

# Campaign Report

November 2018

Presented by

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**interact**

## **South Texas College**

**Campaign Report  
November 2018**

December 6, 2018

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## Progress Report

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 12<sup>th</sup> focus group added
- Phone Survey completed
- 5 Emotional Resonance Focus Groups completed, Nov. 5
  - Additional 6<sup>th</sup> Focus Group added.

#### ☐ Creative

- Editorial Calendar presented
- Vocational Nursing ad created
- Articles
  - Veterans Day article submitted
  - Allied Health article submitted
- Radio Ads
  - Four 30-second ads, including one in Spanish
  - Wild Reads created
- Editorial Calendar finalized

☐ **Media Campaigns**

- Geofencing campaign
- Snapchat filter campaign for December 1
- Social campaigns for fall enrollment: YouTube, Facebook, Instagram & Retargeting
- Print: Texas Border Business and Mega Doctor (continuing)
  - Digital ads included for both TBB and Mega Doctor

**IN PROGRESS**

☐ **Research**

- Media Preferences Research
- Student Satisfactory Survey
  - Data analysis in progress

☐ **Creative**

- Monthly articles in progress
  - Cyber Security
  - Bond Article
  - Apprenticeship article
  - Student profile: Victoria Quintanilla
  - Board profile: Gary Gurwitz
- Newspaper wrap on bond success in progress for January

☐ **Media Campaigns**

- Print: Texas Business and Mega Doctors (December)
- Geofencing campaign continues
- Social campaigns for spring enrollment: YouTube, Facebook, Instagram & Retargeting
- Outdoor media, began in November

**UPCOMING**

☐ **Research**

- Internal Brand Messaging and Strategy Presentation, Dec. 6
- Communications Audit

☐ **Creative**

- Monthly articles, writing continues

☐ **Media Campaigns**

- Outdoor, runs through December
- Radio, begins in December and runs through January
- Television in December

## South Texas College Budget

1. Brand Development & Research		Budget	August	September	October	November	December	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						On Target
Two in-person brand rollouts		\$10,000						On Target
Communications Audit		\$8,500						Upcoming
Media Preferences Research with 5 Custom Questions		\$3,500						Upcoming
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						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						
<b>Out of Home</b>								
Billboards Spring Enrollment		\$36,000						On Target
Billboards Fall Enrollment		\$72,000						Upcoming
<b>Print - News</b>								
Texas Border Business		\$9,702						On Target
Mega Doctor		\$9,702						Upcoming
The Monitor (wrap)		\$4,341						
<b>Digital Media</b>								On Target
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		\$3,900	\$3,900	\$3,900	\$3,900	On Target
Display: Custom Targeting/Retargeting		\$29,600		\$2,600	\$2,600	\$2,600	\$2,600	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	On Target
<b>Television</b>								
Primetime/Daytime		\$84,019					\$10,907	Upcoming
<b>Radio</b>								
Broadcast		\$67,900				\$6,512	\$10,641	On Target
Pandora		\$62,100				\$3,500	\$7,500	On Target
4. Administrative Fees & Media Buying		Budget						
Administrative: Project Management Expenses		\$30,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	On Target
Travel Expenses		\$20,000						Upcoming
Media Buying Commission		\$55,000		\$ 212.50	\$ 1,978.90	\$ 4,750.50		On Target
<b>Scope of Work total:</b>		<b>\$1,010,000</b>	<b>\$17,500</b>	<b>\$70,738</b>	<b>\$53,004</b>	<b>\$57,788</b>	<b>\$51,691</b>	<b>On Target</b>

## South Texas College Value Added

Media Buys	Company	Value Added	Estimated Value
	Charter Spectrum	Gala TV Ads	\$2,500.00
	Telemundo	Morning News TV Interview (January 2019)	\$1,500.00
	Telemundo, KWCT/CW, and KNVO Univision	68 TV Ads	\$5,100.00
	La Ley 102.5, Q Rock 94.5, and Mix 107.9	100 Radio Ads	\$3,500.00
	Wild 104	4 live remote call-ins (January 2019)	\$1,500.00
	Texas Border Business/ Mega Doctor	Reduced rate plus digital ads	\$8,300.00
Research	Company	Value Added	Estimated Value
	Interact Communications	Additional Emotional Resonance Group	\$4,500
	Interact Communications	Gift cards for student participants (35)	\$2,700
Creative	Company	Value Added	Estimated Value
	Interact Communications	Radio Wild Reads (12)	\$1,200

## South Texas Campaign Highlights-November 2018

### Custom Display Campaign Overview

- Drove 1,584 visits to the website & Drove over 591,000 impressions
- Average CPM (cost per thousand impressions) is \$4.57
- Completed video views were over 15,000

### 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 3,282 visits to the website, Average cost per visit \$1.37
- Drive 206 calls and 138 form submits, Average cost per contact is \$13
- CTR on the text ads above average 13%

