

Monthly Report

December 2018

Presented by

Alejandra Navarro

Director of Communications

Alejandra.Navarro@interactcom.com

760.777.2839



interact

South Texas College

**Campaign Report
December 2018**

January 18, 2019

Table of Contents

Progress Report3

South Texas Campaign Highlights-December 2018.....7

Campaign Recommendations and Summary9

Campaign Data11

Progress Report

December 2018

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

☐ 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
- 5 Emotional Resonance Focus Groups completed, Nov. 5
 - Additional 6th Focus Group added.

☐ New Brand

- Brand Roll Out #1 on Dec. 6

☐ Creative

- Editorial Calendar presented
- Vocational Nursing ad created
- Articles complete
 - Veterans Day article submitted
 - Allied Health article submitted
 - Cyber Security and sidebar on tips

- Board profile: Gary Gurwitz
- 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)

☐ **Media Campaigns**

- Geofencing campaign, continuing
- 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
- Radio, Nov. 12, 2018 to Jan. 19, 2019
 - 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
- Print: Texas Border Business and Mega Doctor (continuing)
 - Digital ads included for both TBB and Mega Doctor

IN PROGRESS

☐ **Research**

- Media Preferences Research completed in the Fall
 - New data released in the Spring
- Brand Research Report
- Communications Audit
- Student Satisfactory Survey
 - Data analysis in progress

☐ **Creative**

- Monthly articles in progress
 - Bond Article
 - Apprenticeship 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

- Internal Brand Messaging and Strategy Presentation to Board

☐ Creative

- Monthly articles, writing continues
- Revised Brand launch ads.

☐ Media Campaigns

- Gathering media buys for May campaigns

South Texas College Budget

| 1. Brand Development & Research | Budget | August | September | October | November | December | January | Status |
|--|--------------------|-----------------|---------------------|---------------------|---------------------|---------------------|---------------------|------------------|
| Brand Research | \$50,000 | | \$ 50,000.00 | | | | | Complete |
| Community Attitudes Research | \$30,500 | | | \$ 30,500.00 | | | | Complete |
| Emotional Resonance, Test Brand & Message Statements | \$22,500 | | | | \$ 22,500.00 | | | Complete |
| Finalize Brand Messaging & Strategy | \$25,000 | | | | | \$ 25,000.00 | | Complete |
| Two in-person brand rollouts | \$10,000 | | | | | \$ 5,000.00 | | On Target |
| Communications Audit | \$8,500 | | | | | | | On Target |
| Media Preferences Research with 5 Custom Questions | \$3,500 | | | | | \$ 3,500.00 | | 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 | | | | | \$ 15,000.00 | | 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 | | | | | | | Upcoming |
| 3. Planned Implementation of Media Buy | Budget | | | | | | | |
| Marketing Plan | \$550,000 | | | | | | | On Target |
| Out of Home | | | | | | | | |
| Billboards Spring Enrollment | \$36,000 | | | | | | | On Target |
| Billboards Fall Enrollment | \$72,000 | | | | \$ 15,000.00 | \$ 21,000.00 | | On Target |
| Print - News | | | | | | | | |
| Texas Border Business | \$9,702 | | | \$ 882.00 | \$ 882.00 | \$ 882.00 | \$ 882.00 | On Target |
| Mega Doctor | \$9,702 | | | \$ 882.00 | \$ 882.00 | \$ 882.00 | \$ 882.00 | On Target |
| The Monitor (wrap) | \$4,341 | | | | | | HELD | On Hold |
| Digital Media | | | | | | | | |
| PPC/Search Engine Marketing | \$49,500 | | | \$ 4,500.00 | \$ 4,500.00 | \$ 4,500.00 | \$ 4,500.00 | On Target |
| PPC/Search Engine Marketing Competitor | \$13,200 | | | \$ 1,200.00 | \$ 1,200.00 | \$ 1,200.00 | \$ 1,200.00 | On Target |
| YouTube | \$36,600 | | | \$ 3,525.00 | \$ 3,525.00 | \$ 3,525.00 | \$ 3,525.00 | On Target |
| Display: Custom Targeting/Retargeting | \$29,600 | | | \$ 2,600.00 | \$ 2,700.00 | \$ 2,700.00 | \$ 2,700.00 | On Target |
| Social Media: Facebook/Instagram | \$35,600 | | | \$ 3,700.00 | \$ 3,700.00 | \$ 3,700.00 | \$ 3,700.00 | On Target |
| Social Media: Facebook/Instagram Dual Conversion | \$10,000 | | | | | | | Upcoming |
| Social Media: Snapchat | \$4,236 | | | | | \$ 2,118.00 | | On Target |
| Geofence | \$25,500 | | \$ 2,125.00 | \$ 2,125.00 | \$ 2,125.00 | \$ 2,125.00 | \$ 2,125.00 | On Target |
| Television | | | | | | | | |
| Primetime/Daytime | \$84,019 | | | | | \$ 10,907.00 | \$ 13,083.50 | On Target |
| Radio | | | | | | | | |
| Broadcast | \$67,900 | | | | \$ 6,512.00 | \$ 10,641.00 | \$ 3,247.00 | On Target |
| Pandora | \$62,100 | | | | \$ 3,500.00 | \$ 7,500.00 | \$ 3,600.00 | On Target |
| 4. Administrative Fees & Media Buying | Budget | | | | | | | |
| Administrative: Project Management Expenses | \$30,000 | \$2,500 | \$ 2,500.00 | \$ 2,500.00 | \$ 2,500.00 | \$ 2,500.00 | \$ 2,500.00 | On Target |
| Travel Expenses | \$20,000 | | | | | | \$ 2,857.21 | On Target |
| Media Buying Commission | \$55,000 | | \$ 212.50 | \$ 1,978.90 | \$ 4,750.50 | \$ 6,798.10 | \$ 4,109.11 | On Target |
| Scope of Work total: | \$1,010,000 | \$17,500 | \$ 54,837.50 | \$ 54,392.90 | \$ 74,276.50 | \$129,478.10 | \$ 48,910.82 | On Target |

