

Campaign Report

January 2019

Presented by

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South Texas College

**Campaign Report
January 2019**

February 18, 2019

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Progress Report

January 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 presented and approved
- Print Buying Plan (Texas Business and Mega Doctors) approved
- Outdoor Buying Plan presented and approved
- Television Media Buying Plan presented and approved

☐ Research

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

☐ New Brand

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

☐ **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
- Radio Ads
 - Four 30-second ads, including one in Spanish
 - Wild Reads created
- Editorial Calendar Updated, January 2019
- Newspaper wrap on bond success—Created and Cancelled

☐ **Media Campaigns**

- Outdoor media, Nov. 12, 2018 to Jan. 5, 2019
- Snapchat filter campaign for Dec. 1, 2018
- Social campaigns for fall enrollment continuing: YouTube, Facebook, Instagram & Retargeting
- Geofencing campaign, continuing
- PPC campaign, continuing
- 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**

- Brand Research Report
 - Being finalized
- Communications Audit
 - Being finalized

- Student Satisfactory Survey
 - Being finalized

☐ **Creative**

- New Brand Wordmark presented and being revised
 - Treatment being developed
- Monthly articles in progress
 - Culinary Arts article
 - Student profile: Victoria Quintanilla

☐ **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

☐ **Research**

- Brand Messaging being developed.
- Brand Roll-out #2

☐ **Creative**

- Monthly articles, writing continues
 - SWAT article
 - Applied 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 January 2019

1. Brand Development & Research	Budget	August	September	October	November	December	January	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							Upcoming
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	On Target
Mega Doctor	\$9,702			\$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	On Target
PPC/Search Engine Marketing Competitor	\$13,200			\$1,200	\$1,200	\$1,200	\$1,200	On Target
YouTube	\$36,600			\$3,525	\$3,525	\$3,525	\$3,525	On Target
Display: Custom Targeting/Retargeting	\$29,600			\$2,600	\$2,700	\$2,700	\$2,700	On Target
Social Media: Facebook/Instagram	\$35,600			\$3,700	\$3,700	\$3,700	\$3,700	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	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	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	On Target
Scope of Work total:	\$1,010,000	\$17,500	\$54,838	\$54,393	\$74,277	\$135,864	\$48,911	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
	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
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

January 2019

Overview of All Digital Campaign Highlights

- Drove a total of 13,589 visits to the website
- Drove over 1.6 million impressions of video ads, static ads and text ads. Of those who saw any of these ads, we remarketed your website traffic with 19,470 remarketing impressions to keep in front of potential students that already visited your website
- Drove over 84,000 completed video views through YouTube, Facebook and Display

Total Conversions All Digital Campaign Highlights

- Drove a total of 665 calls from the PPC campaign
- Drove a total of 256 form submissions from the PPC campaign
- Tracked 229 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 very high amount of traffic to the site in January. With a slightly increased budget, we were able to drive more traffic than December with a total of 1,907 visits to the website. The average CPM remained very good – just \$4.60 below the industry average of \$8-\$12 for this type of campaign. All the creatives have been updated with the new brand and we will continue to monitor optimization. No other changes recommended at this point.

Custom Display Campaign Overview

- Drove 1,947 visits to the website and drove over 544,000 impressions.
- Average CPM (cost per thousand impressions) is \$4.96
- Completed video views were over 16,000

Custom Display Campaign Benchmark For Google Trends

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

PPC Campaign Summary

January continued to perform very strong, and we beat December metrics by a large margin. We saw an decrease in the cost per lead from \$8 in December to \$5 in January and January had 300 more contacts/leads come in through PPC. Our cost per click remained similar in January, at \$1.12 compared to \$1.14 in Dec. The top performing keywords in January were general college course, along with branded terms, nursing, welding, cooking and teaching. The current campaign impression share is just 19%, which means our ads are showing up about 19% 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 4,027 visits to the website. Average cost per visit \$1.12
- Drove 611 calls and 246 form submits. Average cost per contact is \$5
- CTR on the text ads above average 13%

PPC Competitor Campaign (Pay Per Click)

- Drove 1,136 visits to the website. Average cost per visit \$1.06
- Drove 54 calls. Average cost per contact is \$18
- 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 did even better in January compared to December—it's best month ever! We had the highest amount of traffic and engagements. We also had a higher rate of completed video views to over 7,600! The campaign is continuing to optimize and do better month over month.

