

**interact**

## **South Texas College**

**Campaign Report  
October 2018**

October 19, 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
- Radio Ads
  - Four 30-second ads, including one in Spanish
  - Wild Reads completed

#### ☐ Media Campaigns

- Geofencing campaign began
- Print: Texas Business and Mega Doctor (October)

## IN PROGRESS

### ☐ Research

- Student Satisfactory Survey
- Media Preferences Research

### ☐ Creative

- Editorial Calendar being finalized
- Monthly articles in progress
- Newspaper wrap on bond success in progress

### ☐ Media Campaigns

- Print: Texas Business and Mega Doctors (November)
- Geofencing campaign continues
- Social campaigns for fall enrollment: YouTube, Facebook, Instagram & Retargeting

## UPCOMING

### ☐ Research

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

### ☐ Creative

- Monthly articles

### ☐ Media Campaigns

- Outdoor, November-December
- Radio, November-January
- Television, December

## South Texas Campaign Highlights-October 2018

### Custom Display Campaign Overview

- Drove 1,432 visits to the website & Drove over 591,000 impressions
- Average CPM (cost per thousand impressions) is \$4.40
- Completed video views were over 18,000

### Custom Display Campaign Benchmark For Google Trends

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

### PPC Campaign (Pay Per Click)

- Drove 2,070 visits to the website, Average cost per visit \$2.17
- Drive 126 calls and 58 form submits, Average cost per contact is \$24
- CTR on the text ads above average 15%

### PPC Competitor Campaign (Pay Per Click)

- Drove 434 visits to the website, Average cost per visit \$2.76
- Drive 66 calls, Average cost per contact is \$16.67
- CTR on the text ads above average 13.25%

### 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 4,516 visits to the website and over 382,000 impressions
- Drove more than 3,000 engagements & 5,000 completed video views
- Average cost per click just .81 cents
- Average CTR is .91%

### Facebook Industry Benchmarks

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

### YouTube Campaign English

- Drove more than 79,000 impressions
- Drove more than 39,000 completed video views & 50% 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 is 5-8 cents

### YouTube Campaign Spanish

- Drove more than 30,000 impressions

- Drove more than 15,000 completed video views and 49% 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 is 5-8 cents

#### **Geo-fencing Mobile Display Ads Flight Campaign**

- Drove 544 to the website
- More than 343,000 impressions
- Average CPM is \$6
- More than 500 walk-ins onto campus from targeted locations

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

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

## Campaign Recommendations and Summary

### Custom Display Campaign Summary

This campaign drove a very high amount of traffic to the site, which tells us the targeting tactics are relevant. We drove more than 1,400 visits to the website, and the average CPM remained very good, below industry averages at just \$4, where 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 more than 50% completed video view rate, and over 18,000 completed video views.

We also recommend incorporating a brand new targeting tactic in the display campaign, called dynamic inventory retargeting. What this allows is for a person that 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 afterwards (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/headlines on the website. All we need is a high resolution STC logo from you, and each program URL needs to have a distinct URL for with an image on that page (hosted on the website already). 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 much more specific ads to someone looking at a particular course or program on your site. It's recommended to add an extra \$1,500 - \$2,500 per month for this type of tactic.

### PPC Campaign Summary

The campaign is performing extremely well for its very first cycle. The average cost per was just \$2.17, 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 click. The cost per lead also is exceeding industry averages, where the average cost per lead on Google is \$63 for Education, and we had an average cost per lead of just \$24. The CTR on the text ads was also more than 15%, 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 its first cycle. We generated over 3,000 engagements from Facebook and Instagram, and over 5,000 completed video views! We also had over 4,500 visits to the website. A full creative summary report has been sent as well so you can see individual ad performance for each targeting tactic.

### Geofence Summary

The campaign is performing strong for its second cycle. We had more than 500 conversion tracked for on campus walk-on traffic from targeting the geofence locations. 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. Both campaigns had a 49/50% completed video view rate for those that were served the video ad, with the industry average being just 15%. The average cost per completed video view was just 7 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

\$2,600 October 2018

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College Custom Display	Sep 26, 2018	Nov 01, 2018	\$2,600.00	\$2,600.00	591,052	\$4.40	1,432	
Campaign Name	Performance Impressions		Performance Clicks		Performance eCPM			
Content/Related Category Targeting	205,296		381		\$3.26			
Keyword Search Retargeting English	186,918		552		\$3.54			
Keyword Search Retargeting Spanish	184,695		550		\$3.58			
Keyword Search Retargeting Video	36,529		53		\$18.30			
Website Remarketing	33,592		42		\$6.98			
Website Lookalike Audience	1,810		9		\$5.98			

### Top Content Performances

Top Related Content Targeting	Performance Impressions	Performance Clicks
College Life	17,071	6
Parents of Teens	15,684	9
Studying Business	9,107	5
College Admission	8,344	4
Graduate School	8,105	2
Adult Education	3,892	9
Studying Art History	2,938	0
Photography Courses	5,697	31
Drawing & Sketching	3,765	10
Books & Literature	3,376	4