### Pay Per Click Competitor Campaign (PPC)

- Drove 434 visits to the website, Average cost per visit \$1.41
- Drive 94 calls, Average cost per contact is \$11
- CTR on the text ads above average 14%

### PPC Campaign Benchmark for Google Trends In Education in CA

- Average cost per visit for is \$4.53
- Average cost per contact is \$63
- Average CTR on the text ads is 2.20%

### Social Media Facebook/Instagram Campaign

- Drove 4,227 visits to the website and over 394,000 impressions
- Drove more than 450 engagements & 5,100 completed video views
- Average cost per click just .88 cents

### Facebook Industry Benchmarks

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

### YouTube Campaign English

- Drove more than 63,000 impressions
- Drove more than 31,000 completed video views & 50% 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 25,000 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 373 to the website
- More than 253,000 impressions
- Average CPM is \$6
- More than 1,000 walk-ins onto campus from targeted locations

### **Geo-fence Bench Industry Benchmarks**

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

### **Snapchat Geofilter December 1**

- 2,993 swipes (times filters were seen)
- 978 uses (filter used or sent to a friend)
- 68,000 views (filter seen, sent to a friend, or used in a story)



## Campaign Recommendations and Summary

### Custom Display Campaign Summary

This campaign drove a very high amount of traffic to the site, over 1,500 visits in November compared to 1,400 visits to the website in October. The average CPM remained very good, below industry averages at just \$4. The industry average for this type of campaign is between \$8-\$12. The campaign will continue to optimize over the next 2-4 months as we determine which targeting tactics are working the best. We also had a very high engagement with video ads, with an over 50% completed video view rate, and over 15,000 completed video views. The average cost per impression is always higher on video than static ads. The CPM for video is around \$19, while the rest of the CPMs are between \$3-\$4. If STC wants to generate more impressions/visits to the website by just using static ads, since those have a much cheaper CPM, we can do so by removing the video ads. However, we do have a very high engagement on the video ads, so it's something to consider, but not needed.

We also recommend incorporating a brand-new targeting tactic in the display campaign, called dynamic inventory retargeting. This allows a person who visits a program-specific page on the website to automatically be remarketed with banner ads for that specific program only for a 30-day period following the initial visit (and if they click on the banner ad, the cookie will reset itself for another 30-day period to remarket). We have a tool that dynamically creates the banner ad from images and headlines on the website. All we need is a high resolution STC logo and each program URL needs to have a distinct URL with an image on that page (hosted on the website). Then if someone is on that page and they leave your site, the tool dynamically creates a banner ad from text/image on your site and remarkets that person for a 30-day period. This allows for higher conversion, because you are showing more specific ads to someone who has already looked at a particular course or program on your site. It's recommended to add an extra \$1,500 - \$2,500/month for this tactic.

### PPC Campaign Summary

The campaign is performing well and exceeded the first cycle metrics. The average cost per visit was \$2.17 in October, and dropped to \$1.37 in November, well below industry averages (average on Google is over \$4). This is great because it allows us to drive more traffic to the website at a cheaper cost per click. The cost per lead also is exceeding industry averages. The average cost per lead on Google is \$63 for Education. In Oct, we had an average cost per lead of just \$24 and in November it dropped to \$13. The CTR on the text ads remained steady at 13%, with the national average at 2.20%. This campaign ran extremely strong right out of the gate, and we only expect the metrics to continue to do even better as we optimize the campaign over the next 4-6 months. No changes recommended at this time. Campaign is performing outstanding.

### Social Media Campaign Summary

The campaign is performing strong for the second cycle and drove over 4,200 visits to the website, and over 5,100 completed video views (up in November compared to October). We do have some recommendations to help with performance. At a glance, our CRM email targeting is doing the worst with 6 link clicks for the reporting period, and it has the lowest CTR of just .23%, with the highest cost per click at \$6.41. Instagram also is performing at a lower rate (due to the nature of the social network) at 224 clicks and a very low CTR at just

0.38% and a cost per click of \$2.88. We'd like to not run Instagram as a single stand-alone tactic, and we can run Instagram placement options to our other higher performing tactics and 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. The two Workforce/Non-Traditional groups, which target adults, are performing strongest right now.

### **Geofence Summary**

The campaign is continuing to perform strong for its third cycle. We had over 500 conversion tracked for on-campus walk-on traffic from targeting the geofence locations in October, but in November we tracked over 1,000 conversions! The average CPM for this campaign is just \$6, with the national average between \$5-\$8. No recommendations at this point.

### **YouTube Campaign Summary**

Both the English and Spanish YouTube campaigns beat industry averages and performed extremely well in November as well. Both campaigns had a 49/50% completed video view rate for those who were served the video ad, with the industry average being just 15%. The average cost per completed video view was just 8 cents on both campaigns, with the industry average between 10-15 cents. Because YouTube is performing so well, we do recommend adding in several more videos for A/B testing.

