

Campaign Report

March 2019

Presented by

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interact

South Texas College

**Campaign Report (revised)
March 2019**

May 15, 2019

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Progress Report

March 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

☐ 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
- Interact Google Day, professional development opportunity

☐ Research

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

☐ **New Brand**

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

☐ **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
- Radio Ads
 - 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)
- Brand Roll-out Presentation revised and updated
- New Brand Collateral
 - T-shirt design completed
 - Car Shade design completed
 - Brand Rollout video updated

☐ **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

- 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

☐ Creative

- New Brand creative and templates
 - Radio ads
 - Brand Roll out video
 - Pandora
 - Billboards
 - Digital and Social Ads
 - Print Ads
- Brand Style Guide in progress
- Video
 - Two weeks of video filming on South Texas campuses
- Monthly articles in progress
 - Arts and Culture at South Texas College article
 - Women and Technology

☐ Media Campaigns

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

UPCOMING

☐ Creative

- Monthly articles, writing continues
 - Dual Enrollment Programs
 - Robotics Summer Programs
- Video
 - Video editing of 10 program videos

- New Brand Ads
 - HEB sponsorship ads
 - Viewbook cover

☐ **Media Campaigns**

- Determining dates for new brand ads
- Snapchat for Commencement
- Traditional Media Campaigns to begin: Radio, TV, Pandora, Outdoor

South Texas College Budget March 2019

1. Brand Development & Research	Budget	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	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								\$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									On Target
Program Videos	\$35,000									On Target
Creation of templates for programs and services	\$5,000									On Target
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	\$882	On Target
Mega Doctor	\$9,702			\$882	\$882	\$882	\$882	\$882	\$882	On Target
The Monitor (wrap)	\$4,341									
Digital Media										
PPC/Search Engine Marketing	\$49,500			\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	On Target
PPC/Search Engine Marketing Competitor	\$13,200			\$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	On Target
Display: Custom Targeting/Retargeting	\$29,600			\$2,600	\$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	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	\$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	\$2,500	On Target
Travel Expenses	\$20,000					\$6,386	\$2,857		\$10,549	On Target
Media Buying Commission	\$55,000		\$213	\$1,979	\$4,751	\$6,798	\$4,109	\$1,709	\$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	\$50,347	On Target

South Texas College Value Added March 2019

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
	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
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	Radio Wild Reads (12)	\$1,200	Complete
	Interact Communications	15 second radio ads	\$1,000	Complete

South Texas College Campaign Highlights

March 2019

Overview of All Digital Campaign Highlights

- Drove a total of 8,385 visits to the website
- Drove 1.285 million impressions of video ads, static ads and text ads. Of those who saw any of these ads, we remarketed your website traffic with 20,630 remarketing impressions to keep in front of potential students that already visited your website
- Drove more than 55,000 completed video views through YouTube, Facebook and Display

Total Conversions All Digital Campaign Highlights

- Drove a total of 393 calls from the PPC campaign, 11 calls from Facebook and 6 from Display
- 70% of calls have an average call length over 1 minutes, quality calls are coming through
- Drove a total of 288 form submissions from the PPC campaign, 2 form submits from display and 7 form submits from social
- Tracked 267 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

March 2019

Custom Display Campaign Summary

This campaign drove a high amount of traffic to the site and in March, 1,460 visits. The average CPM remained very good and decreased to just \$4.81, while the industry average for this type of campaign is between \$8-\$12. We saw an increased in completed video views as well, by over 5,000. 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 1,460 visits to the website & Drove over 561,000 impressions.
- Average CPM (cost per thousand impressions) is \$4.81
- Completed video views were over 12,139

Custom Display Campaign Benchmark For Google Trends

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

PPC Campaign Summary

The March PPC is continuing to stay above industry metrics. Our cost per click was a little higher in March, at \$1.60 compared to \$1.25 in February. However, the cost per lead remained the same and is still very good, at just \$8, compared to the industry average of \$73. The top performing keywords in March were general college courses, along with branded terms, nursing, welding, teaching and continuing education keywords. 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 2,809 visits to the website. Average cost per visit \$1.60
- Drove 336 calls and 211 form submits. Average cost per contact is \$8
- CTR on the text ads above average 13%

PPC Competitor Campaign (Pay Per Click)

- Drove 699 visits to the website. Average cost per visit \$1.70
- Drove 54 calls. Average cost per contact is \$16
- 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 and we are still trying to optimize around the new lower budget. We still drove a high number of visits—over 2,600 in March—and had over 2,500 completed video views. The new ads are performing well and we are waiting for the new brand ads to update.