South Texas College Value Added, December 2018

| 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 |
| Creative | Company | Value Added | Estimated Value | |
| | Interact Communications | Radio Wild Reads (12) | \$1,200 | Complete |

South Texas College Campaign Highlights

December 2018

Custom Display Campaign Overview

- Drove 1,563 visits to the website
- Drove over 568,000 impressions
- Average CPM (cost per thousand impressions) is \$4.75
- Completed video views were over 14,000

Custom Display Campaign Benchmark For Google Trends

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

Pay Per Click Campaign (PPC)

- Drove 3,938 visits to the website, Average cost per visit \$1.14
- Drove 293 calls and 264 form submits, Average cost per contact is \$8
- CTR on the text ads above average 13%

Pay Per Click Competitor Campaign (PPC)

- Drove 1050 visits to the website, Average cost per visit \$1.14
- Drove 76 calls, Average cost per contact is \$16
- CTR on the text ads above average 10%

PPC Campaign Benchmark for Google Trends In Education in CA

- 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 Facebook/Instagram Campaign

- Drove 4,999 visits to the website and over 365,000 impressions
- Drove more than 500 engagements (likes, clicks, comments, shares)
- Drove 5,800 completed video views
- Average cost per click just .74 cents

YouTube Campaign English

- Drove more than 62,000 impressions
- Drove more than 29,000 completed video views & 47% completed video view rate
- Average cost per completed view is 8 cents

YouTube Industry Benchmarks

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

YouTube Campaign Spanish

- Drove more than 24,000 impressions
- Drove more than 12,000 completed video views and 49% completed video view rate
- Average cost per completed view is 8 cents

YouTube Industry Benchmarks

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

Geo-fencing Mobile Display Ads Flight Campaign

- Drove 2015 to the website
- More than 1,600,000 impressions
- Average CPM is \$1.25
- More than 200 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

Eight-week flight with 10 billboards starting November 12, 2018, and ending January 4, 2019.

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

Campaign Summary

Custom Display Campaign Summary

This campaign drove a very high amount of traffic to the site, with over 1,500 visits in November and December compared to 1,400 visits to the website in October. The average CPM remained very good— just \$4.75, below the industry average of between \$8-\$12 for this type of campaign. The campaign will continue to optimize over the next two to four months as we determine which targeting tactics are working the best. We also had a very high engagement with video ads, with over 14,000 completed video views.

PPC Campaign Summary

The campaign launched in October beating industry averages right out of the gate. Over the past three months, we've continued to optimize the campaign. From October to December, the cost per click has decreased from \$2.17 to \$1.14 and average the cost per lead has decreased from \$24 to just \$8. During these months, the website activity month over month has increased in calls and form submits, as well as page visits. The top performing keywords in December were general college course, along with branded terms, nursing, welding, cooking and automotive. 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%. A budget increase on PPC could capture more search traffic.

Social Media Campaign Summary

The campaign had its best month in December, with the highest amount of traffic and engagements. It also had a higher rate of completed video views with over 5,800! The campaign continues to optimize and do better month over month. At a glance, our CRM email targeting is not doing well with 6 link clicks for the reporting period, and it has the lowest CTR, with the highest cost per click at \$6.41. Instagram also is performing at a lower rate with 224 clicks (a CTR of 0.38%) and a cost per click of \$2.88. Instagram only ad sets typically run with lower click-through rates because people are not generally willing to get off the platform to visit the website. The platform was initially created to view and enjoy pictures, so we'll see a lot of social engagement (likes) but not necessarily clicks. Instagram is still important as it drives brand awareness.

We recommend running Instagram, not as a single, stand-alone tactic but as an “additional placement” in the Facebook ad platform. Running Instagram as an additional placement in the current audience-based ad sets (e.g. students or adult learners) will allow Facebook to optimize as needed. Facebook will determine in real time what platform is performing best and move budget around as needed.

If we remove those two low performing metrics, the campaign would see an estimated increase of over 500 clicks per ad set on average and bring the overall CTR higher, and the overall cost per click down.

Geofence Summary

The campaign continues to perform strong and beat all metrics. We had a decrease in the average CPM down to just over a \$1 (national average \$5-\$8), so we were able to generate over 1,600,000 impressions and over 2,000 visits to the website from the ads! We had about 20 conversion tracked for on campus walk-on traffic from targeting the geofence locations in December. With high schools and colleges partially closed in December, is not surprising to have low numbers. We expect activity to increase in January.

YouTube Campaign Summary

Both the English and Spanish YouTube campaigns beat industry averages and performed extremely well in December. Both campaigns had a 47/48% completed video view rate for those who were served the video ad, with the industry average being just 15%. The STC average cost per completed video view was just 8 cents on both campaigns, while the industry average is between 10-15 cents. Because YouTube is performing so well, we do recommend adding in several more videos for A/B testing.







Outdoor Advertising, November to January

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.

Campaign Data

Custom Display Data

\$2,125 December 2018

| Campaign Name | From | To | Budget | Spent  | Impressions  | CPM  | Visits  | |
|------------------------------------|--------------|--------------|------------|---|---|---|--|---|
| South Texas College Custom Display | Dec 03, 2018 | Jan 03, 2019 | \$2,700.00 | \$2,700.00 | 568,626 | \$4.75 | 1,563 |   |

| Campaign Name | Impressions | Clicks | Total Spend | eCPM |
|--|-------------|--------|-------------|---------|
| C3712116_southtexascollege_Content Related | 207,667 | 661 | \$628.90 | \$3.02 |
| C3712116_southtexascollege_SEARCH+ENGLISH | 162,263 | 436 | \$628.84 | \$3.88 |
| C3712116_southtexascollege_SEARCH+SPANISH | 161,229 | 418 | \$628.86 | \$3.90 |
| C3712116_southtexascollege_SEARCH+VIDEO | 32,124 | 82 | \$629.20 | \$19.58 |
| C3712116_southtexascollege Website Remarketing | 23,944 | 30 | \$279.70 | \$11.68 |

