \$17
- 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 continued to do well, even though we decreased the budget in February. We still drove a high number of visits, over 3,000 in February, and had over 300 engagements and close to 3,000 completed video views. The cost per click on Facebook dropped to just 64 cents—the lowest it's ever been. The new ads are performing well and we just updated the landing pages for summer/fall.

Social Media Facebook/Instagram Campaign

- Drove 3,110 visits to the website and over 249,000 impressions
- Drove over 300 engagements and 2,979 completed video views
- Average cost per click just 64 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 February. 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 over 40% for both the Spanish and English campaigns, which tells us we have a very high engagement. No suggestions at this time.

YouTube Campaign English

- Drove over 55,000 impressions
- Drove over 23,000 completed video views & 42% completed video view rate.
- Average cost per completed view is 7 cents

YouTube Campaign Spanish

- Drove over 32,000 impressions
- Drove over 13,000 completed video views & 41% 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 579 visits to the website
- Over 395,000 impressions
- Average CPM is \$5.37
- 135 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 Data

\$2,700 February 2019

Campaign Name	From	To	Budget	Spent ?	Impressions ?	CPM ?	Visits ?
South Texas College Custom Display	Feb 04, 2019	Mar 03, 2019	\$2,700.00	\$2,700.00	583,900	\$4.62	1,508

Targeting Tactic	Impressions	Clicks	eCPM
Keyword Retargeting English	188,270	487	\$3.66
Content Targeting	185,705	441	\$3.72
Keyword Retargeting Spanish	182,110	484	\$3.80
Keyword Retargeting Video	25,050	103	\$19.92
Website Remarketing	23,502	46	\$10.44

Video Performance

Video Ad Name	Impressions	Clicks	Video Events Complete	Video Events Complete Rate
General .mp4	8,477	29	3,397	40.74%
Workforce-English.mp4	8,290	40	3,336	40.73%
Traditional Transfer-.mp4	8,283	34	3,376	41.25%

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	Impressions	Clicks
Keyword Retargeting English	education_training_optimized_audience	180,091	485
Keyword Retargeting Spanish	education_training_optimized_audience	169,607	471
Keyword Retargeting Video	education_training_optimized_audience	22,340	98
Keyword Retargeting Spanish	online+pharmacy	4,784	5
Keyword Retargeting English	colleges	2,697	2
Keyword Retargeting Spanish	engineering	1,635	2
Keyword Retargeting English	college+class	1,086	0
Keyword Retargeting English	online+college+courses	873	11
Keyword Retargeting Video	colleges	852	62
Keyword Retargeting Spanish	trade+school	809	1
Keyword Retargeting English	stc	652	49
Keyword Retargeting Spanish	college+school	617	3
Keyword Retargeting Spanish	stc	574	55
Keyword Retargeting Spanish	colegios	563	1
Keyword Retargeting Spanish	it+school	496	1
Keyword Retargeting Video	online+college+courses	410	2
Keyword Retargeting Spanish	college+classes	386	15
Keyword Retargeting Spanish	cooking+lessons	384	0
Keyword Retargeting English	college+degree	367	45
Keyword Retargeting English	college+degrees	322	12
Keyword Retargeting English	career+college	318	5

Top Domain Performances from Keyword Search Retargeting

Campaign Name	Domain Name	Impressions	Clicks
Website Remarketing	https://www.foxnews.com	12,497	11
Keyword Retargeting Spanish	com.pixel.art.coloring.color.number	11,035	25
Keyword Retargeting English	com.pixel.art.coloring.color.number	10,947	23
Keyword Retargeting Spanish	com.weather.weather	10,289	31
Content Targeting	https://mail.yahoo.com	7,993	16
Keyword Retargeting English	com.metropcs.metrozone	7,477	7
Keyword Retargeting English	com.enflick.android.textnow	7,400	25
Keyword Retargeting Spanish	com.enflick.android.textnow	6,603	24
Keyword Retargeting Spanish	com.peoplefun.wordcross	5,798	10
Keyword Retargeting English	com.myfitnesspal.android	5,778	22
Keyword Retargeting English	Wordscapes	5,231	23
Keyword Retargeting Spanish	Wordscapes	5,035	22
Content Targeting	com.picstudio.photoeditorpro	4,903	5
Content Targeting	Words with Friends	4,428	7
Content Targeting	https://quizlet.com	4,319	2
Keyword Retargeting English	Weather Channel	3,704	6
Keyword Retargeting Spanish	Weather Channel	3,049	1
Content Targeting	https://www.krgv.com	2,987	0
Content Targeting	com.cmcm.lite	2,869	4
Content Targeting	com.peoplefun.wordstacks	2,717	2
Content Targeting	https://read.diply.com	2,715	2