### Top Location Performance

Geography Region	Geography City	Performance Impressions	Performance Clicks
Texas	Mcallen	45,557	72
Texas	Mission	44,841	107
Texas	Edinburg	34,548	44
Texas	Pharr	31,069	61
Texas	Weslaco	18,034	32
Texas	Rio Grande City	10,094	22
Texas	San Juan	6,682	14
Texas	Donna	4,500	9
Texas	Pharr	25,648	73
Texas	Weslaco	20,599	73
Texas	Rio Grande City	8,928	32
Texas	San Juan	5,028	14
Texas	Mercedes	4,117	17

## Video Performance

Video Performance	Performance Impressions	Performance Clicks	Video Events Start	Video Events Complete	Video Events Complete Rate
General	11,517	17	11,274	6,125	54.33%
Traditional Transfer	11,408	20	11,188	6,015	53.76%
Workforce	11,381	15	11,114	6,078	54.69%

## 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.

English Keyword Search Retargeting	Performance Impressions	Performance Clicks
education_training_optimized_audience Lookalike Audience	1,810	9
education_training_optimized_audience English	176,674	539
online+college+courses	3,386	3
online+colleges	2,079	1
colleges	1,887	4
college+course	392	1
online+college+courses	365	0
stc	257	0
college+courses	248	0
junior+college	221	1
rgv+college	164	0
college+degree	157	0
college+degree	125	0
college+class	122	0
career+college	112	0
college+admissions	98	0
community+college	95	0
college+degrees	80	0
associates+degree	63	2
college+degrees	62	0
city+college	56	0
education_training_optimized_audience Spanish	182,769	547
stc	246	1
fafsa	219	2
education_training_optimized_audience English Video as	35,170	51
online+college+courses English Video ads	676	1
online+colleges	320	0
colleges	99	1
college+course	67	0

## Top Domain Performances from Keyword Search Retargeting

Top Domain Performance From Keyword Search Retargeting	Performance Impressions	Performance Clicks
https://play.howstuffworks.com	8,458	8
Color By Number Apple App	7,672	20
https://www.topixrewind.com	6,351	3
https://valleycentral.com	2,350	1
https://metropcs.mobileposse.com	2,223	0
https://www.foxnews.com	6,127	2
Musi Apple App	12,552	22
com.enflick.android.textnow	10,228	45
com.pixel.art.coloring.color.number	7,168	13
iFunny Apple App	5,733	4
com.weather.weather	5,643	4
com.qisiemoji.inputmethod	5,309	12
https://metropcs.mobileposse.com	4,515	3
com.metropcs.metrozone	3,917	4
The Weather Channel Apple App	3,702	3
mobi.ifunny	2,658	1
Happy Color Apple App	2,537	7
Jigsaw Puzzle Apple App	2,348	5
Wordscaped Apple App	2,300	12
TextFree Apple App	12,077	22
com.enflick.android.textnow	9,644	40

# Pay Per Click/SEM Data

\$4,500 October 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 PPC	\$4,500.00	Oct-18	13463	2,070	15.38	\$2.17	126	58	184	162	1.5	\$24.46
TOTALS:	\$4,500.00	43,374	13,463	2,070	15.38	\$2.17	126	58	184	162	1.5	\$24.46
(Above Average) (First Page)												

Page URL Visited	Clicks/Visits
*Programs & Majors Submitted	1
*Parking Info	1
*Apply Now Spring Submitted	1
*Contact Us Now Submitted	1
*Register Now Submitted	1
*Current Student Admissions	1
*Student Services Hours	1
*Tuition & Fees Submitted	1
*Hybrid Courses Submitted	1
*Get Started Online Programs	2
*New Student Admissions	2
*Bach Degrees Submitted	2
*About/Locations Submitted	2
*Certificates Submitted	2
*Hybrid Courses	3
*Dual Credit	3
*Enrollment Management Submitted	4
*Chat Now	4
*Register in JagNet - Clicked	4
*Enroll now/Apply now Submitted	5
*How To Apply Financial Aid	5
*Admissions	6
*Tuition & Fees	7
*Academics Submitted	7

*Course Schedule Submitted	7
*Request More Info Form Submitted	7
*Financial Aid	8
*Catalog	9
*Start Now - Apply Texas Button Clicked	9
*Degrees	21
*Register Now	22
*Course Schedule	23
*Certificates	25
*Future Students	29
*Request info Submitted	30
*Bach Degrees	30
*Contact Us Now	31
*About/Locations	31
*Apply Now Spring	33
*Associate Degrees	34
*Enroll now/Apply now	48
*Enrollment Management	62
*Request More Info Form	83
*Programs & Majors	83
*Academics	145

## Top 25 Performing Keywords

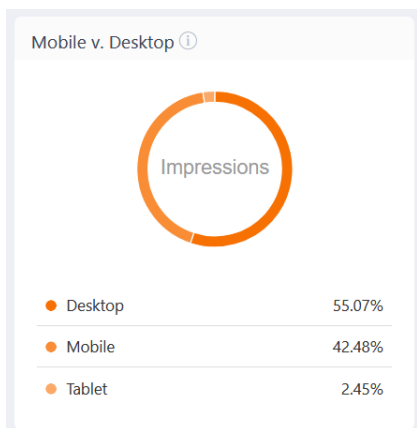
### 25 PERFORMING KEYWORDS

community college  
community colleges  
colleges courses  
colleges degrees  
colleges course  
emt classes  
teaching certificate  
culinary arts college class  
welding classes  
college courses  
bachelors degree programs  
nursing associate of science  
lvn to rn programs  
radiologic technology classes  
South Texas College programs  
bachelor degree  
child development certificate  
South Texas College courses  
lvn programs  
culinary arts class  
Welding Certificate  
lvn to rn  
welding course  
welding college class  
colleges class