Video Performance

| Video Ad Name | Impressions | Clicks | Video Events Start | Video Events Complete | Video Events Complete Rate |
|---------------------------|-------------|--------|--------------------|-----------------------|----------------------------|
| Traditional Transfer-.mp4 | 14,266 | 33 | 13,949 | 6,535 | 46.85% |
| General .mp4 | 14,199 | 33 | 13,920 | 6,448 | 46.32% |
| Workforce-English.mp4 | 3,659 | 16 | 3,644 | 1,561 | 42.84% |

Top 20 Keyword Performance by Clicks & Impressions

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

| Campaign Name | Keyword Name | Impressions | Clicks |
|---|---------------------------------------|-------------|--------|
| C3712116_southtexascollege_SEARCH+SPANISH | education_training_optimized_audience | 160,526 | 418 |
| C3712116_southtexascollege_SEARCH+ENGLISH | education_training_optimized_audience | 158,064 | 433 |
| C3712116_southtexascollege_SEARCH+VIDEO | education_training_optimized_audience | 31,462 | 81 |
| C3712116_southtexascollege_SEARCH+ENGLISH | colleges | 1,020 | 1 |
| C3712116_southtexascollege_SEARCH+ENGLISH | brightwood+college | 910 | 1 |
| C3712116_southtexascollege_SEARCH+ENGLISH | online+college+courses | 569 | 1 |
| C3712116_southtexascollege_SEARCH+SPANISH | colegios | 469 | 0 |
| C3712116_southtexascollege_SEARCH+VIDEO | online+college+courses | 244 | 0 |
| C3712116_southtexascollege_SEARCH+ENGLISH | college+class | 230 | 0 |
| C3712116_southtexascollege_SEARCH+ENGLISH | brightwood+college | 218 | 0 |
| C3712116_southtexascollege_SEARCH+ENGLISH | rgv+college | 159 | 0 |
| C3712116_southtexascollege_SEARCH+ENGLISH | city+college | 157 | 0 |
| C3712116_southtexascollege_SEARCH+ENGLISH | online+colleges | 141 | 0 |
| C3712116_southtexascollege_SEARCH+ENGLISH | stc | 116 | 0 |
| C3712116_southtexascollege_SEARCH+VIDEO | colleges | 115 | 0 |
| C3712116_southtexascollege_SEARCH+ENGLISH | college+degree | 113 | 0 |
| C3712116_southtexascollege_SEARCH+SPANISH | stc | 99 | 0 |
| C3712116_southtexascollege_SEARCH+VIDEO | brightwood+college | 91 | 0 |
| C3712116_southtexascollege_SEARCH+ENGLISH | online+colleges | 83 | 0 |
| C3712116_southtexascollege_SEARCH+ENGLISH | college+degrees | 79 | 0 |
| C3712116_southtexascollege_SEARCH+ENGLISH | junior+college | 56 | 0 |

Top Domain Performances from Keyword Search Retargeting

| Domain Name | Impressions | Clicks |
|-------------------------------------|-------------|--------|
| https://www.foxnews.com | 13,549 | 3 |
| Musi Apple App | 12,167 | 23 |
| com.enflick.android.textnow | 10,728 | 25 |
| Color By Number Apple App | 10,474 | 21 |
| com.enflick.android.textnow | 10,426 | 19 |
| com.pixel.art.coloring.color.number | 10,320 | 13 |
| com.pixel.art.coloring.color.number | 10,143 | 20 |
| com.metropcs.metrozone | 5,623 | 9 |
| Happy Color Apple App | 5,171 | 12 |
| com.ohmgames.chambouletout | 4,991 | 11 |
| https://www.cbsnews.com | 3,837 | 14 |
| com.lenovo.anyshare.gps | 3,741 | 3 |
| com.outfit7.mytalkingtom2 | 3,229 | 13 |
| com.niksantech.firedots3d | 3,021 | 6 |
| Wordscapes Apple App | 3,012 | 13 |
| com.peoplefun.wordcross | 2,827 | 4 |
| com.peoplefun.wordstacks | 2,799 | 11 |

Pay Per Click/SEM Data

\$4,500 December 2018

| Online Marketing Initiatives 2018 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 |
| TOTALS: | \$13,500.00 | 43,374 | 67,041 | 9,290 | 13.86 | \$1.45 | 625 | 460 | 1,085 | 3,722 | 1.6 | \$12.44 |
| | | | | (Above Average) | | | | | | | (First Page) | |

Web Event Summary Of Pages Visited

| Page URL Visited | Clicks/Visits |
|---|---------------|
| *Register Now Submitted | 1 |
| *Financial Aid Submitted | 1 |
| *Request More Info Form Submitted | 1 |
| *Degrees Submitted | 1 |
| *Associate Degrees Submitted | 2 |
| *Request A Tour | 2 |
| *About/Locations Submitted | 2 |
| *Contact Us | 2 |
| *Current Student Admissions | 2 |
| *New Student Admissions | 3 |
| *Certificates Submitted | 3 |
| *Parking Info | 3 |
| *Hybrid Courses | 4 |
| *Apply Now Spring Submitted | 4 |
| *Bach Degrees Submitted | 4 |
| *Contact Us Now Submitted | 4 |
| *Dual Credit | 5 |
| *Enroll now/Apply now Submitted | 5 |
| *Enrollment Management Submitted | 6 |
| *Programs & Majors Submitted | 6 |
| *How To Apply Financial Aid | 6 |
| *Admissions | 7 |
| *Get Started Online Programs | 13 |
| *Student Services Hours | 15 |
| *Tuition & Fees | 17 |
| *Financial Aid | 17 |
| *Academics Submitted | 19 |
| *Course Schedule Submitted | 19 |
| *Catalog | 20 |
| *About/Locations | 30 |
| *Register in JagNet - Clicked | 32 |
| *Request More Info Form | 33 |
| *Future Students | 37 |
| *Course Schedule | 52 |
| *Associate Degrees | 63 |
| *Certificates | 65 |
| *Degrees | 67 |
| *Enrollment Management | 90 |
| *Bach Degrees | 94 |
| *Register Now | 97 |
| *Start Now - Apply Texas Button Clicked | 105 |
| *Request info Submitted | 111 |
| *Contact Us Now | 114 |
| *Apply Now Spring | 152 |
| *Enroll now/Apply now | 165 |
| *Programs & Majors | 184 |
| *Academics | 301 |