Pay Per Click/SEM Data

\$4,500 February 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, en 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
TOTALS:	\$22,500.00	43,374	123,315	16,917	13.72	\$1.33	1,599	899	2,498	7,929	1.7	\$9.01
(Above Average)						(First Page)						

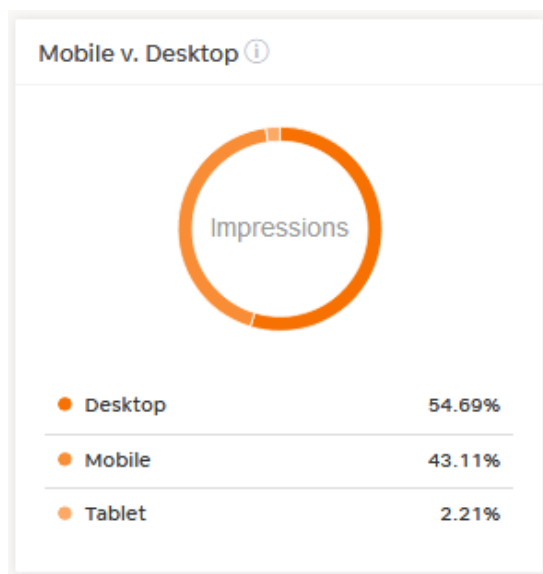
Page URL Visited	Clicks/Visits
*Get Started Online Programs Submitted	1
*Catalog Submitted	1
*Bach Degrees Submitted	1
*Degrees Submitted	1
*Request A Tour	1
*Parking Info	1
*About/Locations Submitted	2
*Chat Now	2
*Register Now Submitted	2
*Associate Degrees Submitted	2
*Enroll now/Apply now Submitted	3
*Hybrid Courses	3
*Programs & Majors Submitted	3
*Admissions	4
*Current Student Admissions	4
*Enrollment Management Submitted	4
*Apply Now Spring Submitted	4
*New Student Admissions	5
*Contact Us	6
*Contact Us Now Submitted	6
*Certificates Submitted	7
*Student Services Hours	8
*How To Apply Financial Aid	10
*Financial Aid	11
*Tuition & Fees	13
*Course Schedule Submitted	13
*Request More Info Form	19
*Register in JagNet - Clicked	21
*Get Started Online Programs	24
*Academics Submitted	26
*Catalog	27
*Future Students	28
*About/Locations	32
*Register Now	32
*Degrees	43
*Associate Degrees	48
*Course Schedule	50
*Start Now - Apply Texas Button Clicked	66
*Certificates	67
*Bach Degrees	70
*Enrollment Management	71
*Request info Submitted	71
*Apply Now Spring	101
*Enroll now/Apply now	113
*Programs & Majors	196
*Contact Us Now	238
*Academics	429
*Academics	344

Top 25 Performing Keywords

25 PERFORMING KEYWORDS

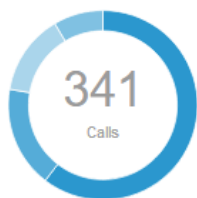
south tx college
south texas college admissions
colleges course
South Texas College programs
South Texas College courses
welding classes
colleges degrees
emt classes
continuing education college
apply south texas college
college classes
culinary arts courses
lvn to rn
south texas college online courses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

Mobile Vs. Desktop Traffic



Average Call Length

Average Call Length



2min or more	60.42%
1min to 2min	17.30%
30secs to 1min	8.50%
30secs or less	13.78%