Social Media Facebook/Instagram Campaign

- Drove 2,605 visits to the website and over 217,000 impressions
- Drove over 265 engagements and 2,543 completed video views
- Average cost per click just 76 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 March. The average cost per completed video view is just 7 cents, compared to the industry average at 15 cents. Our completed video view rate increased from 40% in February to 45% in March for both the Spanish and English campaigns, which tells us we have a very high engagement. No suggestions at this time unless we want to add in some more videos to refresh creatives.

YouTube Campaign English

- Drove more than 58,000 impressions
- Drove more than 25,000 completed video views and a 44% completed video view rate
- Average cost per completed view is 7 cents

YouTube Campaign Spanish

- Drove more than 33,000 impressions
- Drove more than 15,000 completed video views and a 45% 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 569 visits to the website
- More than 389,000 impressions
- Average CPM is \$5
- 267 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 March 2019

Campaign Name	From	To	Budget	Spent ?	Impressions ?	CPM ?	Visits ?
South Texas College Custom Display	Mar 03, 2019	Apr 01, 2019	\$2,700.00	\$2,700.00	561,022	\$4.81	1,460

Targeting Tactic	Impressions	Clicks	eCPM
Content Targeting	184,258	350	\$3.62
Keyword Targeting English	180,195	478	\$3.70
Keyword Targeting Spanish	167,052	448	\$3.94
Keyword Targeting English Video	27,814	199	\$20.38
Website Remarketing	20,630	30	\$12.74

Video Performance

Ad Name	Performance Impressions	Performance Clicks	Video Events Complete	Video Events Complete Rate
Workforce-English.mp4	9,328	63	4,055	43.66%
Traditional Transfer-.mp4	9,262	66	3,996	43.11%
General .mp4	9,224	70	4,088	44.37%

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 Targeting Spanish	education_training_optimized_audience	164,478	445
Keyword Targeting English	education_training_optimized_audience	160,860	465
Keyword Targeting English Video	education_training_optimized_audience	17,794	174
Keyword Targeting English	college+admissions	12,894	9
Keyword Targeting English Video	college+admissions	7,400	18
Keyword Targeting English	colleges	2,378	0
Keyword Targeting Spanish	colegios	1,118	2
Keyword Targeting English Video	colleges	991	1
Keyword Targeting English	college+class	629	0
Keyword Targeting English	online+college+courses	589	1
Keyword Targeting English	college+degrees	576	0
Keyword Targeting English Video	college+degrees	472	2
Keyword Targeting English	college+degree	419	1
Keyword Targeting Spanish	online+pharmacy	363	1
Keyword Targeting English	career+college	315	0
Keyword Targeting English Video	online+college+courses	208	1
Keyword Targeting English Video	college+degree	206	1
Keyword Targeting English	stc	205	0
Keyword Targeting Spanish	engineering	188	0
Keyword Targeting English	community+college	167	1
Keyword Targeting English	college+application	148	0

Top Domain Performances from Keyword Search Retargeting

Targeting Tactic	Domain Name	Impressions	Clicks
Content Targeting	com.pixel.art.coloring.color.number	14,836	29
Website Remarketing	https://www.foxnews.com	13,419	16
Keyword Targeting English	com.pixel.art.coloring.color.number	11,464	29
Keyword Targeting Spanish	com.pixel.art.coloring.color.number	11,431	24
Keyword Targeting Spanish	com.metropcs.metrozone	10,095	23
Content Targeting	com.weather.weather	9,349	11
Content Targeting	com.peoplefun.wordcross	8,728	16
Content Targeting	Wordscapes Apple	7,137	4
Content Targeting	mobi.ifunny	6,950	6
Keyword Targeting English	com.apalon.myclockfree	6,238	13
Keyword Targeting English	com.metropcs.metrozone	6,182	7
Keyword Targeting Spanish	com.picsart.studio	6,120	14
Keyword Targeting Spanish	com.enflick.android.textnow	5,199	11
Keyword Targeting English	https://www.cbsnews.com	5,103	28
Keyword Targeting Spanish	PicsArt Photo Editor Apple	5,086	14
Keyword Targeting English	com.enflick.android.textnow	5,014	15
Content Targeting	com.enflick.android.textnow	3,965	12
Content Targeting	com.metropcs.metrozone	3,826	7
Content Targeting	Wordscapes Android	3,462	7
Keyword Targeting English	PicsArt Photo Editor Apple	3,206	3