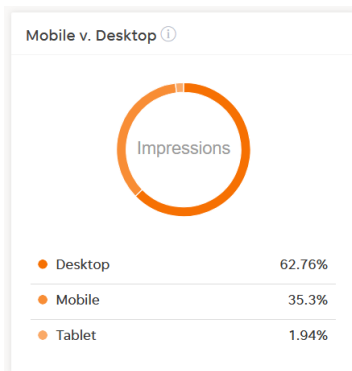
Top 25 Performing Keywords

| 25 PERFORMING KEYWORDS |
|------------------------------------|
| south tx college |
| community college |
| south texas college admissions |
| apply south texas college |
| South Texas College programs |
| colleges course |
| college classes |
| colleges degrees |
| emt classes |
| South Texas College courses |
| welding classes |
| bachelor degree |
| radiologic technology classes |
| culinary arts courses |
| lvn to rn programs |
| continuing education college |
| nursing associate of science |
| Diesel Technology classes |
| welding college class |
| culinary arts college class |
| respiratory therapy class |
| south texas college online courses |
| colleges courses |
| teaching course |
| automotive technology course |

Text Ad Group Performance (Google Only)

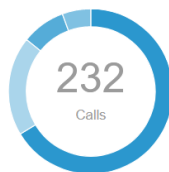
| Ad Group Name | Text Ad | Impressions | Visits | CTR | Avg Position | Wp Name |
|---------------------------|--|-------------|--------|-------|--------------|-------------------|
| Community College | The Valley's Affordable ChoiceSave Thousands By Starting Your College Career With South Texas College. | 5,429 | 1,446 | 26.63 | 1.8 | Google |
| Community College | The Valley's Affordable ChoiceSave Thousands By Starting Your College Career With South Texas College. | 6,236 | 426 | 6.83 | 1.9 | Yahoo Bing Search |
| Community College | South Texas CollegeBegin Your College Career With The Valley's Most Affordable College. | 1,850 | 418 | 22.59 | 2.3 | Google |
| Community College | South Texas CollegeBegin Your College Career With The Valley's Most Affordable College. | 7,078 | 416 | 5.88 | 2.0 | Yahoo Bing Search |
| Community College | South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available. | 646 | 147 | 22.76 | 1.9 | Google |
| Nursing and Allied Health | Get Your Degree With STCIt's Never Too Late to Start Your Nursing Career. Visit Online for More Info. | 991 | 89 | 8.98 | 3.4 | Google |
| Business and Technology | South Texas CollegeSTC's Business & Technology Courses Has the Right Program For You. Apply Today. | 597 | 87 | 14.57 | 3.1 | Google |
| Community College | South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available. | 1,138 | 68 | 5.98 | 2.1 | Yahoo Bing Search |
| Bachelor Programs | Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs. | 125 | 34 | 27.20 | 3.0 | Google |
| Nursing and Allied Health | STC Nursing DegreesThe Most Affordable Nursing Degree In The Valley. Begin Your Application Now. | 148 | 24 | 16.22 | 2.7 | Google |

Mobile Vs. Desktop Traffic



Average Call Length

Average Call Length



| | |
|----------------|--------|
| 2min or more | 66.38% |
| 1min to 2min | 8.62% |
| 30secs to 1min | 5.60% |
| 30secs or less | 19.40% |

Pay Per Click Competitor/SEM Data

\$1,200 December 2018

Online Marketing Initiatives 2018
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 | 9691 | 100.00 | \$0.12 | 76 | 8 | 84 | 206 | 1.7 | \$14.29 |
| TOTALS: | \$3,600.00 | 43,374 | 18,479 | 10,931 | 59.15 | \$0.33 | 236 | 29 | 265 | 690 | 1.4 | \$13.58 |
| | | | | | (Above Average) | | | | | | (First Page) | |

Web Event Summary Of Pages Visited

| Page URL Visited | Clicks/Visits |
|----------------------------------|---------------|
| *Academics Submitted | 1 |
| *Dual Credit | 1 |
| *About/Locations Submitted | 1 |
| *Enrollment Management Submitted | 1 |
| *Enroll now/Apply now Submitted | 1 |
| *Dual Credit Contact Us | 1 |
| *Programs & Majors Submitted | 1 |
| *Student Services Hours | 1 |
| *Tuition & Fees | 2 |
| *Associate Degrees Submitted | 2 |
| *Contact Us | 2 |
| *Catalog | 2 |
| *Financial Aid | 3 |
| *Request info Submitted | 3 |
| *Request More Info Form | 3 |
| *Get Started Online Programs | 3 |
| *Future Students | 4 |
| *Contact Us Now | 6 |
| *Degrees | 6 |
| *Certificates | 6 |
| *About/Locations | 6 |
| *Bach Degrees | 6 |
| *Course Schedule | 7 |
| *Associate Degrees | 9 |
| *Programs & Majors | 13 |
| *Register Now | 17 |
| *Enrollment Management | 20 |
| *Apply Now Spring | 22 |
| *Enroll now/Apply now | 25 |
| *Academics | 31 |