## Text Ad Group Performance (Google Only)

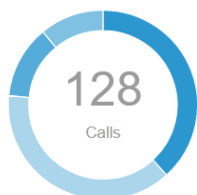
Ad Group	Text Ad	Impressions	Clicks	CTR	Avg Pos	Publisher
Community College	The Valley's Affordable ChoiceSave Thousands By Starting Your College Career With South Texas College.	3,478	662	19.03	2.1	Google
Community College	South Texas CollegeBegin Your College Career With The Valley's Most Affordable College.	1,054	133	12.62	2.4	Google
Nursing and Allied Health	Get Your Degree With STCIt's Never Too Late to Start Your Nursing Career. Visit Online for More Info.	586	50	8.53	2.9	Google
Business and Technology	South Texas CollegeSTC's Business & Technology Courses Has the Right Program For You. Apply Today.	401	40	9.98	3.0	Google
Community College	South Texas CollegeStart Here, Go Anywhere. Flexible Schedules and Online Classes Available.	234	31	13.25	2.0	Google
Bachelor Programs	Degree Programs Now EnrollingVisit South Texas College Online to Learn About Our Bachelor Programs.	137	28	20.44	3.3	Google
Liberal Arts and Social Sciences	South Texas CollegeFlexible Class Schedules. Get A Bigger Paycheck For A Brighter Future. Apply.	190	21	11.05	3.2	Google
Nursing and Allied Health	South Texas CollegeStart Your Nursing Career at The Valley's Most Affordable College. Apply Today.	202	21	10.40	3.1	Google
Business and Technology	South Texas CollegeTrain for a Higher Paid Job at The Valley's Most Affordable College. Apply Now.	195	17	8.72	2.8	Google
Math and Science	STC Degree ProgramsSouth Texas College has the Right Program For You. Visit Online for More Info.	122	13	10.66	2.4	Google

## Mobile Vs. Desktop Traffic



## Average Call Length

Average Call Length



2min or more	38.28%
1min to 2min	12.50%
30secs to 1min	10.94%
30secs or less	38.28%

# Pay Per Click Competitor/SEM Data

\$1,200 October 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

Page URL Visited	Clicks/Visits
*About/Locations Submitted	1
*Contact Us	1
*Catalog	1
*Enrollment Management Submitted	1
*Parking Info	1
*How To Apply Financial Aid	1
*Request More Info Form Submitted	1
*Course Schedule Submitted	1
*Get Started Online Programs	1
*Apply Now Spring Submitted	1
*Academics Submitted	1
*Bach Degrees Submitted	1
*Financial Aid	2
*Tuition & Fees	2
*Certificates	3
*Course Schedule	5
*Bach Degrees	6
*Register Now	6
*Future Students	6
*Degrees	7
*Enrollment Management	7
*Associate Degrees	7
*Apply Now Spring	8
*About/Locations	10
*Request More Info Form	11
*Contact Us Now	11
*Enroll now/Apply now	14
*Programs & Majors	15
*Academics	31

## Top 25 Performing Keywords

### 25 PERFORMING KEYWORDS

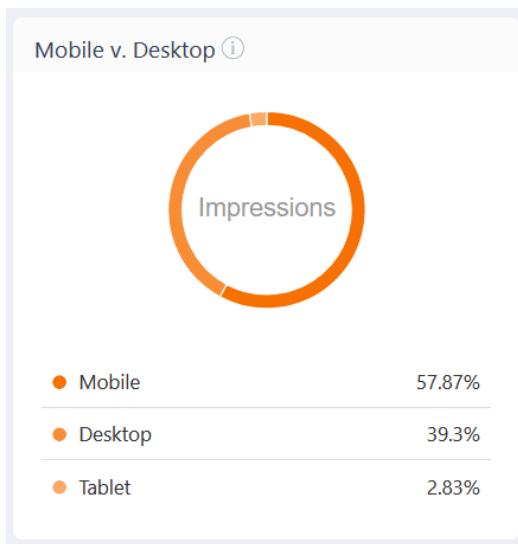
Texas Southmost College Brownsville
texas state technical college
TSC college Brownsville
The University of Texas Pan American
UTRGV college
TSTC college
South Texas Vocational Technical Institute
South Texas Vocational Technical Institute Weslaco
Texas Southmost College
RGV College
The University of Texas Pan American Edinburg
texas state technical college Waco
Rio Grande Valley College
South Texas Vocational Technical Institute McAllen
TSTC college Waco
TSC college courses
CHCP college
Brightwood College McAllen
Brightwood College
RGV College Pharr
Southern Careers Institute
Brightwood College Brownsville
South Texas Vocational Technical Institute Corpus Christi
Rio Grande Valley College Pharr
Texas State Technical College courses