Social Media Facebook/Instagram Campaign

- Drove 5,900 visits to the website and over 457,000 impressions
- Drove over 600 engagements and 7,600 completed video views
- Average cost per click just .59 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 January and got even better results than December. The average cost per completed video view dropped, which allowed us to generate more impressions and completed views. We just updated all new creative with the new brand and are excited to see performance.

YouTube Campaign English

- Drove more than 97,000 impressions
- Drove more than 46,000 completed video views and had a 47% completed video view rate.
- Average cost per completed view is 5 cents

YouTube Campaign Spanish

- Drove more than 35,000 impressions
- Drove more than 15,000 completed video views and had a 44% completed video view rate
- Average cost per completed view is 6 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
- More than 395k impressions
- Average CPM is \$5.37
- 221 walk-ins onto campus from targeted locations

Geo-Fence Bench Industry Benchmarks

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

Outdoor Advertising, November to January

\$36,000

South Texas College had an eight-week flight with 10 billboards starting Nov. 12, 2018, and ending Jan. 4, 2019. With a weekly impression level of 2,654,226, we had a total of 21,233,808 impressions based on 18+ value, the projection of people 18 years of age and older passing the boards during these 8 weeks. These boards will remain posted until the locations are resold. South Texas College also had digital “make-good” boards posted. Results for these will be included in the next monthly report.

Outdoor eight-week flight with 10 billboards

- Weekly impression level of 2,654,226
- Total impressions of 21,233,808 impressions based on 18+ value

Radio Advertising, November to January

\$5,000

Estimated Total Broadcast Target Rating Points Aired: 654

Traditional Radio

- 773 aired traditional radio commercials
- 100x Value Added Spots (30's and 10's)
 - Q Rock 94.5
 - KISS 106.3
 - La Ley 102.5
 - Mix 107.9
 - WILD 104 (Includes Pecan Campus remote 10 a.m.-2 p.m. and 4 Facebook “live” event on 1/12)

Pandora

- 1,331,108 impressions
- HARLINGEN-WSLCO- BRNSVL-MCA DMA – Audio, ages 18-34, 18-20, 16-18
- HARLINGEN-WSLCO- BRNSVL-MCA DMA, Pandora Hispanic – ages 16-20, 16-18, 18-34

TV Advertising, December to January

\$9,100

- 68 ads Telemundo, KWCT/CW, and KNVO Univision TV
- “Live” news interview on Telemundo
- Charter Spectrum Gala Ads, 100x minimum
- “Live” 3 minute Interview on Accesso 10am January 16th

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 January 2019

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College Custom Display	Jan 03, 2019	Feb 04, 2019	\$2,700.00	\$2,700.00	544,869	\$4.96	1,907	
Targeting Tactic	Performance Impressions		Performance Clicks		Performance Total Spend		Performance eCPM	
Content/Behavioral Targeting	170,196		610		\$623.94		\$3.67	
Keyword Retargeting Spanish	157,813		557		\$623.08		\$3.95	
Keyword Retargeting English	156,583		573		\$617.20		\$3.94	
Video Retargeting	40,807		125		\$787.68		\$19.30	
Website Remarketing	19,470		42		\$219.38		\$11.27	

Video Performance

Video Targeting	Performance Impressions	Performance Clicks	Video Events Complete	Video Events Complete Rate
Traditional Transfer-.mp4	13,706	36	5,527	41.01%
General .mp4	13,556	52	5,578	41.77%
Workforce-English.mp4	13,545	37	5,598	42.10%

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	Performance Impressions	Performance Clicks
Keyword Retargeting English	education_training_optimized_audience	152,787	567
Keyword Retargeting English	colleges	1,354	2
Keyword Retargeting English	online+college+courses	772	1
Keyword Retargeting English	college+degrees	371	0
Keyword Retargeting English	stc	213	1
Keyword Retargeting English	college+class	199	0
Keyword Retargeting English	online+colleges	182	0
Keyword Retargeting English	college+degree	141	0
Keyword Retargeting English	career+college	81	0
Keyword Retargeting English	junior+college	63	0
Keyword Retargeting English	college+courses	57	1
Keyword Retargeting English	community+college	55	1
Keyword Retargeting English	city+college	50	0
Keyword Retargeting Spanish	education_training_optimized_audience	153,621	552
Keyword Retargeting Spanish	online+pharmacy	1,489	1
Keyword Retargeting Spanish	colegios	551	0
Keyword Retargeting Spanish	engineering	424	1
Keyword Retargeting Spanish	trade+school	286	0
Keyword Retargeting Spanish	college+school	235	2
Keyword Retargeting Spanish	stc	193	0

