



Interact Communications

Monthly Performance Report

08/01/2024 - 08/31/2024



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Industry Benchmarks



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Campaign Benchmarks



CPM = Cost Per Thousand Impressions

CPC = Cost Per Click

CTR = Click Through Rate On The Ad

Total Campaign Metrics:

Total Impressions:

502,510

Total Visits:

31,435

View-Through Ad Visits:

2199

Completed Video Views:

107,191

PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18-\$13, **Your Average is \$0.13**

Average CTR is 6.21%, **Your Average is 56%**

Average Cost Per Contact is \$62, **Your Average is \$2**

Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$12**

Average CPC Custom Audience \$1 - \$2, **Your Average is \$0.46**

Average CTR is 1%, **Your Average is 2.70%**

Average Cost Per Lead is \$61, **Your Average is \$52**

YouTube Benchmarks, Industry Average & Your Average

Average completed video view rate 35%, **Your Average is 59%**

Average cost per completed video view .20 cents, **Your Average is .03**

TikTok Benchmarks, Industry Average & Your Average

Average CPM is \$10-\$15, **Your Average is \$26**

Average CTR is 1%, **Your Average is 2.32%**

Display Benchmarks, Industry Average & Your Average

Average CPM is \$15-\$20, **Your Average is \$11**

Average CTR is .17%, **Your Average is .19%**



Campaign Performance & Analysis

SEM

SEM saw a big increase in performance in Aug for both the General and Program specific campaign. The cost per click came down and the CTR jumped significantly up to 70%!!! The cost per click has decreased from .28 cents .08 cents and our cost per engagement has decreased from \$6 to just under \$2! We are holding steady and fully optimized at this time. No changes needed

Facebook/IG Benchmarks

These campaign has a very high CTR and has maintained extremely well benchmarks. The highest performing audiences are the CRM lists and targeting competitor locations. In addition, the Spanish audiences are very strong as well. Our CRM list is starting to monopolize the campaign, Facebook/IG is pushing all impressions towards this audience b/c it's performing so well and other audiences are not receiving many impressions. This trend continued in Aug so at this point I recommend either pausing the CRM list or removing the CRM lists and putting it into its own campaign with additional budget to support them. We need to allow FB to reoptimize so other audiences get exposure. This campaign is doing great, no other changes needed. The leads campaign is doing well and we had 25 leads in Aug.

YouTube Benchmarks

Our YouTube campaign is doing very well with a completed video view rate of 59%, beating the industry benchmark of 35% and an increase in Aug. Our average cost per completed video view is just .03 cents, compared to the industry average of .15 cents. Our videos are from 2023 so I would recommend a refresh soon.

Display & OTT Streaming Benchmarks

The Display campaign saw a decrease in the CPM again in Aug and an increase in the engagement. Completed OTT video views went up to over 14k and the total visits to the site stayed steady at 1400 visits from paid and view through visits (organic visits to the website from those who have viewed the ad but not clicked on it). The best performing audiences were geofencing and keyword search retargeting. No changes needed at this time.

TikTok Benchmarks

Our TikTok campaign is doing very well. Our CPM continues to be a bit high for industry averages but we are optimizing towards traffic to the site and this tends to have a higher CPM, but higher engagement as well. No changes recommended at this time.

PPC



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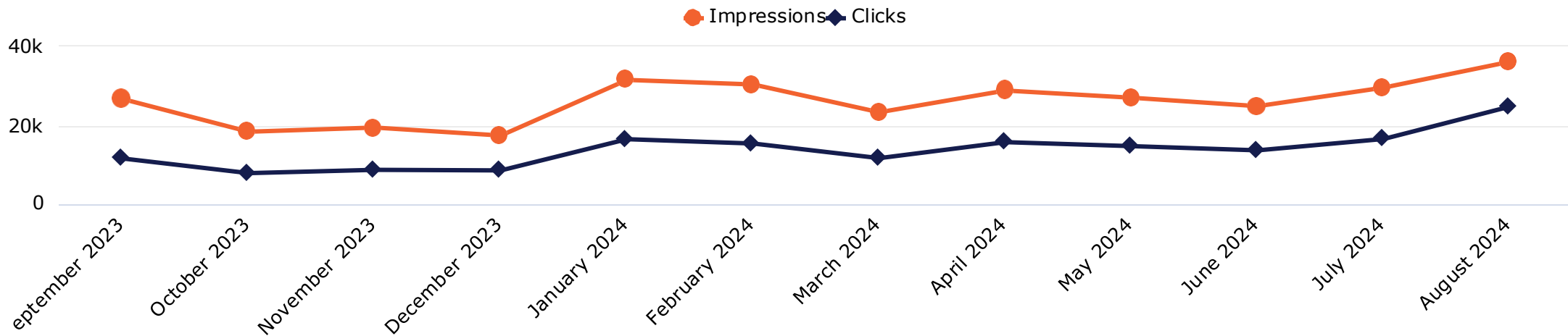
PPC Performance