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.	6,204	1,684	27.14	1.8	Google
Community College	South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.	3,061	742	24.24	2.1	Google
Community College	South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.	982	162	16.50	2.0	Google
Business and Technology	South Texas CollegeSTC's Business & Technology Courses Has the Right Program For You. Apply Today.	639	69	10.80	3.2	Google
Nursing and Allied Health	Get Your Degree With STCIt's Never Too Late to Start Your Nursing Career. Visit Online for More Info.	836	69	8.25	3.3	Google
Business and Technology	South Texas CollegeTrain for a Higher Paid Job at The Valley's Most Affordable College. Apply Now.	182	23	12.64	3.1	Google
Nursing and Allied Health	STC Nursing DegreesThe Most Affordable Nursing Degree In The Valley. Begin Your Application Now.	88	17	19.32	2.6	Google
Bachelor Programs	Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs.	80	16	20.00	3.1	Google
Nursing and Allied Health	South Texas CollegeStart Your Nursing Career at The Valley's Most Affordable College. Apply Today.	113	10	8.85	3.0	Google
Liberal Arts and Social Sciences	South Texas CollegeFlexible Class Schedules. Get A Bigger Paycheck For A Brighter Future. Apply.	169	7	4.14	3.5	Google

Pay Per Click Competitor/SEM Data

\$1,200 February 2019

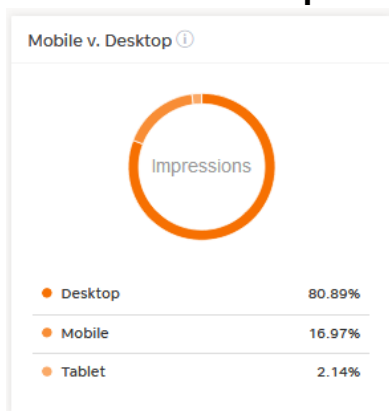
Online Marketing Initiatives 2018-2019 Ads running on Google, Yahoo and Bing												
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	Average Page Position	Average Cost Per Contact
	Monthly Budget	Date Campaign Ran	Number of times text ad is 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
TOTALS:	\$6,000.00	43,374	36,097	4,590	12.72	\$1.31	346	52	398	1,260	1.6	\$15.08
(Above Average)											(First Page)	

Page URL Visited	Clicks/Visits
*Student Services Hours	2
*Get Started Online Programs	2
*Contact Us	2
*Academics Submitted	2
*Admissions	2
*Request More Info Form	2
*Request info Submitted	3
*How To Apply Financial Aid	3
*Catalog	3
*Financial Aid	4
*Enrollment Management Submitted	4
*Course Schedule Submitted	4
*Tuition & Fees	6
*Contact Us Now	7
*About/Locations	9
*Certificates	9
*Bach Degrees	10
*Course Schedule	10
*Degrees	11
*Future Students	12
*Register Now	15
*Associate Degrees	17
*Programs & Majors	20
*Enroll now/Apply now	24
*Apply Now Spring	26
*Enrollment Management	28
*Academics	47

Top 25 Performing Keywords

25 PERFORMING KEYWORDS
UTRGV college
TSTC college Waco
texas state technical college
The University of Texas Pan American
TSC college Brownsville
South Texas Vocational Technical Institute McAllen
South Texas Vocational Technical Institute Corpus Christi
RGV College
RGV College Pharr
Brightwood College El Paso
South Texas Vocational Technical Institute San Antonio
Brightwood College Laredo
Rio Grande Valley College Pharr
Brightwood College Corpus Christi
texas state technical college Waco
TSTC college
The University of Texas Pan American Edinburg
Brightwood College Beaumont
South Texas Vocational Technical Institute
Brightwood College Arlington
Brightwood College Houston
Brightwood College Brownsville
CHCP college Austin
Valley Grande Institute for Academic Studies
Brightwood College Dallas