Top 25 Performing Keywords

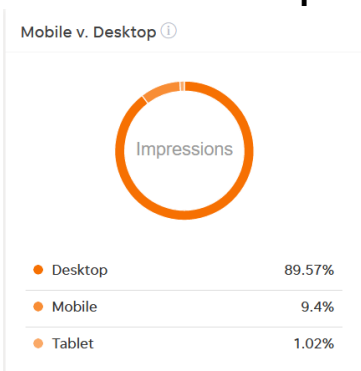
25 PERFORMING KEYWORDS

| |
|---|
| texas state technical college |
| UTRGV college |
| TSTC college Waco |
| South Texas Vocational Technical Institute |
| TSC college Brownsville |
| Brightwood College McAllen |
| The University of Texas Pan American |
| RGV College |
| Rio Grande Valley College Pharr |
| texas state technical college Waco |
| RGV College Pharr |
| Texas Southmost College Brownsville |
| South Texas Vocational Technical Institute McAllen |
| The University of Texas Pan American Edinburg |
| Brightwood College Brownsville |
| South Texas Vocational Technical Institute San Antonio |
| Brightwood College Dallas |
| Brightwood College |
| Southern Careers Institute Corpus Christi |
| South Texas Vocational Technical Institute Brownsville |
| Valley Grande Institute for Academic Studies |
| South Texas Vocational Technical Institute Corpus Christi |
| Brightwood College El Paso |
| CHCP college |
| Southern Careers Institute |

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. | 588 | 39 | 6.63 | 2.5 | Google |
| Primary Ad Group | South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today. | 174 | 16 | 9.20 | 3.1 | Google |
| Primary Ad Group | Start Your Future Today.Get Started At STC, The Valley's Most Affordable College. Flexible Schedules. | 43 | 10 | 23.26 | 1.7 | Google |
| Primary Ad Group | South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future. | 19 | 5 | 26.32 | 3.2 | Google |
| Primary Ad Group | South Texas CollegeThe Valley's Most Affordable College. Visit Our Website For Degrees & Programs. | 133 | 4 | 3.01 | 3.1 | Google |
| Primary Ad Group | South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost. | 39 | 2 | 5.13 | 2.8 | Google |