Pay Per Click/SEM Data

\$4,500 March 2019

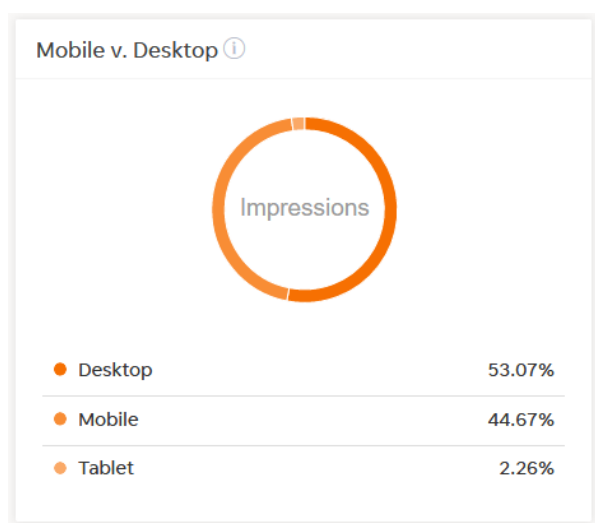
Online Marketing Initiatives 2018-2019 Ads running on Google, Yahoo and Bing												
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	Average Page Position	Average Cost Per Contact
	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average page position on page 1 of search engine results page for all keywords	Average cost per contact (calls, and form submissions)
South Tx PPC	\$4,500.00	Oct-18	13463	2,070	15.38	\$2.17	126	58	184	162	1.5	\$24.46
	\$4,500.00	Nov	24,082	3,282	13.63	\$1.37	206	138	344	1,578	1.5	\$13.08
	\$4,500.00	Dec	29,496	3,938	13.35	\$1.14	293	264	557	1,982	1.9	\$8.08
	\$4,500.00	Jan	29,005	4,027	13.88	\$1.12	611	246	857	2,317	1.9	\$5.25
	\$4,500.00	Feb	27,269	3,600	13.20	\$1.25	363	193	556	1,890	1.9	\$8.09
	\$4,500.00	March	20,944	2,809	13.41	\$1.60	336	182	518	1,878	2.1	\$8.69
TOTALS:	\$27,000.00	43,374	144,259	19,726	13.67	\$1.37	1,935	1,081	3,016	9,807	1.8	\$8.95
					(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
*Hybrid Courses Submitted	1
*Request More Info Form Submitted	1
*Bach Degrees Submitted	1
*Parking Info	1
*Student Services Hours Submitted	1
*Tuition & Fees Submitted	1
*Admissions Submitted	1
*Certificates Submitted	1
*Contact Us Submitted	1
*Financial Aid Submitted	2
*Register Now Submitted	2
*Current Student Admissions	2
*Degrees Submitted	3
*About/Locations Submitted	3
*Enroll now/Apply now Submitted	3
*Associate Degrees Submitted	3
*Hybrid Courses	4
*Apply Now Spring Submitted	4
*Enrollment Management Submitted	5
*Contact Us	6
*Programs & Majors Submitted	6
*Admissions	6
*How To Apply Financial Aid	7
*New Student Admissions	8
*Contact Us Now Submitted	8
*Catalog	10
*Course Schedule Submitted	12
*Tuition & Fees	12
*Get Started Online Programs	13
*Register in JagNet - Clicked	13
*Student Services Hours	16
*Financial Aid	23
*Academics Submitted	24
*About/Locations	30
*Request More Info Form	31
*Degrees	36
*Future Students	37
*Associate Degrees	54
*Certificates	57
*Bach Degrees	63
*Course Schedule	67
*Enrollment Management	68
*Register Now	70
*Start Now - Apply Texas Button Clicked	72
*Request info Submitted	77
*Apply Now Spring	116
*Enroll now/Apply now	137
*Programs & Majors	172
*Contact Us Now	236
*Academics	351