## Campaign Data

### Custom Display Data

\$2,700 November 2018

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
<a href="#">South Texas College Custom Display</a>	Nov 01, 2018	Dec 03, 2018	\$2,700.00	\$2,700.00	591,429	\$4.57	1,584	

Campaign Name	Impressions	Clicks	eCPM
Content Targeting	206,433	539	\$3.10
Keyword Search Retargeting English	166,041	484	\$3.84
Keyword Search Retargeting Spanish	165,113	469	\$3.86
Website Remarketing	31,917	49	\$9.04
Keyword Search Retargeting Video	31,559	67	\$19.92

### Top Content Performances

Content Targeting Top Performing Categories	Impressions	Clicks
College Related Content	154,383	493
Parenting Teens	23,106	24
Graduate School	10,195	6
College Life	8,150	4
College Admission	3,925	3
Studying Business	2,344	0
Adult Education	1,857	4
Studying Art History	1,565	4
Scholarships	898	1

### Video Performance

Video Performance	Impressions	Clicks	Video Completion	Video Events Complete Rate
Traditional Transfer-.mp4	14,034	32	6,854	50.09%
General .mp4	13,887	30	6,724	49.75%
Workforce-English.mp4	3,683	6	1,874	52.03%

**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	Top Keyword Performance	Impressions	Clicks
Keyword Search Retargeting Spanish	education_training_optimized_audience	164,405	469
Keyword Search Retargeting English	education_training_optimized_audience	162,979	478
Keyword Search Retargeting English Video	education_training_optimized_audience	30,982	67
Keyword Search Retargeting English	colleges	11	2
Keyword Search Retargeting English	online+college+courses	820	0
Keyword Search Retargeting Spanish	colegios	620	1
Keyword Search Retargeting English Video	online+college+courses	239	0
Keyword Search Retargeting Spanish	stc	231	0
Keyword Search Retargeting English	stc	224	0
Keyword Search Retargeting English	online+colleges	222	2
Keyword Search Retargeting English Video	colleges	138	0
Keyword Search Retargeting English	community+college	136	0
Keyword Search Retargeting English	college+degree	110	1
Keyword Search Retargeting English	career+college	95	0
Keyword Search Retargeting English	college+application	79	0
Keyword Search Retargeting English	college+class	61	0
Keyword Search Retargeting English	online+colleges	57	0
Keyword Search Retargeting English Video	online+colleges	53	0
Keyword Search Retargeting English	college+courses	48	0
Keyword Search Retargeting English	city+college	46	0
Keyword Search Retargeting English Video	stc	45	1

## Top Domain Performances from Keyword Search Retargeting

Top Domain Performance - Keyword Search Retargeting	Impressions	Clicks
Musi Apple App	12,162	14
https://www.foxnews.com	11,850	6
com.peoplefun.wordcross	11,817	18
https://play.howstuffworks.com	9,988	9
Color By Number Apple App	9,157	18
com.pixel.art.coloring.color.number	9,070	21
com.enflick.android.textnow	9,023	27
com.pixel.art.coloring.color.number	8,956	22
com.enflick.android.textnow	8,923	25
com.weather.weather	5,551	6
com.weather.weather Android	5,487	2
com.qisiemoji.inputmethod	4,892	20
com.qisiemoji.inputmethod Android	4,613	16
https://kohls.com	4,601	0
com.metropcs.metrozone	4,566	1
com.metropcs.metrozone Android	4,496	7
iFunny Apple App	4,420	2
Happy Color Apple App	3,752	12
wp.wattpad	2,544	10
com.peoplefun.wordcross	2,512	4

# Pay Per Click/SEM Data

\$4,500 November 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, email 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
TOTALS:	\$9,000.00	43,374	37,545	5,352	14.25	\$1.68	332	196	528	1,740	1.5	\$17.05
					(Above Average)						(First Page)	

Page URL Visited	Clicks/Visits	Page URL Visited	Clicks/Visits
*About/Locations Submitted	1	*Financial Aid	9
*Catalog Submitted	1	*Admissions	10
*Associate Degrees Submitted	1	*Enrollment Management Submitted	12
*Bach Degrees Submitted	1	*Tuition & Fees	13
*Chat Now Submitted	1	*Catalog	17
*Register Now Submitted	1	*Request More Info Form Submitted	20
*Contact Us	1	*Request info Submitted	23
*Get Started Online Programs Submitted	1	*Register in JagNet - Clicked	25
*How To Apply Financial Aid	2	*Course Schedule	28
*Enroll now/Apply now Submitted	2	*Register Now	34
*Chat Now	2	*About/Locations	41
*Parking Info	2	*Certificates	44
*Contact Us Now Submitted	2	*Start Now - Apply Texas Button Clicked	47
*Current Student Admissions	3	*Degrees	48
*Apply Now Spring Submitted	3	*Future Students	49
*Certificates Submitted	3	*Associate Degrees	61
*Dual Credit	5	*Contact Us Now	69
*New Student Admissions	5	*Apply Now Spring	70
*Programs & Majors Submitted	6	*Bach Degrees	79
*Course Schedule Submitted	6	*Enroll now/Apply now	101
*Student Services Hours	8	*Enrollment Management	110
*Get Started Online Programs	9	*Programs & Majors	157
*Academics Submitted	9	*Request More Info Form	163
		*Academics	273