Top Domain Performances from Keyword Search Retargeting

Campaign Name	Domain Name	Performance Impressions	Performance Clicks
Content/Behavioral Targeting	Color By Number	8,107	14
Content/Behavioral Targeting	http://ebay.com	3,506	0
Content/Behavioral Targeting	com.weather.weather	2,824	7
Content/Behavioral Targeting	com.outfit7.mytalkingtom2	2,532	16
Content/Behavioral Targeting	com.peoplefun.wordstacks	2,480	3
Content/Behavioral Targeting	com.colorup.game	2,149	14
Content/Behavioral Targeting	com.pixel.art.coloring.color.numbe	2,127	2
Content/Behavioral Targeting	com.link.messages.sms	2,068	12
Website Remarketing	https://www.foxnews.com	10,350	6
Keyword Retargeting English	com.pixel.art.coloring.color.numbe	9,412	24
Keyword Retargeting English	com.enflick.android.textnow	8,622	23
Keyword Retargeting English	Happy Color	4,514	10
Keyword Retargeting English	com.metropcs.metrozone	4,510	6
Keyword Retargeting English	Wordscapes	3,803	24
Keyword Retargeting English	Weather Apple App	3,121	5
Keyword Retargeting English	com.peoplefun.wordcross	2,888	6
Keyword Retargeting English	Jigsaw Puzzle	2,271	10
Keyword Retargeting English	com.link.messages.sms	2,045	14
Keyword Retargeting English	Words With Friends	2,043	8
Keyword Retargeting Spanish	com.pixel.art.coloring.color.numbe	9,359	26
Keyword Retargeting Spanish	http://ebay.com	8,632	33

Pay Per Click/SEM Data

\$4,500 January 2019

Online Marketing Initiatives 2018-2019 Ads running on Google, Yahoo and Bing												
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	Average Page Position	Average Cost Per Contact
	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average page position on page 1 of search engine results page for all keywords	Average cost per contact (calls, and form submissions)
South Tx PPC	\$4,500.00	Oct-18	13463	2,070	15.38	\$2.17	126	58	184	162	1.5	\$24.46
	\$4,500.00	Nov	24,082	3,282	13.63	\$1.37	206	138	344	1,578	1.5	\$13.08
	\$4,500.00	Dec	29,496	3,938	13.35	\$1.14	293	264	557	1,982	1.9	\$8.08
	\$4,500.00	Jan	29,005	4,027	13.88	\$1.12	611	246	857	2,317	1.9	\$5.25
TOTALS:	\$18,000.00	43,374	96,046	13,317	13.87	\$1.35	1,236	706	1,942	6,039	1.7	\$9.27
					(Above Average)						(First Page)	

Page URL Visited	Clicks/Visits
*Contact Us Submitted	1
*Catalog Submitted	1
*Request More Info Form Submitted	1
*Certificates Submitted	1
*Financial Aid Submitted	2
*Associate Degrees Submitted	3
*Current Student Admissions	3
*Enroll now/Apply now Submitted	3
*Degrees Submitted	3
*Enrollment Management Submitted	4
*Tuition & Fees Submitted	4
*Register Now Submitted	4
*Hybrid Courses	4
*Apply Now Spring Submitted	4
*Chat Now	4
*Bach Degrees Submitted	4
*Programs & Majors Submitted	6
*Parking Info	6
*How To Apply Financial Aid	7
*Contact Us Now Submitted	9
*Get Started Online Programs	9
*New Student Admissions	10
*Contact Us	14
*Admissions	14
*Academics Submitted	16
*Student Services Hours	18
*Catalog	23
*Course Schedule Submitted	23
*Tuition & Fees	25
*Request More Info Form	26
*Financial Aid	29
*About/Locations	33
*Register in JagNet - Clicked	37
*Future Students	42
*Course Schedule	54
*Degrees	61
*Certificates	63
*Associate Degrees	75
*Request info Submitted	76
*Bach Degrees	90
*Register Now	96
*Start Now - Apply Texas Button Clicked	100
*Enrollment Management	102
*Apply Now Spring	163
*Enroll now/Apply now	170
*Programs & Majors	194
*Contact Us Now	336
*Academics	344