Mobile Vs. Desktop Traffic



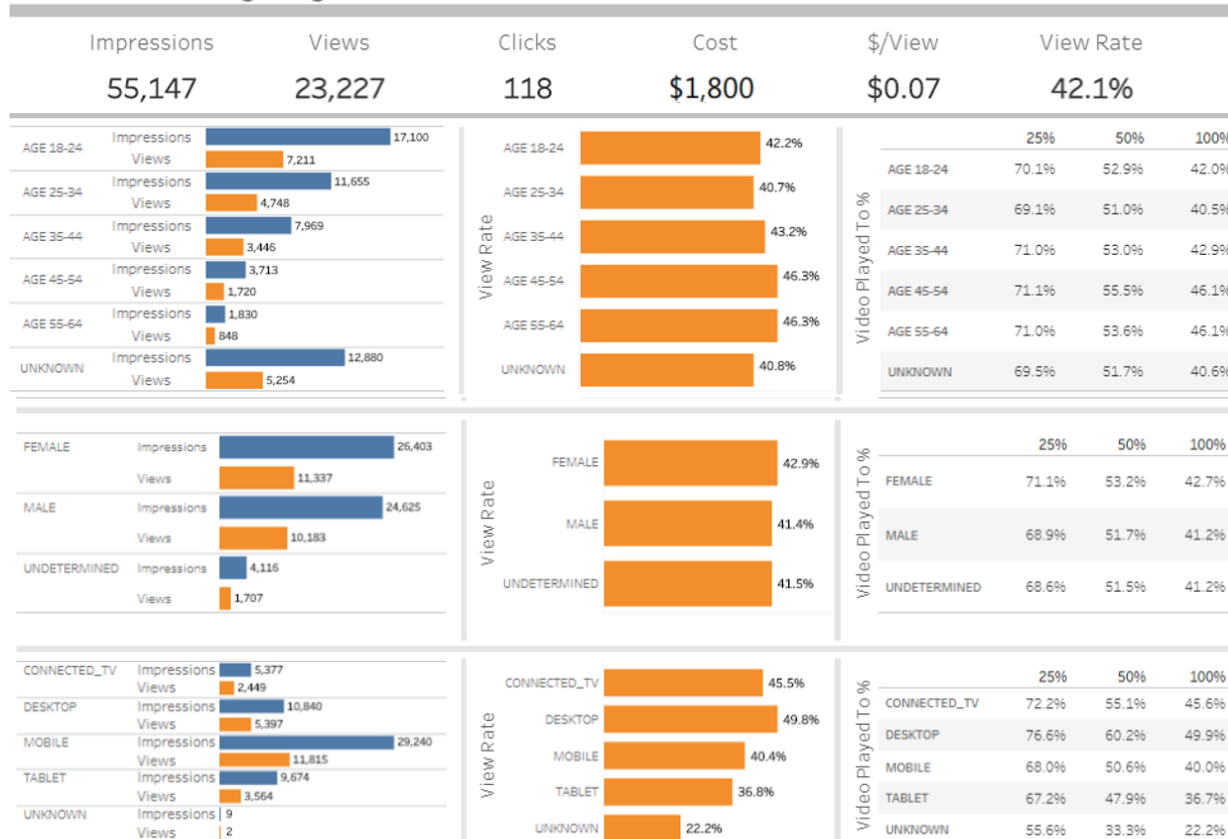
Text Ad Group Performance (Google Only)

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.	869	59	6.79	2.3	Google
Primary Ad Group	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.	410	34	8.29	2.1	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.	48	8	16.67	2.1	Google
Primary Ad Group	South Texas CollegeThe Valley's Most Affordable College. Visit Our Website For Degrees & Programs.	174	8	4.60	2.9	Google
Primary Ad Group	Start Your Future Today.Get Started At STC, The Valley's Most Affordable College. Flexible Schedules.	39	3	7.69	1.4	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future.	44	1	2.27	1.9	Google