## Text Ad Group Performance (Google Only)

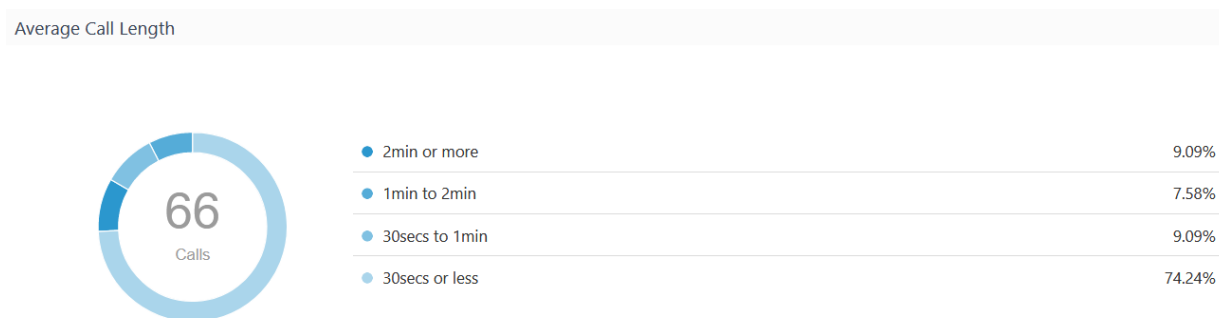
Ad Group	Text Ad	Impressions	Clicks	CTR	Avg Pos	Publisher
Primary Ad Group	South Texas CollegeChoose The Best Schedule With Day, Night, Weekend, Or Online Classes. Apply Now.	811	115	14.18	1.7	Google
Primary Ad Group	South Texas CollegeGet A Bigger Paycheck For A Brighter Future. Take A Tour & Apply Online Today.	732	52	7.10	1.8	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get A 4-Year Degree For 1/4 Of The Cost.	336	28	8.33	1.8	Google
Primary Ad Group	South Texas CollegePrepare For A High-Paying Career. Get The Skills You Need For A Brighter Future.	112	10	8.93	2.0	Google
Primary Ad Group	Start Your Future Today.Get Started At STC, The Valley's Most Affordable College. Flexible Schedules.	94	7	7.45	1.6	Google
Primary Ad Group	South Texas CollegeThe Valley's Most Affordable College. Visit Our Website For Degrees & Programs.	112	4	3.57	2.2	Google