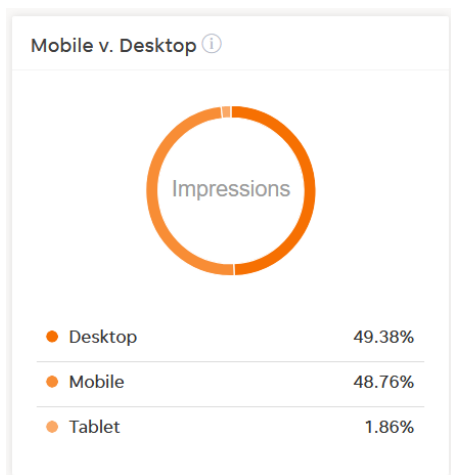
Top 25 Performing Keywords

25 PERFORMING KEYWORDS
south tx college
south texas college admissions
colleges course
South Texas College courses
South Texas College programs
apply south texas college
college classes
colleges degrees
emt classes
welding classes
bachelor degree
culinary arts courses
radiologic technology classes
continuing education college
south texas college online courses
lvn to rn programs
culinary arts college class
continuing education classes
welding college class
automotive technology course
continuing education class
colleges courses
organizational leadership bachelor
teaching course
lvn to rn

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.	8,340	2,230	26.74	1.8	Google
Community College	South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.	4,267	940	22.03	2.1	Google
Community College	South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.	1,537	287	18.67	1.8	Google
Business and Technology	South Texas CollegeSTC's Business & Technology Courses Has the Right Program For You. Apply Today.	851	83	9.75	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.	1,055	83	7.87	3.5	Google
Bachelor Programs	Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs.	107	35	32.71	3.0	Google
Nursing and Allied Health	STC Nursing DegreesThe Most Affordable Nursing Degree In The Valley. Begin Your Application Now.	135	19	14.07	2.7	Google
Business and Technology	South Texas CollegeTrain for a Higher Paid Job at The Valley's Most Affordable College. Apply Now.	286	18	6.29	3.3	Google
Nursing and Allied Health	South Texas CollegeStart Your Nursing Career at The Valley's Most Affordable College. Apply Today.	183	12	6.56	2.7	Google
Liberal Arts and Social Sciences	South Texas CollegeFlexible Class Schedules. Get A Bigger Paycheck For A Brighter Future. Apply.	190	9	4.74	3.6	Google

Mobile Vs. Desktop Traffic



Average Call Length

Average Call Length



2min or more	58.26%
1min to 2min	20.46%
30secs to 1min	6.55%
30secs or less	14.73%

Pay Per Click Competitor/SEM Data

\$1,200 January 2019

Online Marketing Initiatives 2018-2019 Ads running on Google, Yahoo and Bing												
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	Average Page Position	Average Cost Per Contact
	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average page position on page 1 of search engine results page for all keywords	Average cost per contact (calls, and form submissions)
South Tx 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
TOTALS:	\$4,800.00	43,374	27,204	3,426	12.59	\$1.40	290	39	329	973	1.5	\$14.59
(Above Average)											(First Page)	

Page URL Visited	Clicks/Visits
*Current Student Admissions	1
*New Student Admissions	1
*Academics Submitted	1
*Chat Now	1
*Student Services Hours	2
*Contact Us	2
*Admissions	2
*Request More Info Form	2
*Request info Submitted	2
*Get Started Online Programs	2
*Catalog	3
*How To Apply Financial Aid	3
*Financial Aid	4
*Course Schedule Submitted	4
*Enrollment Management 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	16
*Programs & Majors	20
*Enroll now/Apply now	24
*Apply Now Spring	26

Top 25 Performing Keywords

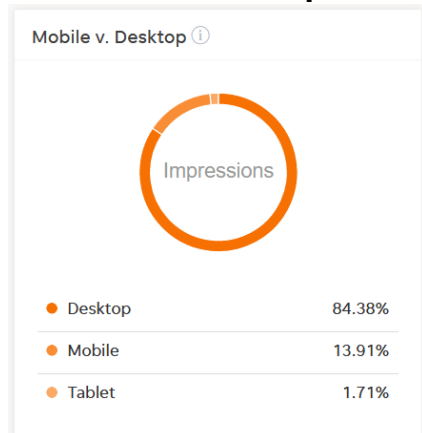
25 PERFORMING KEYWORDS

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
Rio Grande Valley College Pharr
Brightwood College Corpus Christi
Brightwood College Beaumont
texas state technical college Waco
TSTC college
The University of Texas Pan American Edinburg
Brightwood College Laredo
Brightwood College Houston
Brightwood College Brownsville
South Texas Vocational Technical Institute
Brightwood College Arlington
Brightwood College McAllen
Texas Southmost College
CHCP college Austin