YouTube Data — English

\$1,800 February 2019

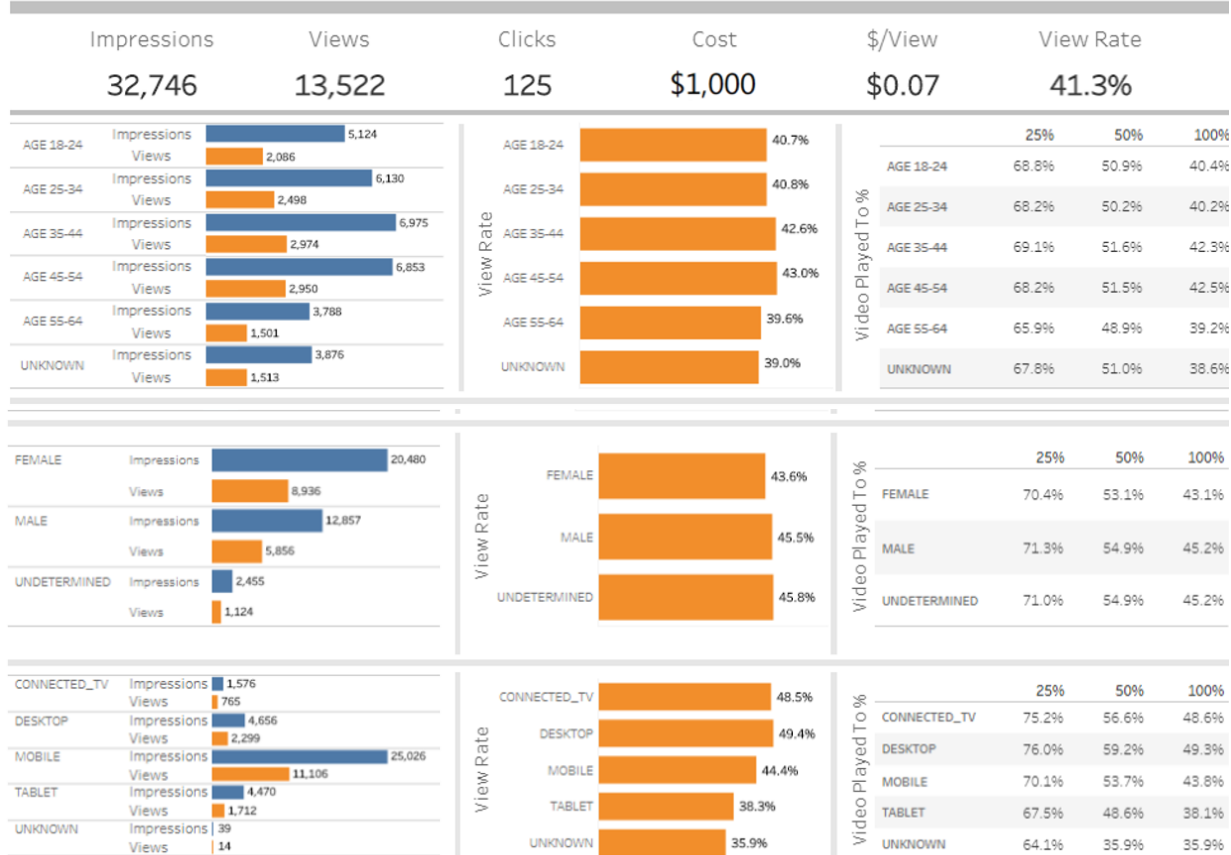
South Texas College English YouTube



YouTube Data — Spanish

\$1,000 February 2019

South Texas College Spanish YouTube



Custom Social Media Facebook/Instagram Campaign

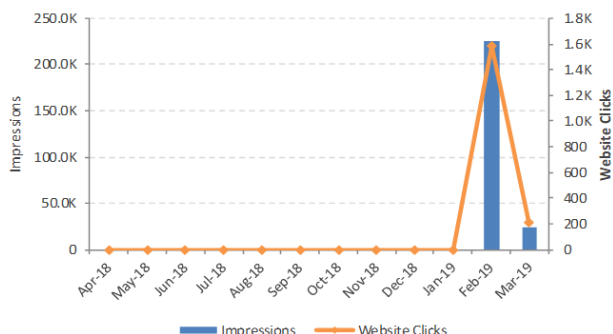
\$2,000 February 2019

Performance

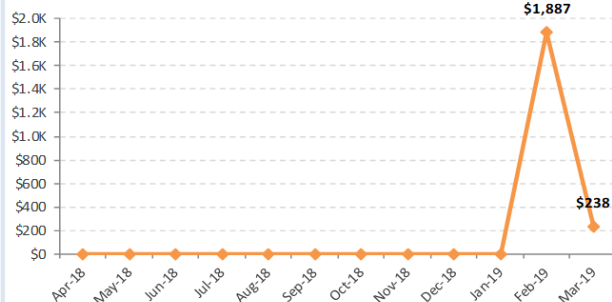
All-Time
Impressions
249,463

Ad Spend
\$2,124

Impressions vs Website Clicks



Ad Spend



Engagement

All-Time
Clicks
3,110

Page Likes
0

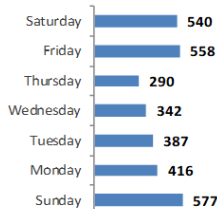
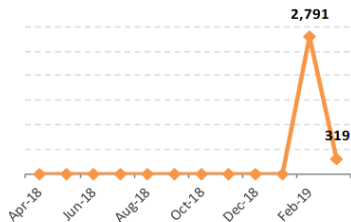
Post Likes
256