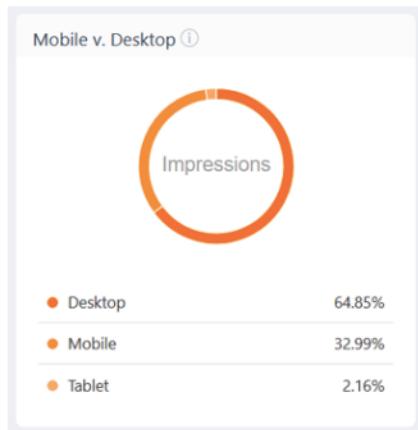
## Top 25 Performing Keywords

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

## Text Ad Group Performance (Google Only)

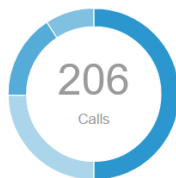
Ad Group Name	Text Ad	Impressions	Visits	CTR	Avg Position	Wp Name
Community College	The Valley's Affordable ChoiceSave Thousands By Starting Your College Career With South Texas College.	4,595	972	21.15	1.6	Google
Community College	The Valley's Affordable ChoiceSave Thousands By Starting Your College Career With South Texas College.	4,050	328	8.10	1.6	Yahoo Bing Search
Community College	South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.	1,201	256	21.32	2.3	Google
Community College	South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.	1,315	124	9.43	2.0	Yahoo Bing Search
Community College	South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.	665	41	6.17	1.9	Yahoo Bing Search
Nursing and Allied Health	Get Your Degree With STCIt's Never Too Late to Start Your Nursing Career. Visit Online for More Info.	393	37	9.41	3.3	Google
Community College	South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.	251	32	12.75	2.2	Google
Bachelor Programs	South Texas CollegeBachelor'sGet Your Bachelor's Degree at The Valley's Most Affordable College. Apply Today.	372	26	6.99	2.6	Yahoo Bing Search
Business and Technology	South Texas CollegeSTC's Business & Technology Courses Has the Right Program For You. Apply Today.	260	26	10.00	3.1	Google
Bachelor Programs	Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs.	91	25	27.47	3.1	Google

## Mobile Vs. Desktop Traffic



## Average Call Length

Average Call Length



2min or more	50.00%
1min to 2min	16.02%
30secs to 1min	9.22%
30secs or less	24.76%

# Pay Per Click Competitor/SEM Data

\$1,200 November 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 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
TOTALS:	\$2,400.00	43,374	8,788	1,240	14.11	\$1.94	160	21	181	484	1.2	\$13.26
					(Above Average)						(First Page)	

## Web Event Summary Of Pages Visited

Page URL Visited	Clicks/Visits
*Admissions	1
*Contact Us	1
*Contact Us Submitted	1
*Enroll now/Apply now Submitted	1
*Request More Info Form Submitted	1
*Get Started Online Programs	1
*Parking Info	1
*Hybrid Courses	1
*Hybrid Courses Submitted	1
*Academics Submitted	1
*Course Schedule Submitted	1
*Dual Credit	1
*Enrollment Management Submitted	2
*Programs & Majors Submitted	2
*How To Apply Financial Aid	3
*About/Locations Submitted	3
*Catalog	4
*Request info Submitted	4
*Financial Aid	4
*Tuition & Fees	5
*About/Locations	9
*Associate Degrees	9
*Certificates	9
*Bach Degrees	10
*Contact Us Now	11
*Degrees	11
*Course Schedule	11
*Register Now	12
*Future Students	16
*Apply Now Spring	17
*Enrollment Management	23
*Enroll now/Apply now	23
*Request More Info Form	26
*Programs & Majors	36
*Academics	60