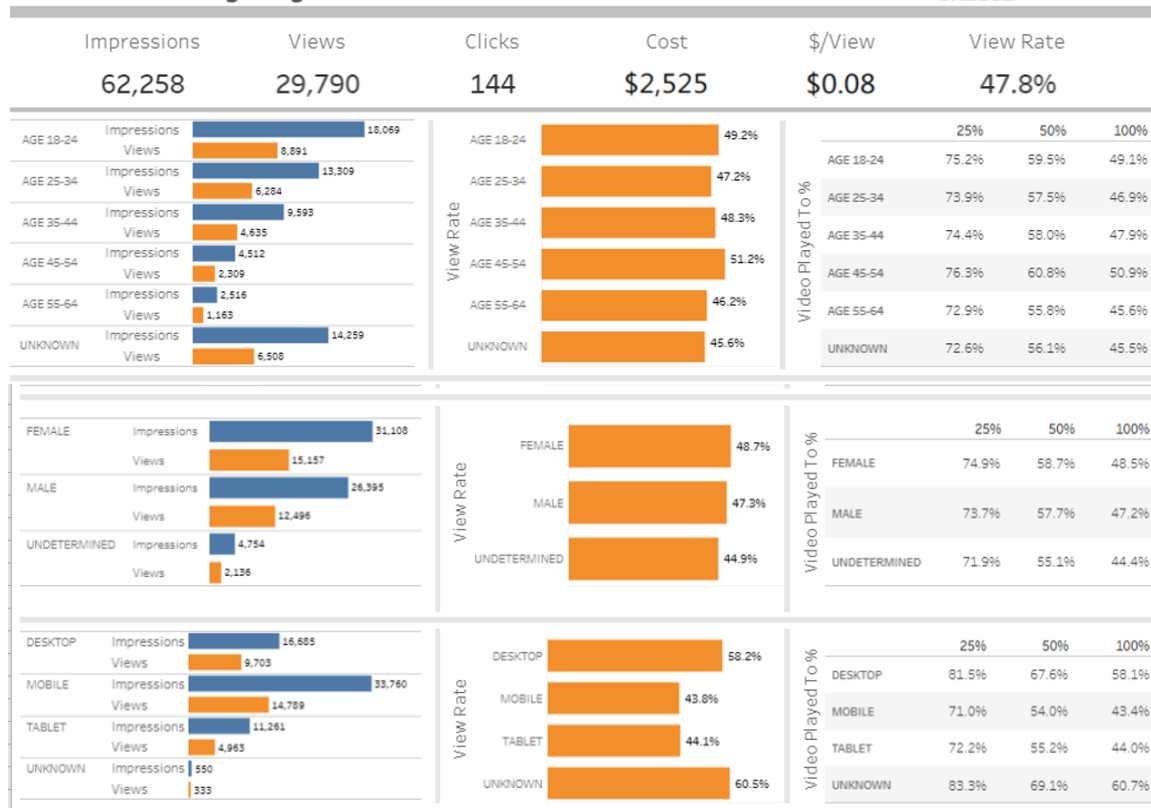
Mobile Vs. Desktop Traffic



YouTube Data — English

\$2,525 December 2018

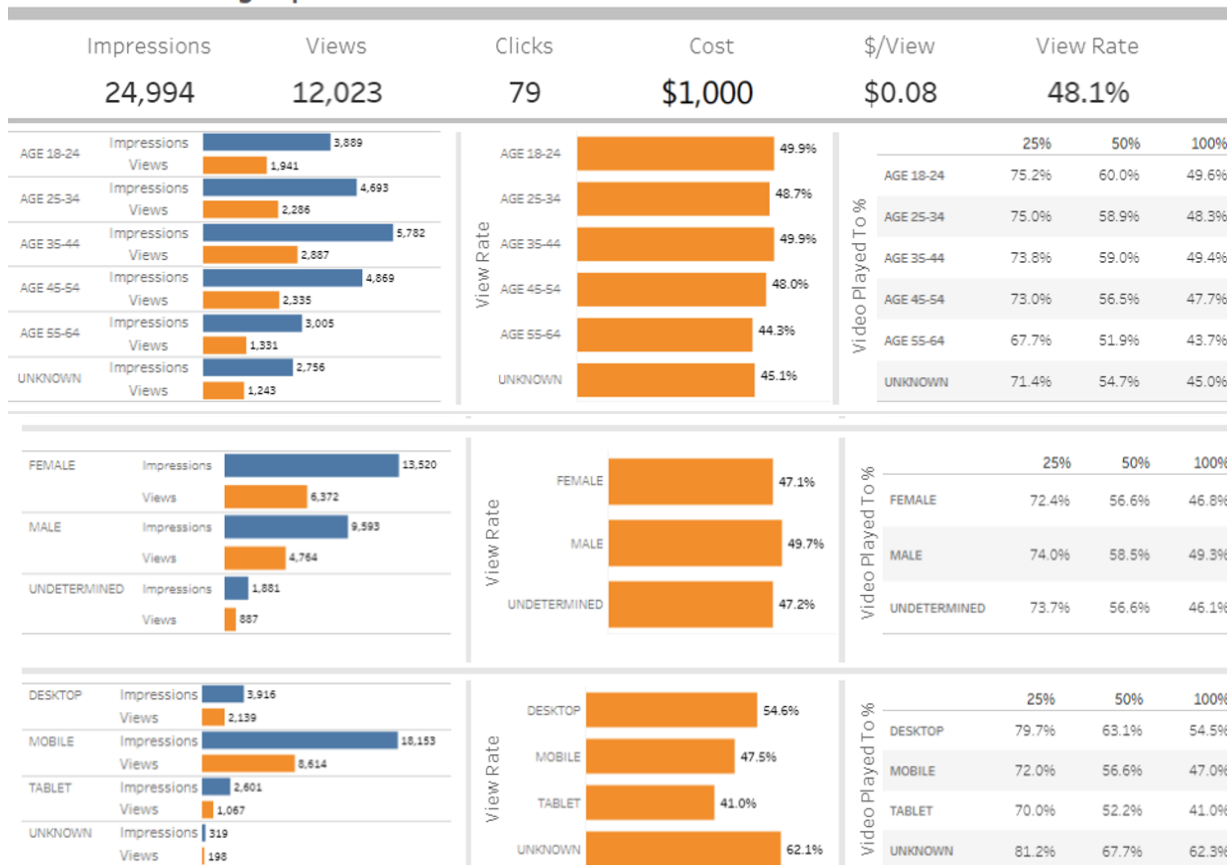
South Texas College English YouTube



YouTube Data — Spanish

\$1,000 December 2018

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% |

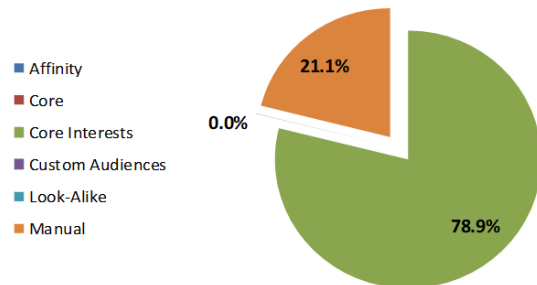
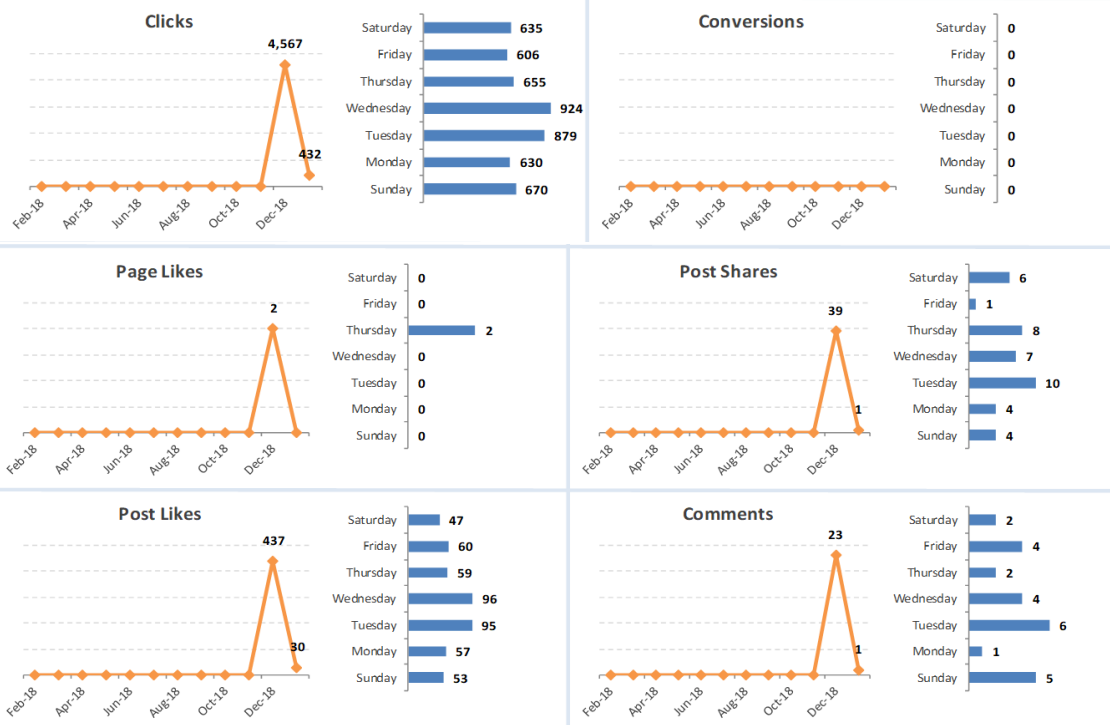
Custom Social Media Facebook/Instagram Campaign