Conversions
0

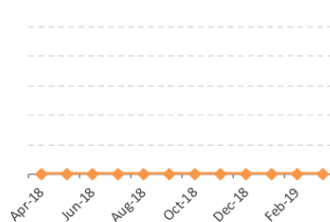
Post Shares
20

Comments
8

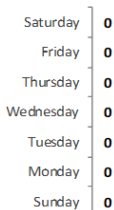
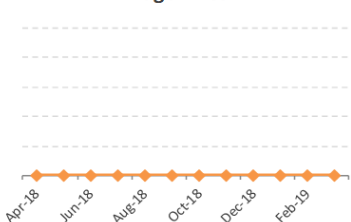
Clicks



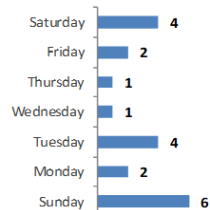
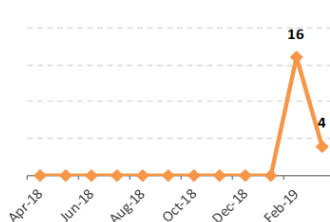
Conversions



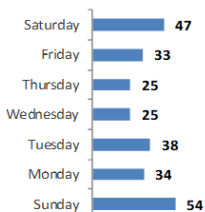
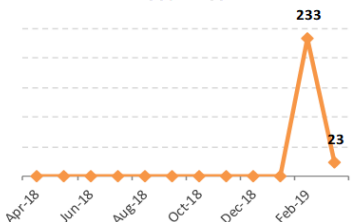
Page Likes



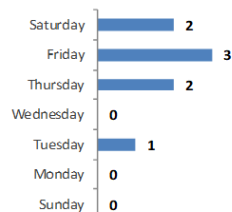
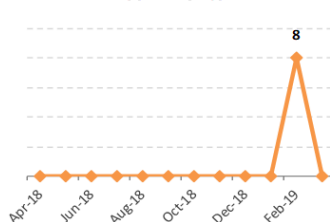
Post Shares



Post Likes



Comments



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

Geo-Fence Display Mobile Ads

\$2,125 February 2019 budget

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

[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	
South Texas College GeoFence	Jan 31, 2019	Mar 06, 2019	\$2,125.00	\$2,125.00	394,381	\$5.39	582	

Conversion Location Performance

College Conversions - Walk On Campus	Conversions Viewthrough Visits
Mid-Valley Campus400 N. BorderWeslacoTX78596	14
Pecan Campus3201 W. PecanMcAllenTX78501	8
Starr County Campus142 FM 3167 Rio Grande CityTX78582	6
Technology Campus3700 W. Military HwyMcAllenTX78503	18
Nursing & Allied Health Campus1101 E. VermontMcAllenTX78503	89

Top Performing locations based on impressions/clicks

Geography Location Performance	Performance Impressions	Performance Clicks
Memorial High School101 E. Hackberry Ave.McAllenTX78501	13423	18
UTRGV Continuing Education1800 S. Main St.McAllenTX78503	13023	14
Mission High School1802 Cleo DawsonMissionTX78572	11742	18
South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburgTX78539	7109	10
Weslaco High School1005 W Pike BlvdWeslacoTX78596	6824	15
Spectrum Call Center3701 N. 23rd St.McAllenTX78501	5458	5
PSJA T-STEM Early College High School714 US-83 BUSPharrTX78577	4850	5
Achieve Early College High School1601 N. 27th St. McAllenTX78501	4561	6
Ticket Master Call Center807 S Jackson RdPharrTX78577	4393	8
Weslaco East High School810 S Pleasantview DrWeslacoTX78596	3610	9
PSJA Early College High School805 W Ridge RdSan JuanTX78589	3079	6
McAllen High School2021 La Vista AveMcAllenTX78501	2917	4
PSJA North Early College High School500 E Nolana LoopPharrTX78577	2434	1
PSJA Memorial Early College High School800 S Alamo RdAlamoTX78516	2236	5
Workforce Solutions901 Travis StMissionTX78572	2145	3
Workforce Solutions3101 US-83 BusMcAllenTX78501	2118	0
Donna High SchoolEast, 2301 Wood AveDonnaTX78537	2106	3
Edinburg North High School3101 N Closner BlvdEdinburgTX78541	1920	6
Workforce Solutions2719 W. University DrEdinburgTX78539	1822	0
Robert Vela High School801 E Canton RdEdinburgTX78539	1794	3
Mercedes High School 1200 Florida AveMercedesTX78570	1345	4

Presented by

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