## Mobile Vs. Desktop Traffic



## Average Call Length

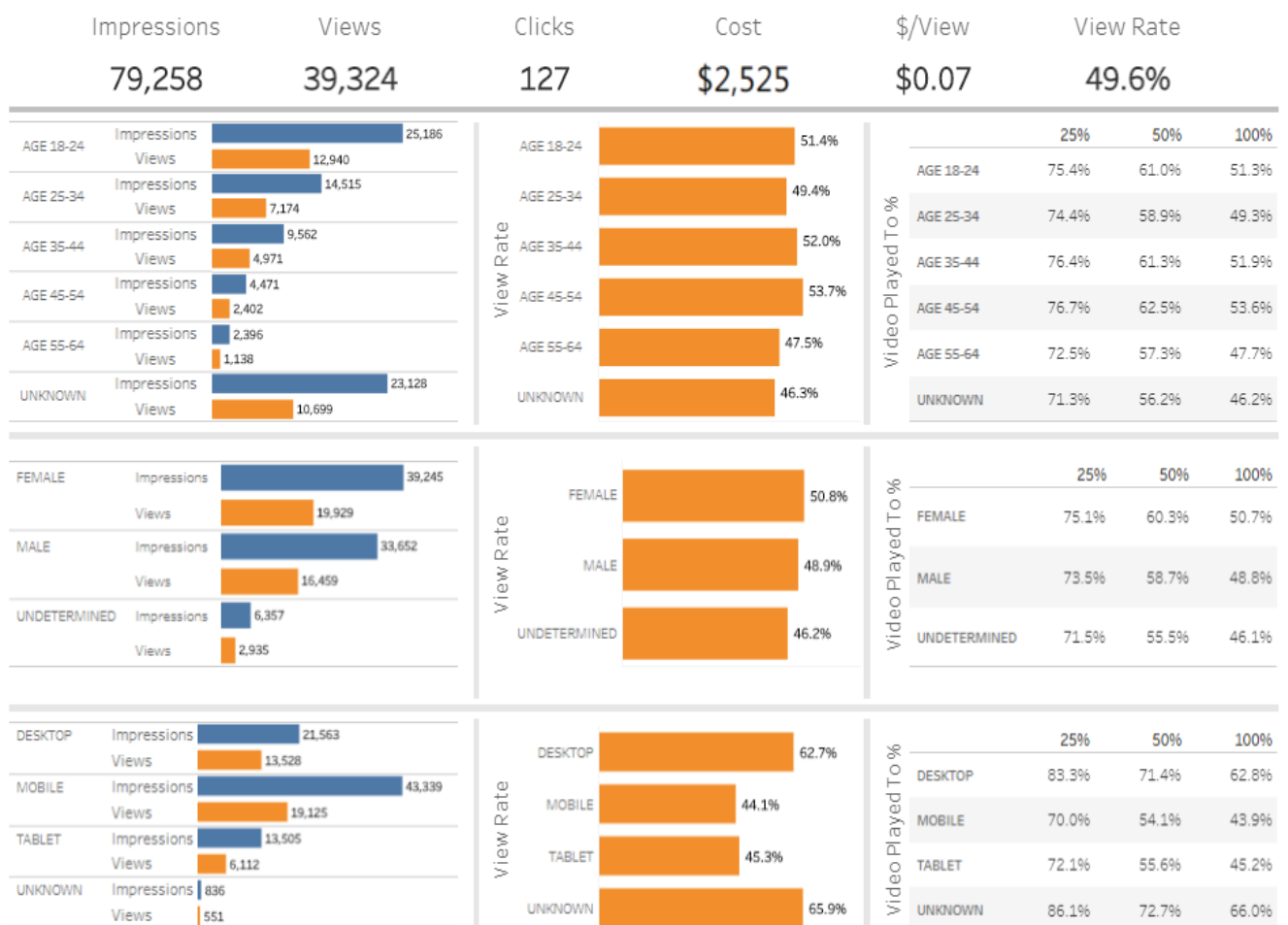


# YouTube Data — English

\$2,525 October 2018

## South Texas College English YouTube

REACHLOCAL<sup>™</sup>  
PART OF THE VIA TELEPARTNERS



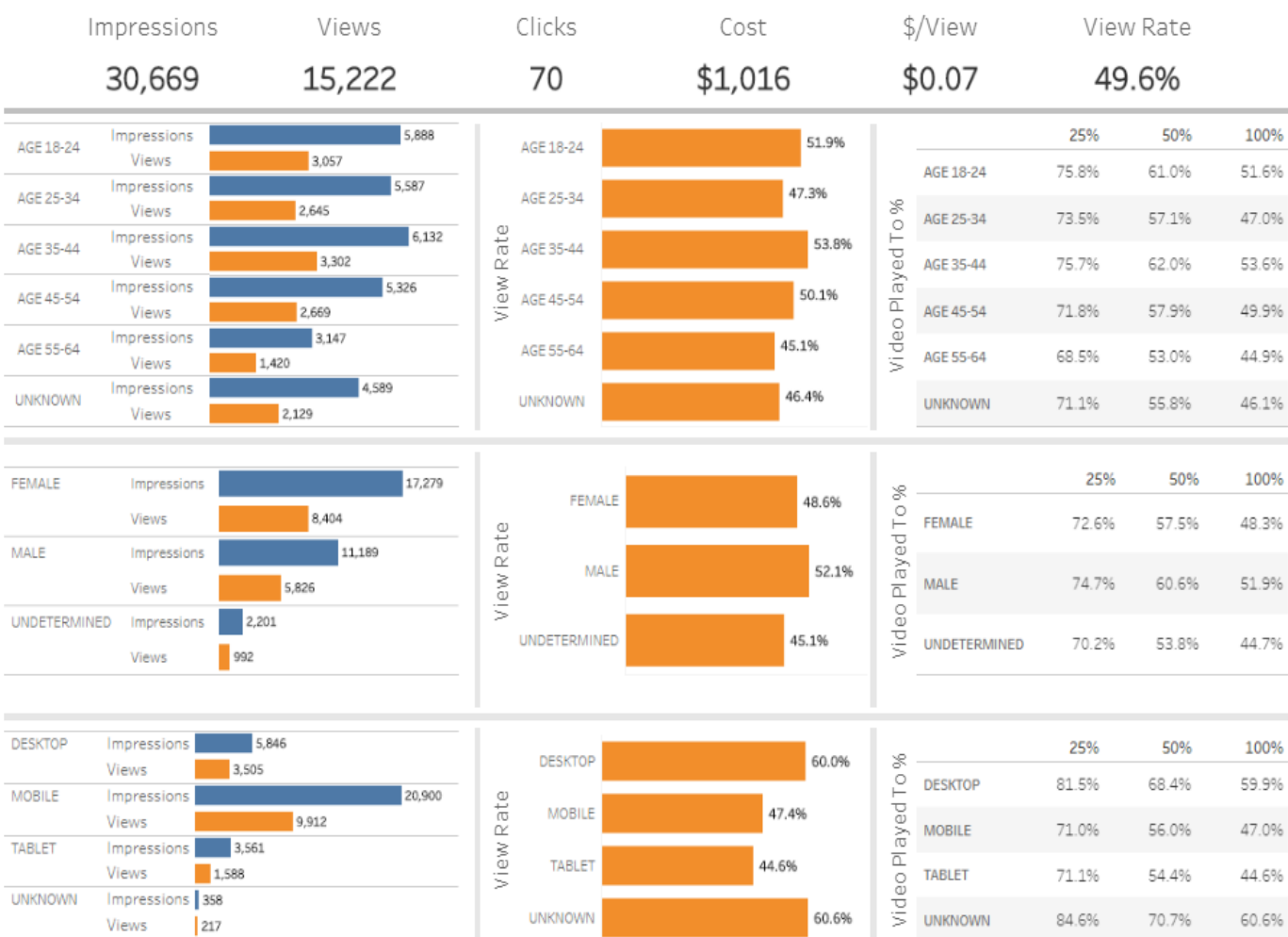
# YouTube Data — Spanish

\$2,525 October 2018