\$3,700 December 2018

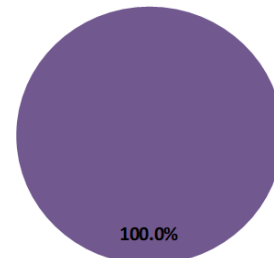
| Campaign Name | From | To | Budget | Spent | Impressions | Visits |
|--|--------------|--------------|------------|------------|-------------|--------|
| South Texas College Custom Facebook/IG | Dec 04, 2018 | Jan 02, 2019 | \$3,700.00 | \$3,700.00 | 365,218 | 4,786 |

Engagement

| All-Time | Clicks | Page Likes | Post Likes | Conversions | Post Shares | Comments |
|----------|--------|------------|------------|-------------|-------------|----------|
| | 4,999 | 2 | 467 | 0 | 40 | 24 |



- 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 December 2018 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

| College Campus Conversions | Conversions Clickthrough Visits | Conversions Viewthrough Visits | Conversions Weighted Actions |
|---|---------------------------------|--------------------------------|------------------------------|
| Mid-Valley Campus400 N. BorderWeslacoTX78596 | 1 | 49 | 50 |
| Pecan Campus3201 W. PecanMcallenTX78501 | 1 | 94 | 95 |
| Technology Campus3700 W. Military HwyMcAllenTX78503 | 1 | 65 | 66 |
| Nursing & Allied Health Campus1101 E. VermontMcAllenTX78503 | 0 | 50 | 50 |
| Starr County Campus142 FM 3167 Rio Grande CityTX78582 | 0 | 9 | 9 |

Top Performing locations based on impressions/clicks

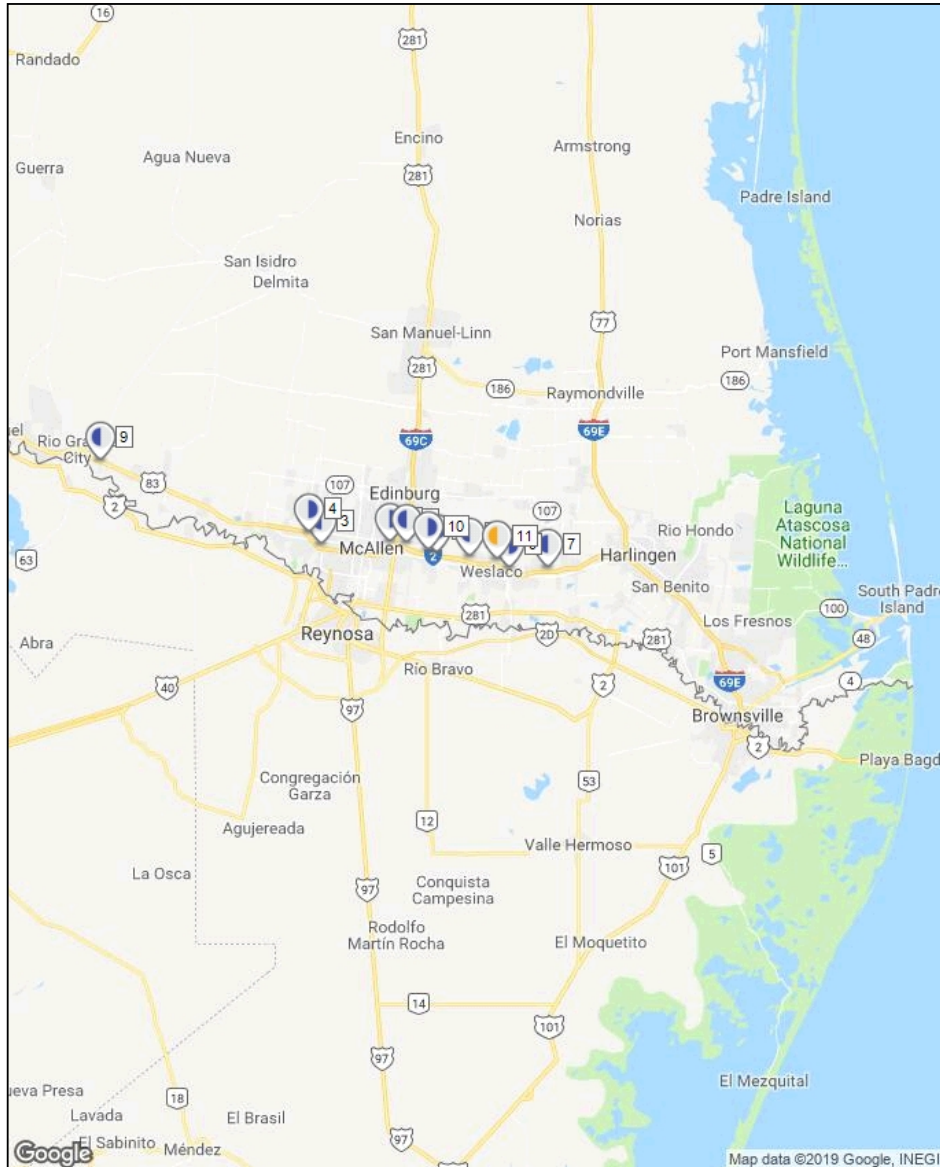
| Top Location Performance | Impressions | Clicks |
|--|-------------|--------|
| Weslaco High School1005 W Pike BlvdWeslacoTX78596 | 1239 | 3 |
| Mission High School1802 Cleo DawsonMissionTX78572 | 960 | 1 |
| Achieve Early College High School1601 N. 27th St. McAllenTX78501 | 905 | 1 |
| South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburgTX78539 | 898 | 0 |
| UTRGV Continuing Education1800 S. Main St.McallenTX78503 | 836 | 0 |
| PSJA Memorial Early College High School800 S Alamo RdAlamoTX78516 | 708 | 1 |
| PSJA T-STEM Early College High School714 US-83 BUSPharrTX78577 | 652 | 2 |
| Ticket Master Call Center807 S Jackson RdPharrTX78577 | 613 | 0 |
| PSJA Early College High School805 W Ridge RdSan JuanTX78589 | 560 | 1 |
| Workforce Solutions3101 US-83 BusMcallenTX78501 | 558 | 1 |
| Weslaco East High School810 S Pleasantview DrWeslacoTX78596 | 549 | 2 |
| McAllen High School2021 La Vista AveMcAllenTX78501 | 497 | 2 |
| Memorial High School101 E. Hackberry Ave.McAllenTX78501 | 468 | 0 |
| PSJA North Early College High School500 E Nolana LoopPharrTX78577 | 438 | 0 |
| Donna High SchoolEast, 2301 Wood AveDonnaTX78537 | 389 | 1 |
| Edinburg North High School3101 N Closner BlvdEdinburgTX78541 | 377 | 0 |
| Spectrum Call Center3701 N. 23rd St.McallenTX78501 | 349 | 1 |
| Palmview High School3901 N. La Homa Rd.PalmviewTX78574 | 317 | 2 |
| Workforce Solutions2719 W. University DrEdinburgTX78539 | 315 | 0 |
| Robert Vela High School801 E Canton RdEdinburgTX78539 | 309 | 0 |