## Top 25 Performing Keywords

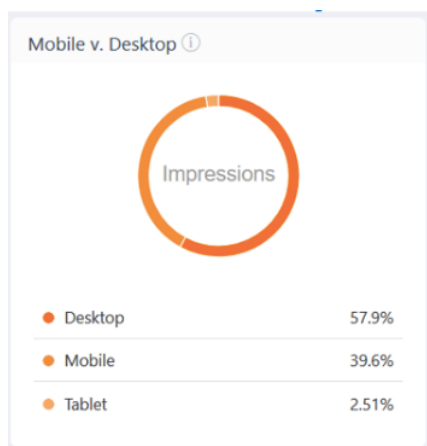
### 25 PERFORMING KEYWORDS

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

## 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.	769	183	23.80	1.4	Yahoo Bing Search
Primary Ad Group	South Texas CollegeChoose The Best Schedule With Day, Night, Weekend, Or Online Classes. Apply Now.	897	97	10.81	2.1	Google
Primary Ad Group	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.	392	41	10.46	2.3	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future.	156	33	21.15	1.3	Yahoo Bing Search
Primary Ad Group	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.	83	19	22.89	1.3	Yahoo Bing Search
Primary Ad Group	Start Your Future Today.Get Started At STC, The Valley's Most Affordable College. Flexible Schedules.	187	17	9.09	1.5	Yahoo Bing Search
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.	109	14	12.84	1.7	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future.	119	12	10.08	1.7	Google
Primary Ad Group	Start Your Future Today.Get Started At STC, The Valley's Most Affordable College. Flexible Schedules.	93	9	9.68	1.7	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.	45	7	15.56	1.2	Yahoo Bing Search