## South Texas College Spanish YouTube

REACHLOCAL

UID  
2625589

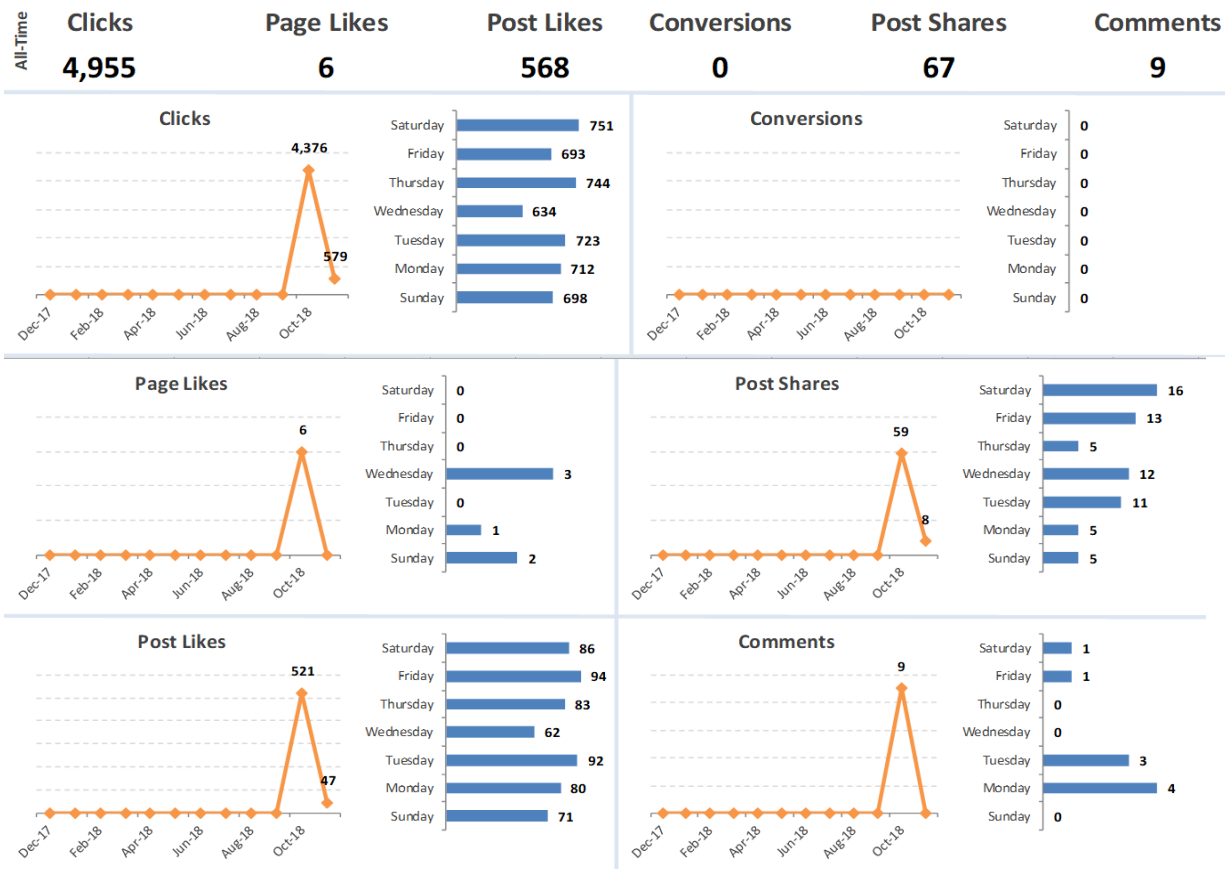


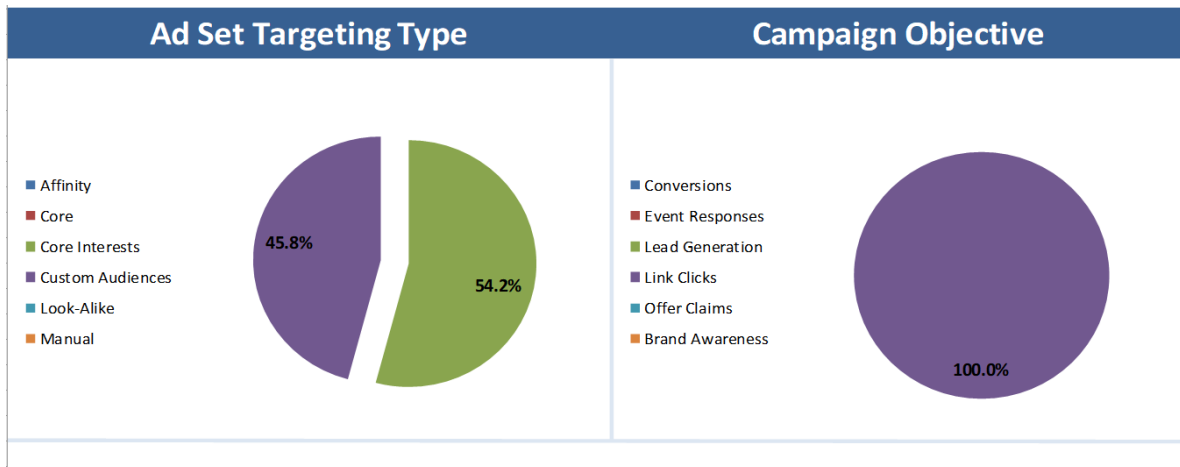
# Social Media Facebook/Instagram Campaign

\$3,700 October 2018

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits
South Texas College Custom Facebook/IG	Sep 27, 2018	Nov 02, 2018	\$3,700.00	\$3,700.00	382,048	\$9.68	4,516