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.	773	45	5.82	2.5	Google
Primary Ad Group	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.	251	11	4.38	2.3	Google
Primary Ad Group	Start Your Future Today.Get Started At STC, The Valley's Most Affordable College. Flexible Schedules.	47	6	12.77	1.9	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.	46	4	8.70	2.5	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future.	42	1	2.38	2.4	Google
Primary Ad Group	South Texas CollegeThe Valley's Most Affordable College. Visit Our Website For Degrees & Programs.	191	1	0.52	3.4	Google

Mobile Vs. Desktop Traffic



YouTube Data — English

\$2,525 January 2019

South Texas College English YouTube

Impressions		Views		Clicks	Cost	\$/View	View Rate		
97,239		46,587		250	\$2,525	\$0.05	47.9%		

AGE 18-24	Impressions	29,432	View Rate	AGE 18-24	48.9%	Video Played To %	25%	50%	100%
	Views	14,402		AGE 18-24	74.8%		59.0%	48.8%	
	Impressions	23,852		AGE 25-34	47.1%		73.8%	57.0%	46.7%
	Views	11,246		AGE 35-44	47.9%		74.4%	57.2%	47.5%
	Impressions	15,991		AGE 45-54	49.5%		74.3%	58.7%	49.2%
	Views	7,658		AGE 55-64	46.5%		71.7%	54.9%	45.9%
	Impressions	6,826		UNKNOWN	46.9%		73.5%	57.4%	46.7%
	Views	3,379							
	Impressions	2,934							
	Views	1,364							
AGE 25-34	Impressions	18,204							
Views	8,538								
AGE 35-44	Impressions								
Views									
AGE 45-54	Impressions								
Views									
AGE 55-64	Impressions								
Views									
UNKNOWN	Impressions								
Views									

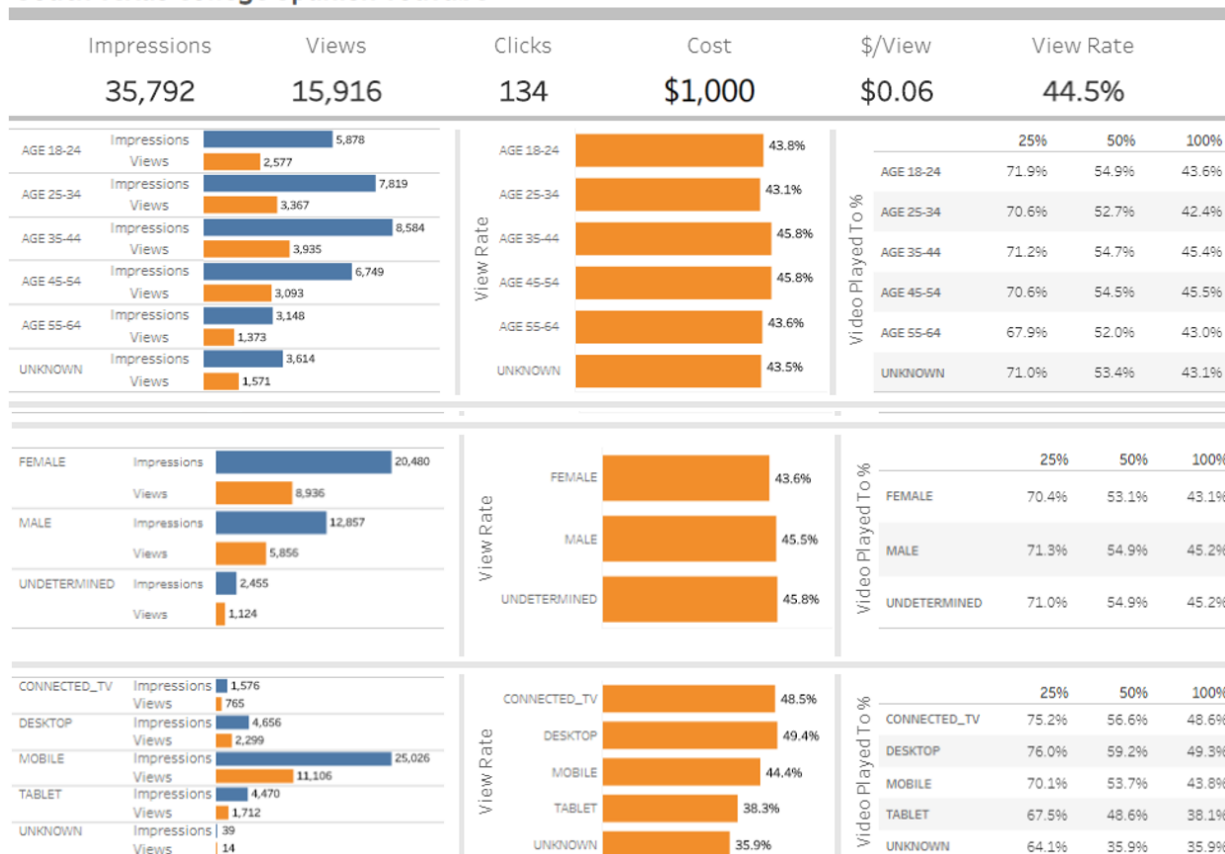
FEMALE	Impressions	50,044	View Rate	FEMALE	47.8%	Video Played To %	25%	50%	100%
	Views	23,940		FEMALE	74.6%		57.7%	47.5%	
	Impressions	40,651		MALE	48.2%		73.8%	58.0%	47.9%
	Views	19,581		UNDETERMINED	46.9%		72.6%	56.3%	46.6%
MALE	Impressions	6,544							
Views	3,066								
UNDETERMINED	Impressions								
Views									