Top 25 Performing Keywords

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

Mobile Vs. Desktop Traffic



Average Call Length

Average Call Length



2min or more	56.13%
1min to 2min	16.87%
30secs to 1min	7.67%
30secs or less	19.33%

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.	6,095	1,336	21.92	1.8	Google
Community College	South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.	2,842	636	22.38	1.9	Google
Community College	South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.	766	172	22.45	1.8	Google
Nursing and Allied Health	Get Your Degree With STCIt's Never Too Late to Start Your Nursing Career. Visit Online for More Info.	913	90	9.86	3.3	Google
Business and Technology	South Texas CollegeSTC's Business & Technology Courses Has the Right Program For You. Apply Today.	499	41	8.22	3.1	Google
Bachelor Programs	Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs.	74	18	24.32	3.2	Google
Business and Technology	South Texas CollegeTrain for a Higher Paid Job at The Valley's Most Affordable College. Apply Now.	179	13	7.26	3.3	Google
Nursing and Allied Health	STC Nursing DegreesThe Most Affordable Nursing Degree In The Valley. Begin Your Application Now.	108	13	12.04	3.0	Google
Liberal Arts and Social Sciences	South Texas CollegeFlexible Class Schedules. Get A Bigger Paycheck For A Brighter Future. Apply.	163	10	6.14	3.7	Google
Nursing and Allied Health	South Texas CollegeStart Your Nursing Career at The Valley's Most Affordable College. Apply Today.	118	10	8.47	2.6	Google

Pay Per Click Competitor/SEM Data

\$1,200 March 2019

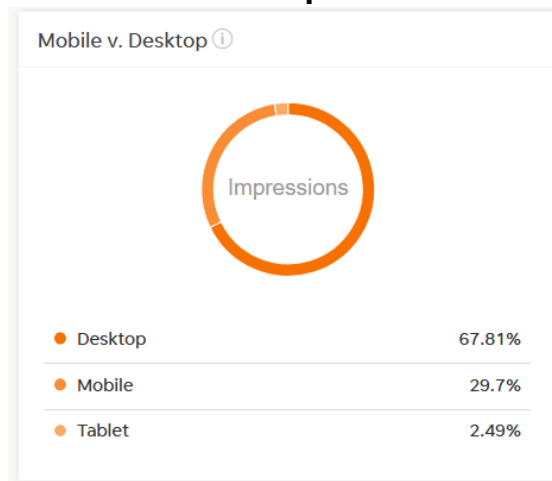
Online Marketing Initiatives 2018-2019 Ads running on Google, Yahoo and Bing												
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Form Submits	Total Leads	Web Events	Average Page Position	Average Cost Per Contact
	Monthly Budget	Date Campaign Ran	Number of times text ad is 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
	\$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
TOTALS:	\$7,200.00	43,374	41,196	5,289	12.84	\$1.36	400	69	469	1,395	1.6	\$15.35
(Above Average)											(First Page)	

Page URL Visited	Clicks/Visits
*About/Locations Submitted	1
*Student Services Hours	1
*Request More Info Form Submitted	1
*How To Apply Financial Aid	1
*Financial Aid	1
*Catalog	2
*Tuition & Fees	2
*Enrollment Management Submitted	2
*Apply Now Spring Submitted	2
*Course Schedule Submitted	2
*Future Students	3
*About/Locations	3
*Register Now	3
*Degrees	5
*Associate Degrees	5
*Bach Degrees	5
*Request More Info Form	5
*Certificates	6
*Apply Now Spring	7
*Request info Submitted	9
*Enrollment Management	10
*Enroll now/Apply now	10
*Contact Us Now	11
*Programs & Majors	17
*Academics	21

Top Performing Keywords

25 PERFORMING KEYWORDS
UTRGV college
TSC college Brownsville
texas state technical college
TSTC college Waco
RGV College
The University of Texas Pan American
South Texas Vocational Technical Institute
South Texas Vocational Technical Institute McAllen
texas state technical college Waco
Rio Grande Valley College Pharr
Brightwood College Fort Worth
Brightwood College San Antonio
South Texas Vocational Technical Institute Corpus Christi