## Engagement





## Creative Report\*

Ad Set Name	Ad Name	Impressions	Clicks	CTR	Page Likes	Post Reactions	Comments	Shares	Video Plays
Workforce/Non Traditional	Future - Video	32209	706	2.19%		74		15	1206
Retargeting	Save	26895	545	2.03%		61	1	7	255
Workforce/Non Traditional - Spanish	Graduate - Spanish	40223	768	1.90%		63	2	9	
Workforce/Non Traditional	Graduate	27376	491	1.80%	1	30	1	5	
Workforce/Non Traditional - Spanish	Carrera - Video	16481	302	1.80%		42		5	1551
Workforce/Non Traditional - Spanish	Carrera	3115	49	1.60%		9		3	
Workforce/Non Traditional	Career	1429	19	1.33%		6		1	
Retargeting	RTG - Welding	21913	253	1.15%		20	1	2	
Workforce/Non Traditional	Future	1558	18	1.15%		5		2	
Retargeting	Chances	4135	46	1.11%	3	2		1	
Retargeting	RTG - Police	14120	149	1.10%	1	29		2	
Workforce/Non Traditional - Spanish	Futuro	1676	18	1.10%		5			
Retargeting	RTG - EMT	20857	208	1%	1	37		4	
Retargeting	RTG - Fire	15501	143	0.92%		19			
Retargeting	RTG - Angel	8856	80	0.90%		12			
Retargeting	RTG - Anali	9062	79	0.87%		8	1		
High School Students	Save - Video	39607	322	0.81%		24	1	1	390
CRM Targeting	Save	2370	18	0.76%		1			13
High School Students	Save	46720	337	0.72%		23			739
Instagram	Paloma	7176	43	0.60%		24		3	173
Instagram	Josh	10753	60	0.56%		14	1	1	183
High School Students	Chances	19551	88	0.45%		3			
Instagram	Edgar	9469	40	0.42%		25	1	2	144
Instagram	Joey	39235	162	0.41%		24		4	401
CRM Targeting	Chances	737	2	0.27%					
Instagram	Amanda	3528	9	0.26%		8			56

\* The social media creative breakdown reports are attached.


# Geo-Fence Display Mobile Ads

\$2,125 October 2018

[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	Sep 30, 2018	Oct 28, 2018	\$2,125.00	\$2,125.00	343,810	\$6.18	544	

## South Texas Locations – Conversions by Campus

Geography Conversion Geo Fence Locations	Conversions Clickthrough Visits	Conversions Viewthrough Visits
Pecan Campus3201 W. PecanMcAllenTX78501	2	102
Mid-Valley Campus400 N. BorderWeslacoTX78596	0	102
Nursing & Allied Health Campus1101 E. VermontMcAllenTX78503	0	114
Starr County Campus142 FM 3167 Rio Grande CityTX78582	0	32
Technology Campus3700 W. Military HwyMcAllenTX78503	0	157

## Top Performing locations based on impressions/clicks

Top Location Performance	Impressions	Clicks
Edinburg North High School3101 N Closner BlvdEdinburgTX78541	33742	5
South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburgTX78539	30835	27
Mission High School1802 Cleo DawsonMissionTX78572	21268	20
McAllen High School2021 La Vista AveMcAllenTX78501	20689	33
Weslaco High School1005 W Pike BlvdWeslacoTX78596	19892	50
Achieve Early College High School1601 N. 27th St. McAllenTX78501	15910	36
PSJA T-STEM Early College High School714 US-83 BUSPharrTX78577	12894	19
UTRGV Continuing Education1800 S. Main St.McAllenTX78503	12884	41
Workforce Solutions3101 US-83 BusMcAllenTX78501	10945	38
Ticket Master Call Center807 S Jackson RdPharrTX78577	8236	24
Memorial High School101 E. Hackberry Ave.McAllenTX78501	7935	12
PSJA North Early College High School500 E Nolana LoopPharrTX78577	7532	8
Spectrum Call Center3701 N. 23rd St.McAllenTX78501	6926	19
Weslaco East High School810 S Pleasantview DrWeslacoTX78596	6619	15
Robert Vela High School801 E Canton RdEdinburgTX78539	6558	5
PSJA Early College High School805 W Ridge RdSan JuanTX78589	6444	5
PSJA Memorial Early College High School800 S Alamo RdAlamoTX78516	6273	8
Workforce Solutions2719 W. University DrEdinburgTX78539	6208	6
Joe Calvillo Jr Career & Technology Education Complex3601 North Mile 5 1/2 WestWeslaco	4975	4
Donna High SchoolEast, 2301 Wood AveDonnaTX78537	4971	12
Sharvland High School1216 N. Sharv Rd.MissionTX78572	4535	6

## Top 20 Performing Apps Based on Impressions/Clicks

Top Domain Performance	Impressions	Clicks
mobi.ifunny	51963	41
Musi Apple App	21004	23
iFunny Apple App	19264	15
com.enflick.android.textnow	17123	51
com.pixel.art.coloring.color.number	14074	10
com.qisiemoji.inputmethod	13620	35
com.imgur.mobile	8808	1
com.europosit.pixelcoloring	7784	6
com.apalon.myclockfree	7609	7
https://metropcs.mobileposse.com	5542	3
com.weather.weather	5172	5
Weather Apple App	4087	5
Wordscapes Apple App	3980	14
com.peoplefun.wordcross	3665	5
http://social.diply.com	3123	0
Happy Color Apple App	3063	10
Text Free Apple App	2953	9
Text Now Unlimited Apple App	2920	5
com.thehive	2788	1
com.talkatone.android	2752	5