CONNECTED_TV	Impressions	6,854	View Rate	CONNECTED_TV	54.9%	Video Played To %	25%	50%	100%
	Views	3,764		CONNECTED_TV	77.6%		63.6%	55.1%	
	Impressions	20,012		DESKTOP	58.6%		81.6%	67.5%	58.6%
	Views	11,721		MOBILE	44.9%		71.9%	55.0%	44.4%
DESKTOP	Impressions	51,484							
Views	23,131								
MOBILE	Impressions	18,796							
Views	7,890								
TABLET	Impressions	24							
Views	6								
UNKNOWN	Impressions								
Views									

YouTube Data — Spanish

\$1,000 January 2019

South Texas College Spanish YouTube



Snapchat Geofilters

\$2,118 December 1, 2018

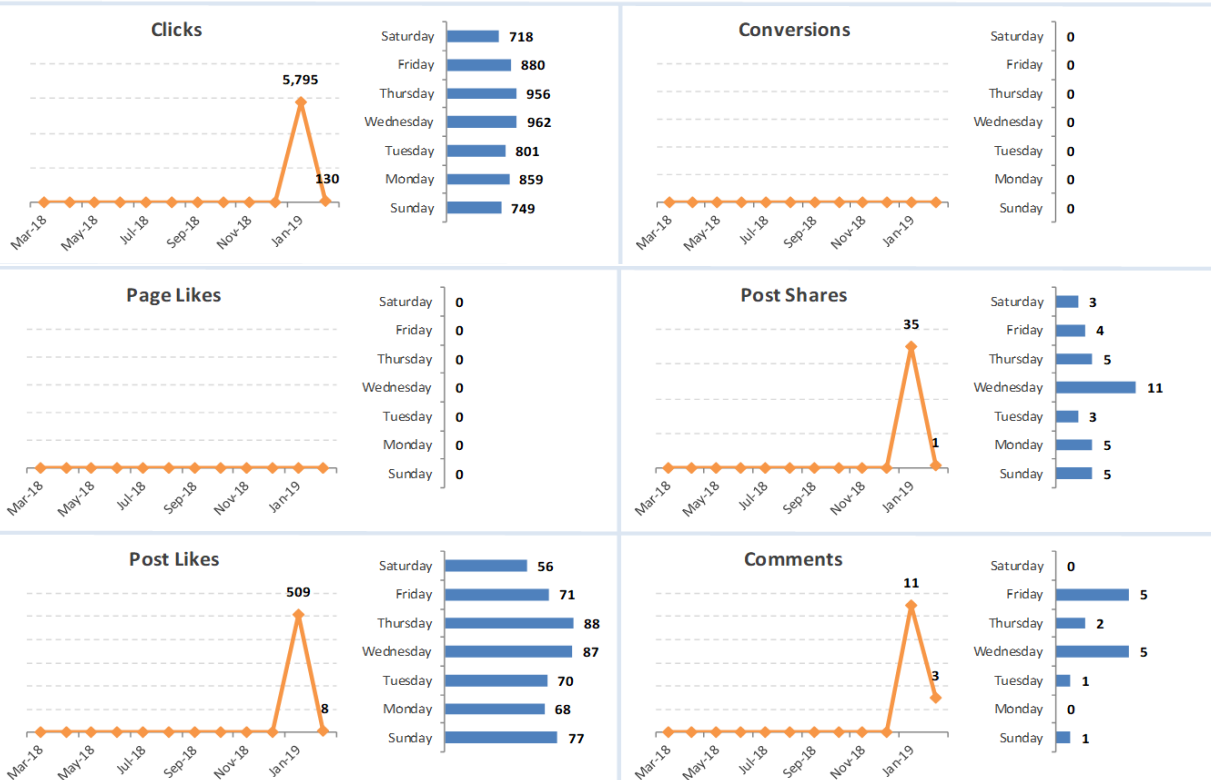
Filter	Swipes (This is how many times your filter was seen in Snaps being created)	Uses (How many times your filter was sent to a friend or added to a story)	Views (How many times your filter was seen in a Snap sent directly to a friend, or in a Story)	Usage (How often your filter was chosen to use in a Snap)
STC-Graduation-Class-2018-snapchat	763	325	27,400	42.60%
STC-Graduation-Congratulations-snapchat	752	247	13,700	32.90%
STC-Graduation-Proud-Family-snapchat	753	194	12,300	25.80%
STC-Graduation-STCgraduate-snapchat	725	212	14,600	29.20%
TOTAL	2993	978	68,000	32.63%