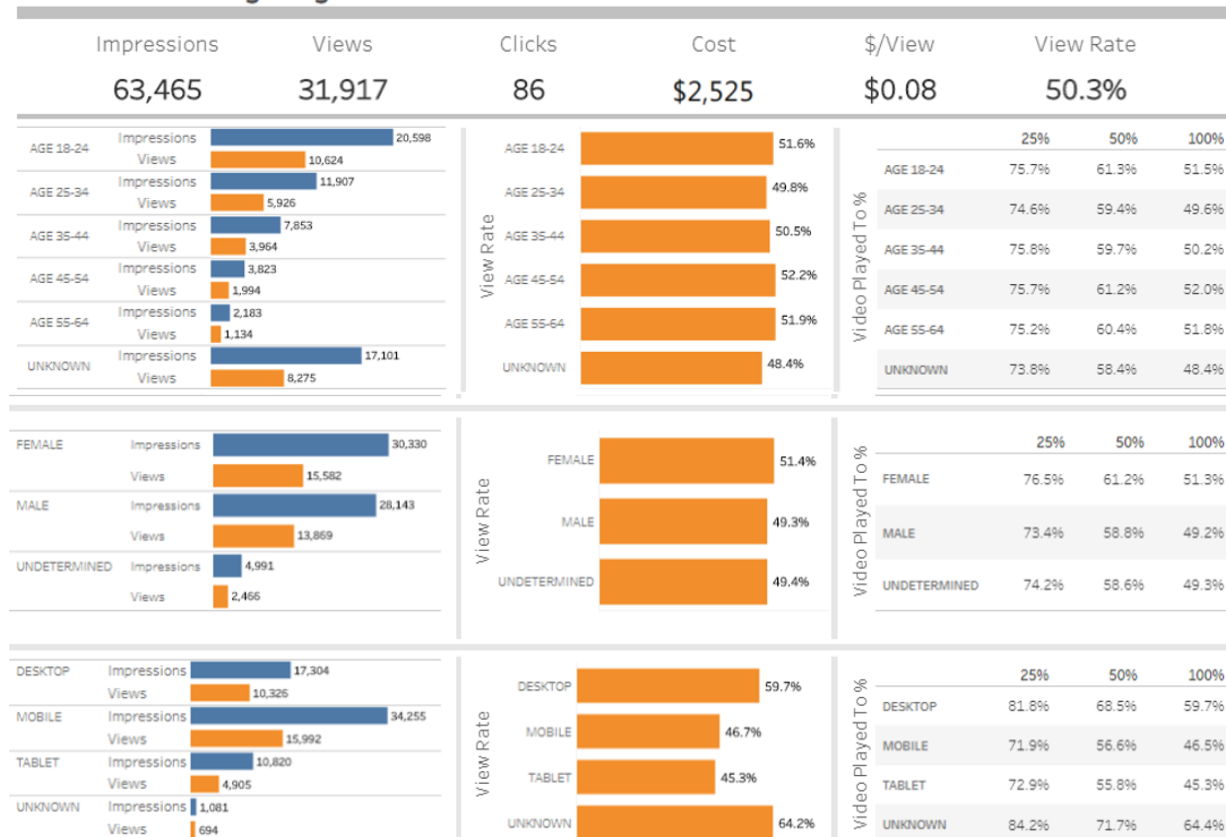
## Mobile Vs. Desktop Traffic



# YouTube Data — English

\$2,525 November 2018

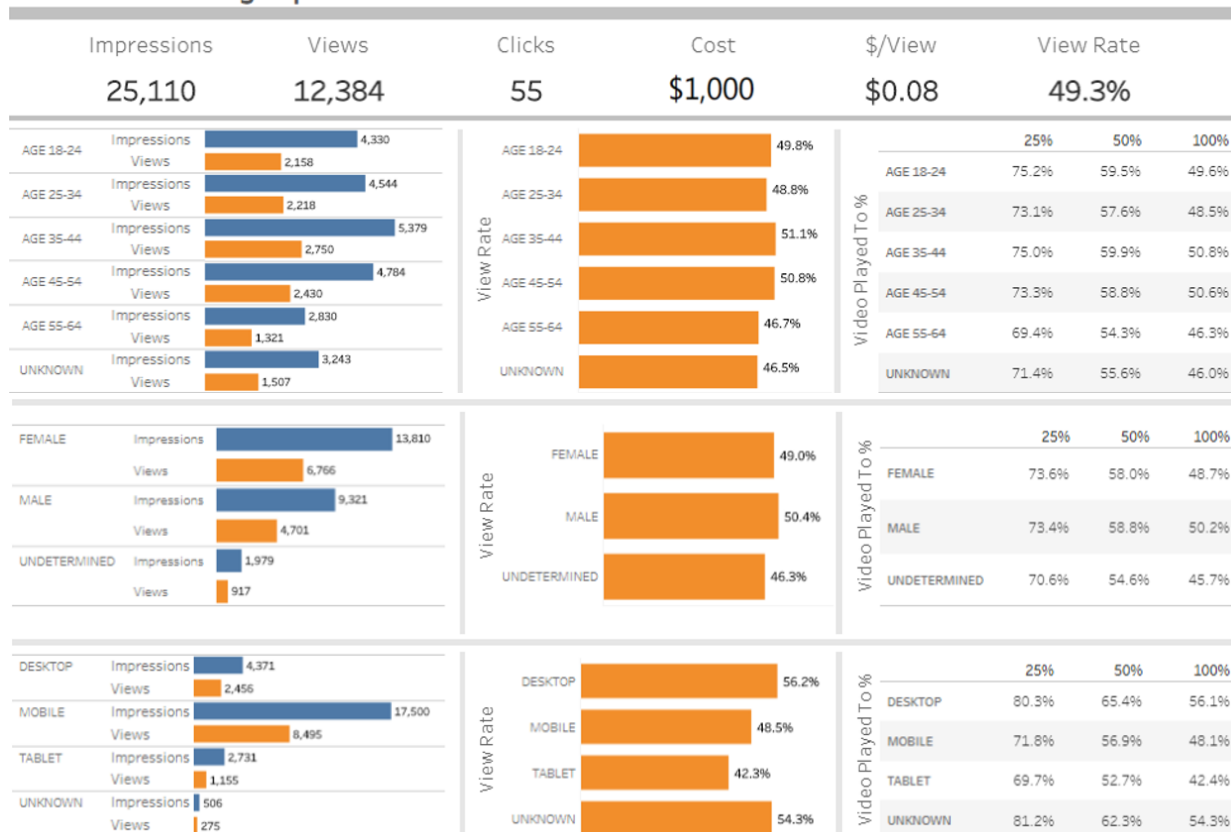
## South Texas College English YouTube



# YouTube Data — Spanish

\$1,000 November 2018

## South Texas College Spanish YouTube



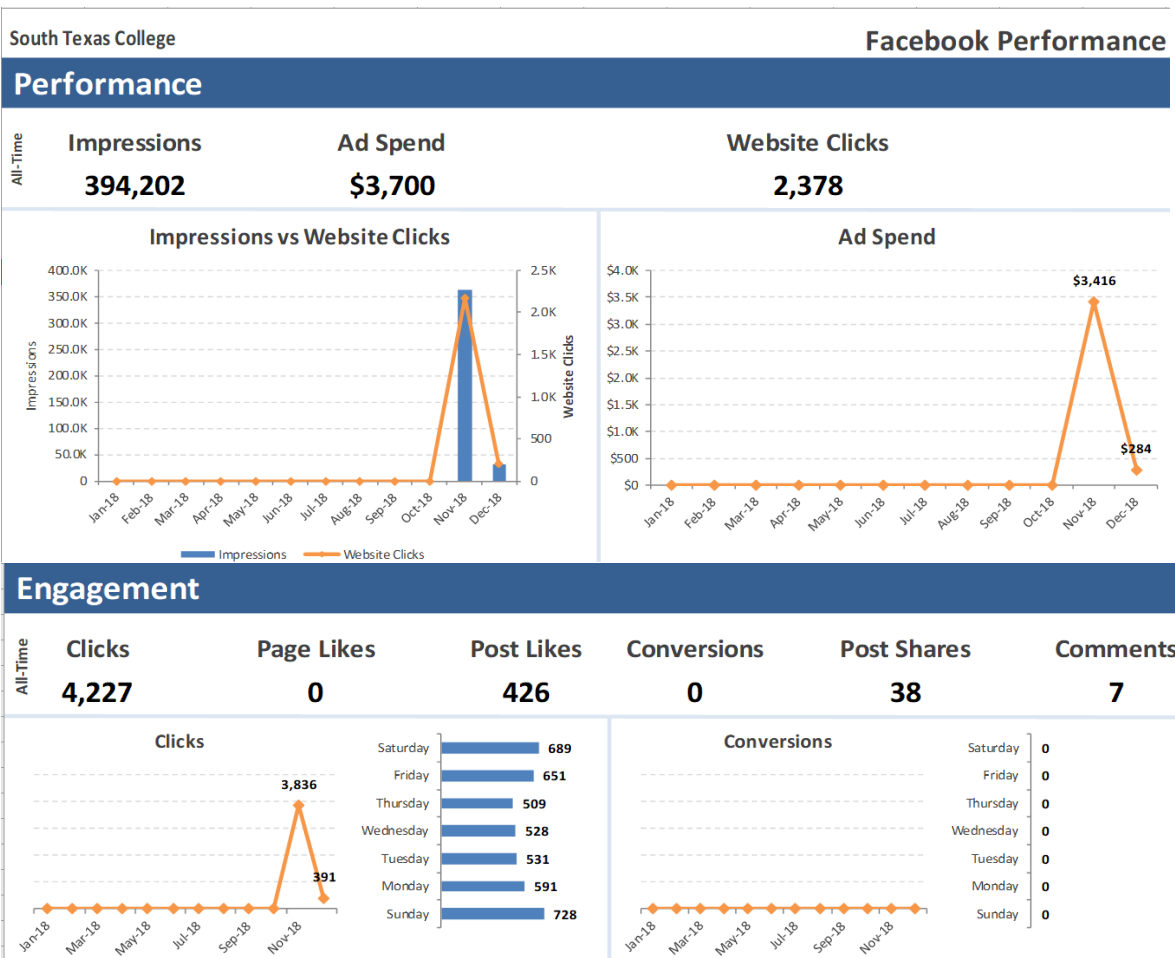
# Snapchat Geofilters

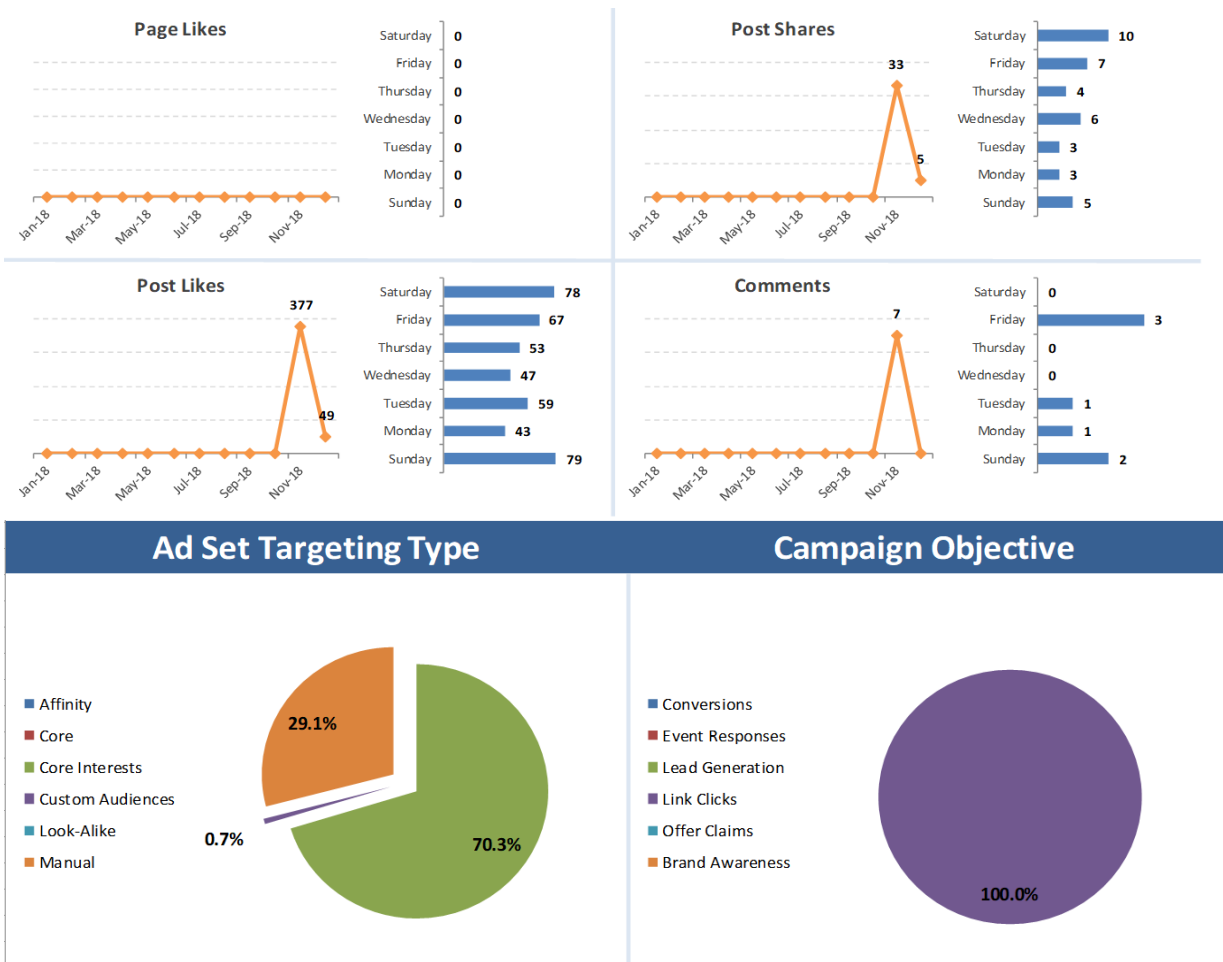
\$2,118 – December 1, 2018

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%
<b>TOTAL</b>	<b>2993</b>	<b>978</b>	<b>68,000</b>	<b>32.63%</b>

# Custom Social Media Facebook/Instagram Campaign

\$3,700 November 2018





## Creative Report\*

\* The social media creative breakdown reports are attached.

# Geo-Fence Display Mobile Ads

\$1,684 of the \$2,125 November 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	Oct 31, 2018	Dec 04, 2018	\$2,125.00	\$1,684.20	253,311	\$6.65	373	

## Top Performing locations based on impressions/clicks

Top Location Performance	Impressions	Clicks	Conversions Clickthrough Visits	Conversions Viewthrough Visits	Conversions Weighted Actions
Edinburg North High School3101 N Closner BlvdEdinburgTX78541	47110	89	0	0	0