Mobile Vs. Desktop Traffic



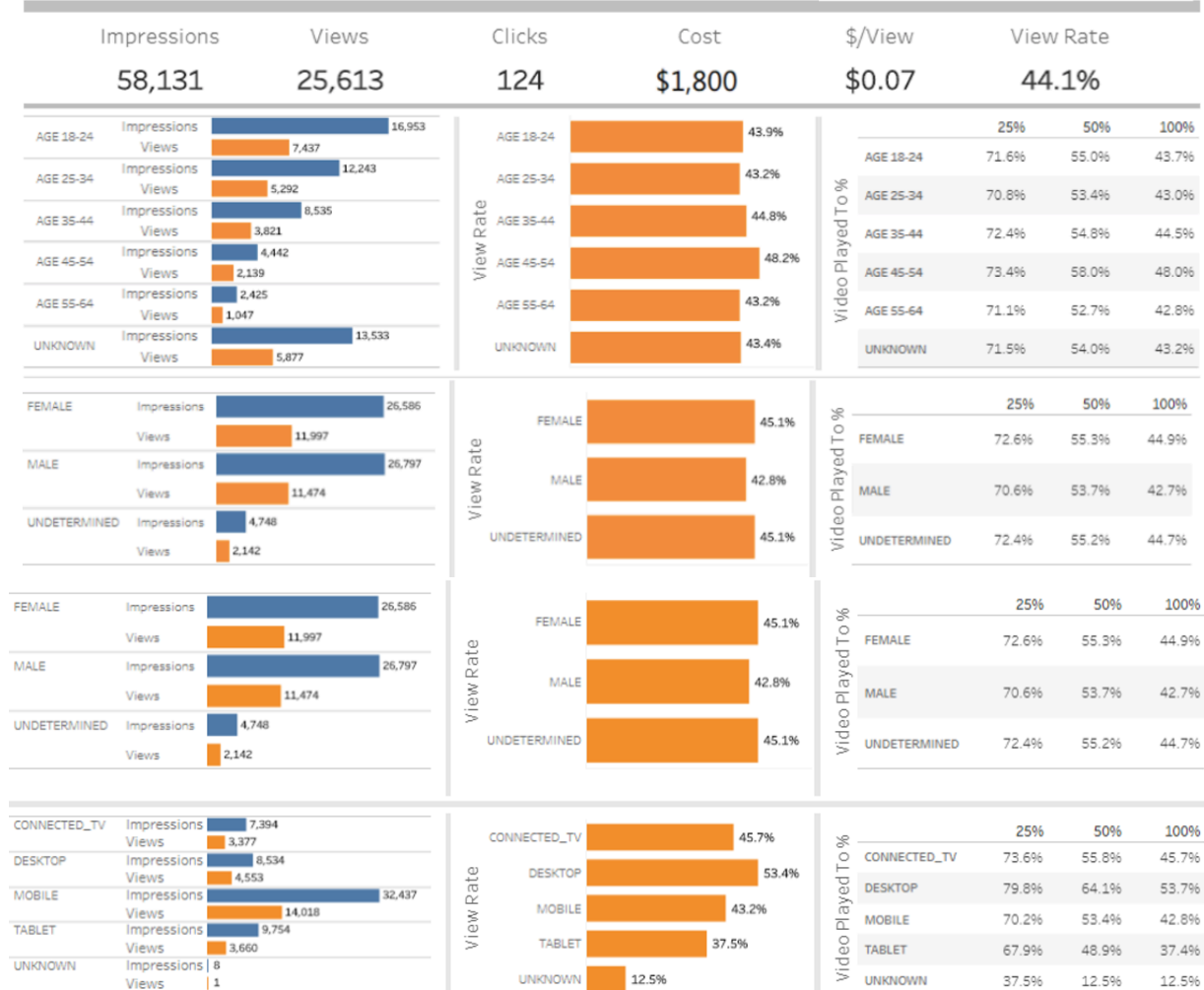
Text Ad Group Performance (Google Only)

Ad Group Name	Text Ad	Impressions	Visits	CTR	Avg Position	Wp Name
Primary Ad Group	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.	443	35	7.90	1.4	Google
Primary Ad Group	South Texas CollegeChoose The Best Schedule With Day, Night, Weekend, Or Online Classes. Apply Now.	361	25	6.93	2.0	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future.	53	7	13.21	1.6	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.	65	5	7.69	3.0	Google
Primary Ad Group	Start Your Future Today.Get Started At STC, The Valley's Most Affordable College. Flexible Schedules.	43	5	11.63	1.5	Google
Primary Ad Group	South Texas CollegeThe Valley's Most Affordable College. Visit Our Website For Degrees & Programs.	98	2	2.04	2.6	Google