Custom Social Media Facebook/Instagram Campaign

\$3,700 January 2019

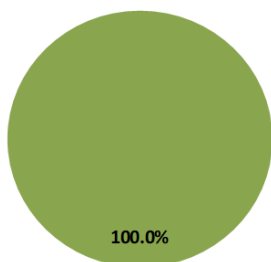
Engagement

All-Time	Clicks	Page Likes	Post Likes	Conversions	Post Shares	Comments
	5,925	0	517	0	36	14



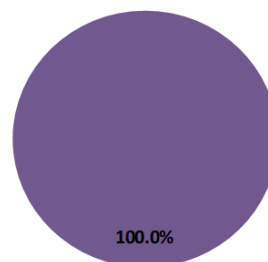
Ad Set Targeting Type

- Affinity
- Core
- Core Interests
- Custom Audiences
- Look-Alike
- Manual



Campaign Objective

- Conversions
- Event Responses
- Lead Generation
- Link Clicks
- Offer Claims
- Brand Awareness



Creative Report*

* The social media creative breakdown reports are attached.

Geo-Fence Display Mobile Ads

\$2,125 January 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	Dec 08, 2018	Dec 28, 2018	\$2,125.00	\$2,125.00	1,693,296	\$1.25	2,015


Conversion Location Performance

South Tx College Campus Conversions	Conversions Walked On Campus
Nursing & Allied Health Campus1101 E. VermontMcAllenTX78503	49
Pecan Campus3201 W. PecanMcAllenTX78501	78
Mid-Valley Campus400 N. BorderWeslacoTX78596	46
Starr County Campus142 FM 3167 Rio Grande CityTX78582	2
Technology Campus3700 W. Military HwyMcAllenTX78503	46

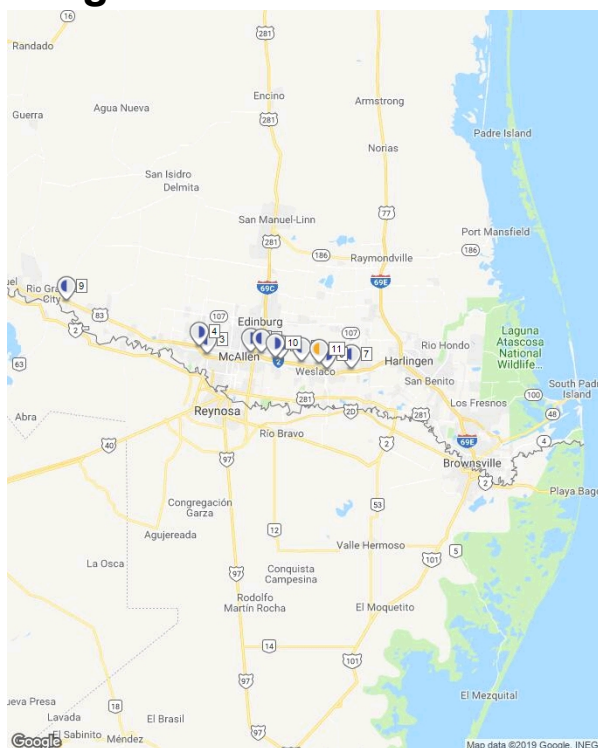
Top Performing locations based on impressions/clicks