Top Performing Apps Based on Impressions/Clicks

| Top Domain Performance | Impressions | Clicks |
|-------------------------------------|-------------|--------|
| mobi.ifunny | 2661 | 4 |
| Musi Apple | 2592 | 3 |
| iFunny Apple | 1889 | 3 |
| com.enflick.android.textnow | 1152 | 4 |
| com.pixel.art.coloring.color.number | 751 | 2 |
| Happy Color Apple | 472 | 0 |
| Wordscapes Apple | 430 | 0 |
| com.apalon.myclockfree | 332 | 0 |
| com.peoplefun.wordcross | 315 | 0 |
| com.etermax.preguntados.lite | 183 | 0 |
| com.talkatone.android | 163 | 0 |
| Sudoku Apple | 154 | 0 |
| Text Free Apple | 139 | 0 |
| com.europosit.pixelcoloring | 129 | 1 |
| Text Now Apple | 125 | 1 |
| droom.sleepifucan | 115 | 0 |
| Jigsaw Puzzle Apple | 112 | 0 |
| Whisper Apple | 109 | 0 |
| com.weather.weather | 104 | 0 |
| ru.flysoft.ifunny | 101 | 0 |

Outdoor Advertising


South Texas College



South Texas College

| Map Icon | Label | Panel# | TAB ID | Media/Style | Facing | H x W | *Weekly Impressions | Illum. |
|--|-------|--------|----------|--------------------------------|--------|-----------------|---------------------|--------|
| | 1 | 30034 | 30849461 | Permanent Bulletin / Regular | West | 14' 0" x 48' 0" | 402831 | YES |
| Location: Expressway US 83, 0.7 mi. E/O Tower Road SS Alamo, TX Current Advertiser: SOUTH TEXAS COLLEGE | | | | | | | | |
| | 2 | 30049 | 30849348 | Permanent Bulletin / Regular | East | 14' 0" x 48' 0" | 308947 | YES |
| Location: Exp. 83, 0.4mi. E/O FM-493 (Salinas Blvd) Donna, TX Current Advertiser: SOUTH TEXAS COLLEGE | | | | | | | | |
| | 3 | 47941 | 476435 | Permanent Bulletin / PanelFree | East | 14' 0" x 48' 0" | 198100 | YES |
| Location: SS EXP 83 550' W/O CONWAY,MISSION Current Advertiser: SOUTH TEXAS COLLEGE | | | | | | | | |
| | 4 | 48413 | 476607 | Permanent Bulletin / PanelFree | West | 10' 0" x 40' 0" | 212283 | YES |
| Location: SS EXP 83 250' E/O MOOREFIELD DR, MIS Current Advertiser: SOUTH TEXAS COLLEGE | | | | | | | | |
| | 5 | 48446 | 476635 | Permanent Bulletin / Regular | West | 10' 6" x 36' 0" | 342393 | YES |
| Location: NS EXP 83 50' E/O SUGAR RD LHR PHR Current Advertiser: SOUTH TEXAS COLLEGE | | | | | | | | |
| | 6 | 48506 | 476682 | Permanent Bulletin / PanelFree | East | 10' 0" x 40' 0" | 321579 | YES |
| Location: SS EXP 83 1233'E/O I RD LHR SNJ Current Advertiser: SOUTH TEXAS COLLEGE | | | | | | | | |
| | 7 | 48547 | 572195 | Permanent Bulletin / PanelFree | East | 14' 0" x 48' 0" | 161230 | YES |
| Location: SS EXP 83 100' E/O MILE 2E RD, MERCEDES Current Advertiser: SOUTH TEXAS COLLEGE | | | | | | | | |
| | 8 | 48557 | 620657 | Permanent Bulletin / PanelFree | West | 14' 0" x 48' 0" | 358996 | YES |
| Location: SS EXP 930' E/O FM 1015, WES Current Advertiser: SOUTH TEXAS COLLEGE | | | | | | | | |
| | 9 | 48590 | 30448045 | Permanent Bulletin / Regular | East | 10' 0" x 40' 0" | 57437 | YES |
| Location: SS EXP 83 50' E/O REYNALDO GOMEZ,RGC Current Advertiser: SOUTH TEXAS COLLEGE | | | | | | | | |

*Impression values based on: 18+

| Map Icon | Label | Panel# | TAB ID | Media/Style | Facing | H x W | *Weekly Impressions | Illum. |
|---|-------|--------|----------|--------------------------------|--------|-----------------|---------------------|--------|
|  | 10 | 48608 | 30497096 | Permanent Bulletin / PanelFree | West | 10' 0" x 40' 0" | 290430 | YES |

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

Current Advertiser: SOUTH TEXAS COLLEGE