YouTube Data — English

\$1,800 March 2019

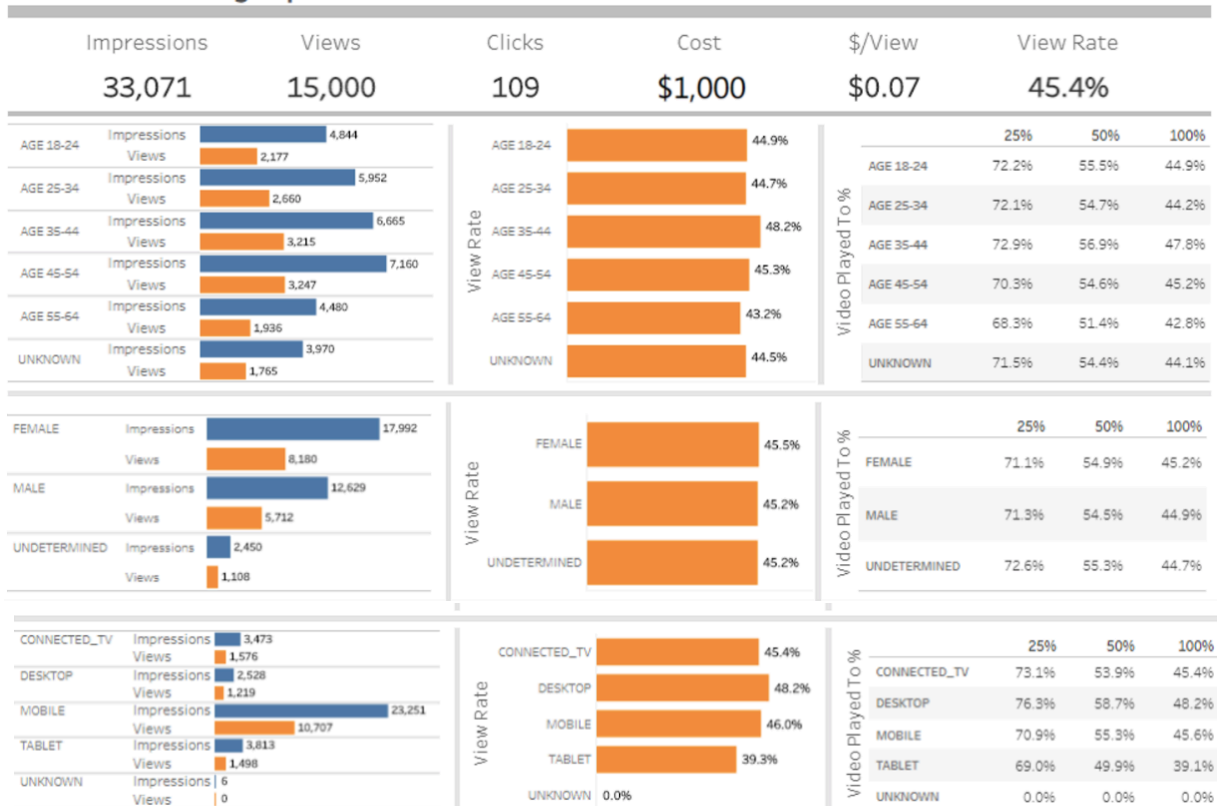
South Texas College English YouTube



YouTube Data — Spanish

\$1,000 March 2019

South Texas College Spanish YouTube



Custom Social Media Facebook/Instagram Campaign

\$2,000 March 2019

Ad Set Name	Impressions	Link Clicks	Clicks (All)	Page Likes	Post Reactions	Post Comments	Post Shares
High School Students	62372	258	453		41	1	2
Workforce/Non Traditional	67364	700	1143		114		12
Workforce/Non Traditional - Spanish	23385	262	408		26	2	
Retargeting	56274	258	565		56	1	2
CRM Targeting	46		0				
Instagram	8500	27	36		13	1	1