Weslaco High School1005 W Pike BlvdWeslacoTX78596	15250	31	0	55	55
Mission High School1802 Cleo DawsonMissionTX78572	11064	16	0	32	32
South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburgTX78539	10632	16	0	7	7
Achieve Early College High School1601 N. 27th St. McAllenTX78501	7932	9	0	71	71
McAllen High School2021 La Vista AveMcAllenTX78501	7536	14	0	57	57
UTRGV Continuing Education1800 S. Main St.McAllenTX78503	7053	7	0	31	31
Ticket Master Call Center807 S Jackson RdPharrTX78577	6113	4	0	15	15
PSIA T-STEM Early College High School714 US-83 BUSPharrTX78577	6100	11	0	11	11
Workforce Solutions3101 US-83 BusMcAllenTX78501	5910	4	0	54	54
PSIA Memorial Early College High School800 S Alamo RdAlamoTX78516	5906	12	1	4	5
Donna High SchoolEast, 2301 Wood AveDonnaTX78537	5846	7	0	12	12
Weslaco East High School810 S Pleasantview DrWeslacoTX78596	5134	11	1	7	8
Memorial High School101 E. Hackberry Ave.McAllenTX78501	4705	5	0	11	11
PSIA North Early College High School500 E Nolana LoopPharrTX78577	4563	3	0	1	1
Robert Vela High School801 E Canton RdEdinburgTX78539	4380	4	0	5	5
Mercedes High School 1200 Florida AveMercedesTX78570	4151	7	0	7	7
PSIA Early College High School805 W Ridge RdSan JuanTX78589	4120	2	0	3	3