Online Marketing Initiatives 2024-2025

Ads running on Google, Yahoo and Bing

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Website Engagement	Total Leads	Web Events	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, or clicks to apply/register	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
Wallace State PPC 2024-2025											
	\$1,800.00	Jul-24	25,071	14,214	56.69	\$0.13	420	375	795	2,406	\$2.26
	\$1,800.00	Aug-24	33,257	23,017	69.21	\$0.08	737	203	940	2,666	\$1.91
TOTALS:	\$1,800.00		33,257	23,017	69.21	\$0.08	737	203	940	2,666	\$1.91

09/01/2023 - 08/31/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
community college Hanceville	70.17%
college Hanceville	72.87%
Wallace State College	69.98%
Wallace State dual enrollment	71.58%
community colleges	69.71%
community college programs	75.27%
community college	17.34%
college university	24.14%
community colleges classes	82.61%
college degrees	18.69%
community college classes	33.33%
local community colleges nearby	18.52%
dual enrollment college classes	25.93%
online degree programs	9.43%
college courses	5.77%
community colleges in	4.11%
community colleges program	6.00%
local community colleges	4.76%
universities near me	100.00%
Wallace State College scholarships	50.00%

WEB EVENTS - CONTINUED

08/01/2024 - 08/31/2024

Event Name	Event Count
*Apply & Register	881
*Program Finder	651
*Financial Aid	404
*Apply for Admission Clicked	225
*Campus Map	152
*Register For Class	140
*Dual Enrollment	132
*Tour Campus	99
*Scholarships	88
*Request Info Clicked	68
*Adult Education	50
*Financial Aid Facts	47

WEB EVENTS - CONTINUED

08/01/2024 - 08/31/2024

Event Name	Event Count
*Schedule A Tour Clicked	24

Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	34,627	23,754	68.60%
Dual Credit Ad Group	1,530	1,090	71.24%
Total	36,157	24,844	68.71%

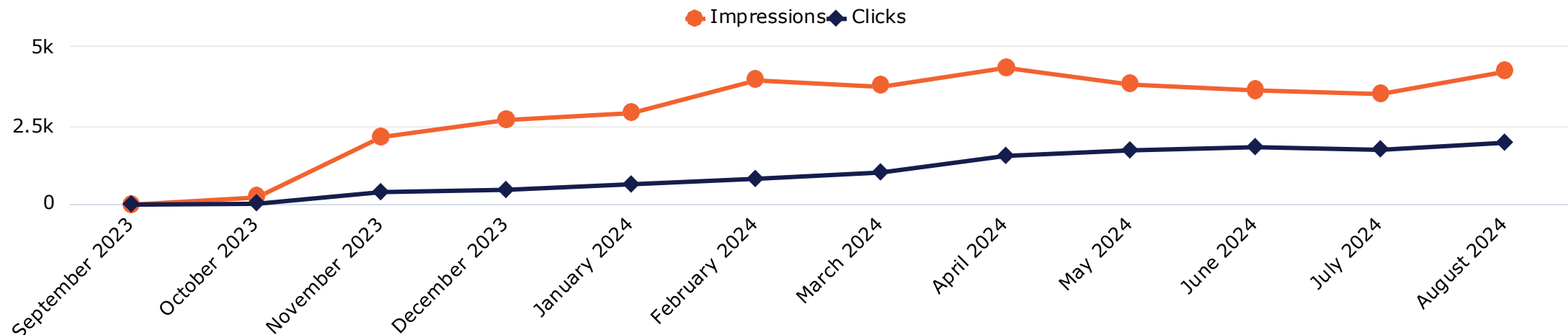
PPC Programs Performance

Online Marketing Initiatives 2024-2025

Ads running on Google, Yahoo and Bing

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Website Engagement	Total Leads	Web Events	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, or clicks to apply/register	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
Wallace State PPC 2024-2025											
	\$1,500.00	Jul-24	3,535	1,735	49.08	\$0.86	18	25	43	166	\$34.88
	\$1,500.00	Aug-24	4,348	2,000	46.00	\$0.75	31	32	63	139	\$23.81
TOTALS:	\$1,500.00		4,348	2,000	46.00	\$0.75	31	32	63	139	\$23.81