C3712188_southtexascollege_City_Custom

Facebook Performance

Performance

All-Time

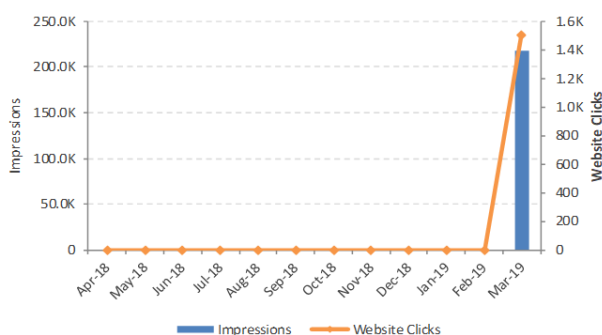
Impressions

217,941

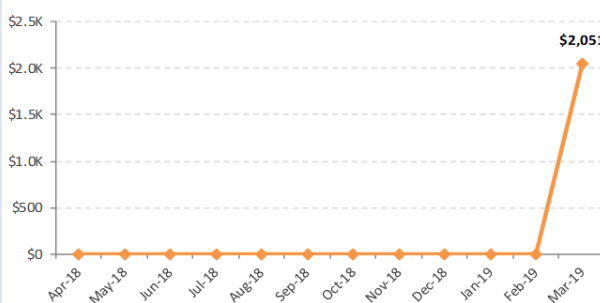
Ad Spend

\$2,051

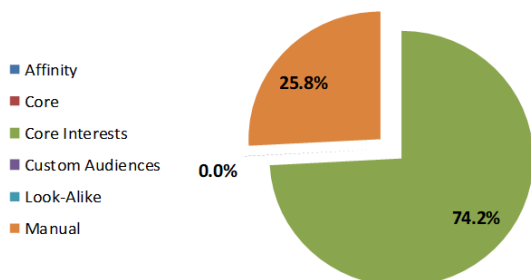
Impressions vs Website Clicks



Ad Spend

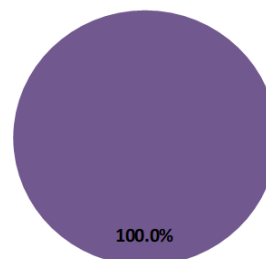


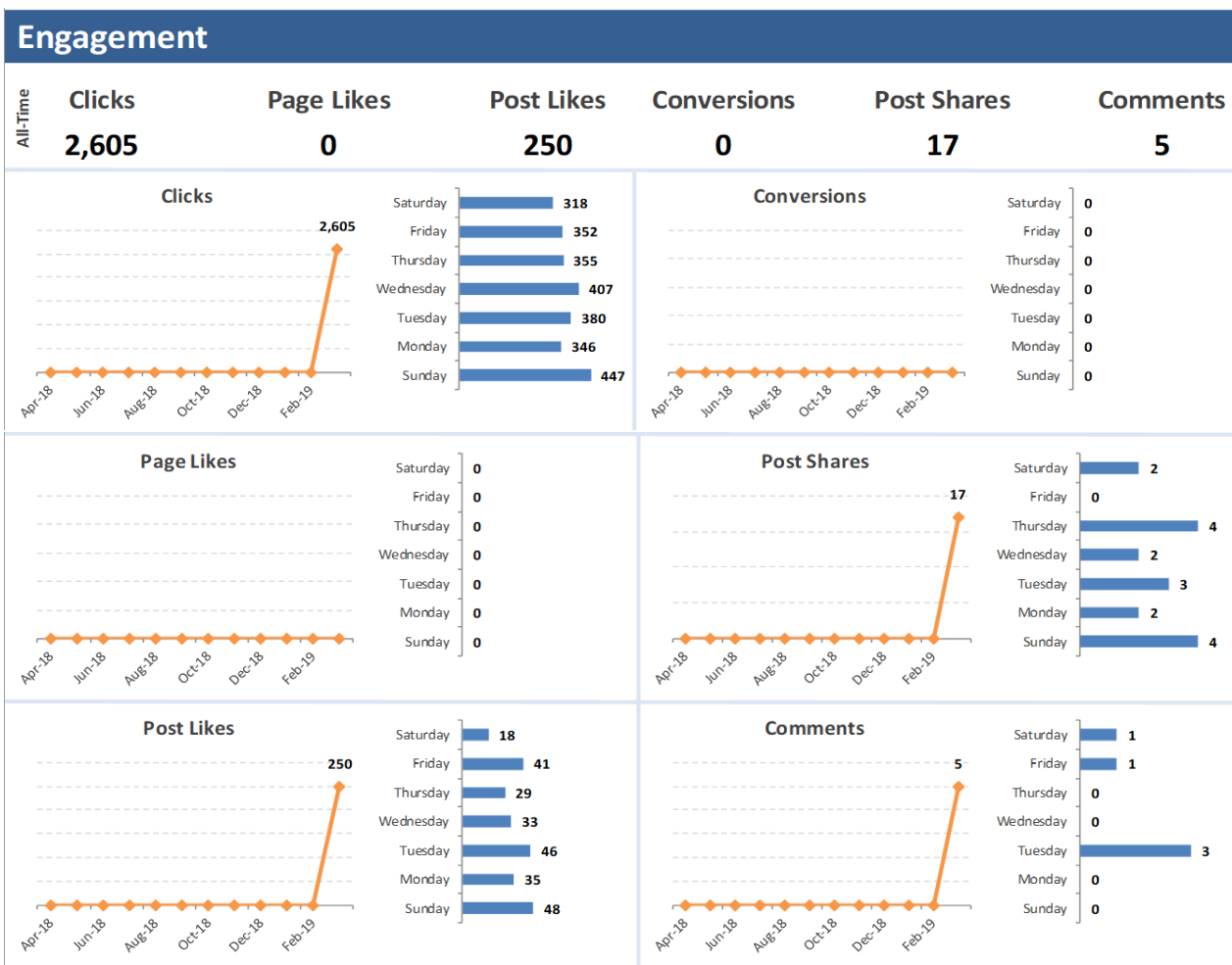
Ad Set Targeting Type



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 March 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	Mar 06, 2019	Apr 01, 2019	\$2,125.00	\$2,125.00	389,862	\$5.45	569	 

Conversion Location Performance

College Campus Conversion Location	Conversions Clickthrough	Visits	Conversions Viewthrough	Visit	Conversions Weighted Actions
Starr County Campus142 FM 3167 Rio Grande CityTX78582	1	12		13	
Mid-Valley Campus400 N. BorderWeslacoTX78596	0	34		34	
Nursing & Allied Health Campus1101 E. VermontMcAllenTX78503	0	130		130	
Pecan Campus3201 W. PecanMcAllenTX78501	0	37		37	
Technology Campus3700 W. Military HwyMcAllenTX78503	0	53		53	

Top Performing locations based on impressions/clicks

Top Location Performance	Performance Impressions	Performance Clicks
Mission High School1802 Cleo DawsonMissionTX78572	40886	48
Memorial High School101 E. Hackberry Ave.McAllenTX78501	40303	59