Workforce Solutions2719 W. University DrEdinburgTX78539	4070	10	0	6	6
South Texas Academy for Medical Professionals10650 North Expressway 77/83OlmitoTX78575	3752	2	0	1	1
Sharyland High School1216 N. Shary Rd.MissionTX78572	3541	6	0	3	3
Spectrum Call Center3701 N. 23rd St.McAllenTX78501	3401	2	0	8	8
Edinburg North High School3101 N Closner BlvdEdinburgTX78541	3092	7	0	5	5
La Jova High School604 Covote Dr.La Jova TexasTX78560	3040	3	0	5	5

## Top 20 Performing Apps Based on Impressions/Clicks

Top Domain Performance	Performance Impressions	Performance Clicks
Musi Apple App	30105	30
mobi.ifunny	29547	24
iFunny Apple App	18416	14
com.pixel.art.coloring.color.number	12413	15
com.enflick.android.textnow	11814	24
com.metropcs.metrozone	5393	8
com.apalon.myclockfree	4554	5
com.weather.weather	4487	1
com.qisiemoji.inputmethod	4307	14
Happy Color Apple App	3713	7
com.peoplefun.wordcross	3595	1
Wordscapes Apple App	2844	6
Weather Channel Apple App	2222	1
com.talkatone.android	1866	0
com.europosit.pixelcoloring	1748	2
Text Free Apple App	1683	0
Kika Keyboard Apple App	1509	9
com.pinger.textfree	1472	2
Whisper Apple App	1452	1



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