Top Location Performance	Performance Impressions	Performance Clicks	Conversions Clickthrough Visits	Conversions Viewthrough Visits	Conversions Weighted Actions
Weslaco High School1005 W Pike BlvdWeslacoTX78596	16973	25	0	20	20
South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburg	16757	13	0	6	6
Achieve Early College High School1601 N. 27th St. McAllenTX78501	15313	22	0	23	23
Mission High School1802 Cleo DawsonMissionTX78572	14466	20	0	8	8
UTRGV Continuing Education1800 S. Main St.McAllenTX78503	12204	15	0	15	15
PSJA T-STEM Early College High School714 US-83 BUSPharrTX78577	11348	17	0	2	2
McAllen High School2021 La Vista AveMcAllenTX78501	10985	19	1	15	16
Ticket Master Call Center807 S Jackson RdPharrTX78577	9068	8	0	24	24
Memorial High School101 E. Hackberry Ave.McAllenTX78501	8702	13	0	1	1
PSJA Memorial Early College High School800 S Alamo RdAlamoTX78516	8677	11	0	3	3
Weslaco East High School810 S Pleasantview DrWeslacoTX78596	8503	8	0	8	8
PSJA Early College High School805 W Ridge RdSan JuanTX78589	7604	8	0	0	0
Workforce Solutions3101 US-83 BusMcAllenTX78501	6936	8	0	14	14
PSJA North Early College High School500 E Nolana LoopPharrTX78577	6472	9	0	2	2
Donna High SchoolEast, 2301 Wood AveDonnaTX78537	5540	10	0	4	4
Edinburg North High School3101 N Closner BlvdEdinburgTX78541	5410	12	0	4	4
Spectrum Call Center3701 N. 23rd St.McAllenTX78501	5078	15	1	9	10
Workforce Solutions2719 W. University DrEdinburgTX78539	4951	9	0	11	11
Robert Vela High School801 E Canton RdEdinburgTX78539	4545	9	0	4	4
Palmview High School3901 N. La Homa Rd.PalmviewTX78574	3630	6	0	2	2
Mercedes High School1200 Florida AveMercedesTX78570	3583	5	0	2	2
Hidalgo Early College High School901 E. Pirate Dr. HidalgoTX78557	3288	6	0	5	5
Edinburg High School2600 E Wisconsin RdEdinburgTX78542	3221	8	0	0	0
Edinburg-Flea High SchoolHwy 107 & Mile 4 Road WestEdinburgTX78538	3045	5	0	1	1

Top Performing Apps Based on Impressions/Clicks

Top Domain Performance	Performance Impressions	Performance Clicks
mobi.ifunny	43597	59
droom.sleepifucan	34153	30
com.picsart.studio	25467	32
com.pixel.art.coloring.color.number	16085	26
com.enflick.android.textnow	14631	42
mobi.ifunny	7127	12
com.peoplefun.wordflowers	6351	12
com.peoplefun.wordcross	6164	5
com.apalon.myclockfree	5209	6
com.metropcs.metrozone	2286	0
com.talkatone.android	2284	0
com.metropcs.metrozone Android	2217	4
com.etermax.preguntados lite	2193	0
com.europosit.pixelcoloring	2176	2
com.textmeinc.textme	2076	1
com.pixel.art.coloring.color.number	1832	1
wp.wattpad	1831	0
com.pinger.textfree	 (Ctrl) ▾	1
com.weather.weather	1504	1

Outdoor Advertising



Locations:

SS EXP 83 1233'E/O I RD LHR SNJ

SS EXP 930' E/O FM 1015

Exp. 83, 0.4mi. E/O FM-493 (Salinas Blvd) Donna, TX

SS EXP 83 250' E/O MOOREFIELD DR

SS EXP 83 100' E/O MILE 2E RD, MERCEDES

SS EXP 83 50' E/O REYNALDO GOMEZ, RGC

Expressway US 83, 0.7 mi. E/O Tower Road SS Alamo, TX

SS EXP 83 550' W/O CONWAY, MISSION

NS EXP 83 .5MI E/O FM 907, ALAMO

Presented by

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