UTRGV Continuing Education1800 S. Main St.McAllenTX78503	36244	47
Weslaco High School1005 W Pike BlvdWeslacoTX78596	24341	39
South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburgTX78539	22609	35
Spectrum Call Center3701 N. 23rd St.McAllenTX78501	16236	21
PSJA T-STEM Early College High School714 US-83 BUSPharrTX78577	14365	20
Achieve Early College High School1601 N. 27th St. McAllenTX78501	13684	15
Ticket Master Call Center807 S Jackson RdPharrTX78577	13356	20
Weslaco East High School810 S Pleasantview DrWeslacoTX78596	10671	21
PSJA Early College High School805 W Ridge RdSan JuanTX78589	10620	14
McAllen High School2021 La Vista AveMcAllenTX78501	10138	14
PSJA North Early College High School500 E Nolana LoopPharrTX78577	9236	10
PSJA Memorial Early College High School800 S Alamo RdAlamoTX78516	8567	14
Workforce Solutions3101 US-83 BusMcAllenTX78501	8387	17
Workforce Solutions901 Travis StMissionTX78572	7967	11
Robert Vela High School801 E Canton RdEdinburgTX78539	7188	6
Donna High SchoolEast, 2301 Wood AveDonnaTX78537	6927	10
Workforce Solutions2719 W. University DrEdinburgTX78539	6530	6
Edinburg North High School3101 N Closner BlvdEdinburgTX78541	6118	9
Nikki Rowe High School2101 N. Ware Rd.McAllenTX78501	4917	5

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