# Geo-Fence Display Mobile Ads

\$2,125 September 2018

Campaign Name	From	To	Budget	Spent	Impressions	CPM	Visits	
South Texas College GeoFence	Sep 18, 2018	Sep 30, 2018	\$2,125.00	\$2,125.00	379,332	\$5.60	721	

## South Texas Locations – Conversions by Campus

Geography Conversion Geo Fence Name	Conversions Clickthrough Visits	Conversions Viewthrough Visits
Mid-Valley Campus400 N. BorderWeslacoTX78596	27	27
Nursing & Allied Health Campus1101 E. VermontMcAllenTX78503	23	25
Pecan Campus3201 W. PecanMcallenTX78501	20	20
Starr County Campus142 FM 3167 Rio Grande CityTX78582	6	9
Technology Campus3700 W. Military HwyMcAllenTX78503	33	18

## Top Performing locations based on impressions/clicks

Top Geofence Location Performance Geo Fence Name	Performance Impressions	Performance Clicks	Conversions Weighted Actions
South Texas Business, Education & Technology Academy510 S. Sugar RdEdinburgTX78539	42400	70	3
McAllen High School2021 La Vista AveMcAllenTX78501	39068	66	5
Achieve Early College High School1601 N. 27th St. McAllenTX78501	22115	23	2
Mission High School1802 Cleo DawsonMissionTX78572	20580	37	4
Weslaco High School1005 W Pike BlvdWeslacoTX78596	19629	42	24
UTRGV Continuing Education1800 S. Main St.McAllenTX78503	18549	52	7
PSJA T-STEM Early College High School714 US-83 BUSPharrTX78577	16646	30	1
Workforce Solutions3101 US-83 BusMcAllenTX78501	14019	32	11
Weslaco East High School810 S Pleasantview DrWeslacoTX78596	11393	36	1
Ticket Master Call Center807 S Jackson RdPharrTX78577	10512	29	14
Memorial High School101 E. Hackberry Ave.McAllenTX78501	9318	15	3
PSJA North Early College High School500 E Nolana LoopPharrTX78577	8885	13	1
Robert Vela High School801 E Canton RdEdinburgTX78539	8825	18	3
Edinburg North High School3101 N Closner BlvdEdinburgTX78541	8564	21	0
Spectrum Call Center3701 N. 23rd St.McAllenTX78501	8524	14	6
Workforce Solutions2719 W. University DrEdinburgTX78539	8255	18	0
PSJA Memorial Early College High School800 S Alamo RdAlamoTX78516	7970	13	0
PSJA Early College High School805 W Ridge RdSan JuanTX78589	7867	12	0
Donna High SchoolEast, 2301 Wood AveDonnaTX78537	6395	13	4
Sharyland High School1216 N. Shary Rd.MissionTX78572	5618	8	1
T-Mobile Call Center3711 San Gabriel StMissionTX78572	5539	14	1



## Top App Performance based on impressions/clicks

Top Domain Performance	Performance Impressions	Performance Clicks
mobi.ifunny	47,219	53
Musi Apple App	29,911	34
iFunny Apple App	27,818	22
com.pixel.art.coloring.color.number	25,035	32
com.enflick.android.textnow	20,589	72
com.imgur.mobile	18,449	5
com.europosit.pixelcoloring	13,735	20
com.qisiemoji.inputmethod	10,298	30
com.apalon.myclockfree	9,425	9
com.weather.weather	6,864	5
http://social.diply.com	6,212	2
The Weather Channel Apple App	5,574	4
https://metropcs.mobileposse.com	5,320	4
Happy Color Apple App	5,130	8
Wordscapes Apple App	5,094	13
com.peoplefun.wordcross	4,414	6
Whisper Apple App	4,412	5
com.talkatone.android	4,344	8
TextNow Apple App	4,338	6

## Top Ad Performance based on impressions/clicks

Top Ad Performance	Ad Ad Size	Performance Impressions	Performance Clicks
C3709503_20112305_320x50.jpg	320x50	52,410	106
C3709503_20111566_320x50.jpg	320x50	50,536	97
C3709503_20112303_320x50.jpg	320x50	50,358	105
C3709503_20112301_320x50.jpg	320x50	50,099	88
C3709503_20111563_320x50.jpg	320x50	50,061	100
C3709503_20112292_320x50.jpg	320x50	49,965	90
C3709503_20112284_320x50.jpg	320x50	49,811	84
C3709503_20112288_320x50.jpg	320x50	48,823	70
C3709503_20112318_300x50.jpg	300x50	2,059	3
C3709503_20112329_300x50.jpg	300x50	2,058	1
C3709503_20112348_300x50.jpg	300x50	2,025	3
C3709503_20112333_300x50.jpg	300x50	2,014	7
C3709503_20112307_300x50.jpg	300x50	2,002	6
C3709503_20112331_300x50.jpg	300x50	1,999	3
C3709503_20112320_300x50.jpg	300x50	1,965	3
C3709503_20112316_300x50.jpg	300x50	1,933	0
C3709503_20112303_320x50.jpg	320x50	1,405	2
C3709503_20111566_320x50.jpg	320x50	1,398	4
C3709503_20112284_320x50.jpg	320x50	1,393	5
C3709503_20111563_320x50.jpg	320x50	1,376	4
C3709503_20112301_320x50.jpg	320x50	1,360	5