09/01/2023 - 08/31/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
top community colleges in	56.38%
technical schools	22.38%
registered nurse programs	46.84%
sonography programs	25.23%
medical coding certificate	44.44%
dental hygiene programs	31.15%
practical nursing program	28.57%
career colleges	20.99%
welding certification	34.09%
culinary arts program	43.33%
dental assisting programs	24.00%
emt programs	23.08%
medical assistant programs	34.29%
career school	18.64%
automotive technician school	18.18%
technical programs Wallace State	66.67%
vocational schools	53.33%
paramedic programs	25.00%
associate degree in nursing schools	75.00%
physical therapist assistant programs	21.43%

WEB EVENTS - CONTINUED

08/01/2024 - 08/31/2024

Event Name	Event Count
*Apply & Register	62
*Apply For Admission Click...	25
*Adult Education	19
*Schedule A Tour Clicked	19
*Financial Aid	18
*Register For Class	15
*Dual Enrollment	9
*Campus Map	8
*Tour Campus	6
*Scholarships	5
*Login to myWallaceState t...	1

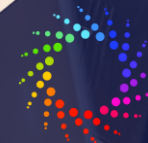


Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	3,215	1,631	50.73%
Health Science (with Nursing focus) -	378	174	46.03%
Applied Tech (with Diesel/Welding/EV focus)	76	29	38.16%
Culinary/Hospitality	21	12	57.14%
Business	9	2	22.22%
General Studies (include Criminal Justice, Fine an...	6	1	16.67%
STEM (with Computer Science Focus)	4	1	25.00%
Total	3,709	1,850	49.88%

Display



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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display Wallace Community College Apr-Se...	135,424	250	\$11.43	0	\$1,547.43
Total	135,424	250	\$11.43	0	\$1,547.43

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Keyword Search Retargeting	22,441	73	0.33%	15
Geo Fence	21,952	50	0.23%	1
Curated Audience_Online Learning_English	19,757	34	0.17%	11
Website Remarketing	19,743	34	0.17%	351
Curated Audience_Online Learning_Spanish	19,643	31	0.16%	12
Geofence Event Targeting	16,710	25	0.15%	20
Curated Audience_Large Screen_CTV	4,043	0	0.00%	94
Website Remarketing_OTT_Large Screen	4,026	0	0.00%	1,670
Website Remarketing_OTT_Small Screen	4,021	2	0.05%	22
Curated Audience_Small Screen_OTT	2,501	0	0.00%	0
Display CRM Targeting HS no College_CTV	391	0	0.00%	0
Display CRM Targeting HS no College	98	1	1.02%	0
Curated Audience_Spanish_OTT_Large Screen	62	0	0.00%	3
Display CRM Targeting HS no College_OTT	30	0	0.00%	0
Curated Audience_Spanish_OTT_Small Screen	6	0	0.00%	0
Totals	135,424	250	0.18%	2,199

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Curated Audience_Large Screen_CTV	4,043	4,039	4,028	4,023	4,013	4,010	99.28%
Website Remarketing_OTT_Large Screen	4,026	4,003	4,057	4,049	4,041	4,045	101.05%
Website Remarketing_OTT_Small Screen	4,021	3,993	3,945	3,921	3,898	3,862	96.72%
Curated Audience_Small Screen_OTT	2,501	2,486	2,457	2,443	2,438	2,424	97.51%
Display CRM Targeting HS no College_CTV	391	389	388	388	386	385	98.97%
Curated Audience_Spanish_OTT_Large Screen	62	64	64	62	61	61	95.31%
Display CRM Targeting HS no College_OTT	30	30	30	29	29	29	96.67%
Curated Audience_Spanish_OTT_Small Screen	6	5	5	5	5	5	100.00%
Totals	15,080	15,009	14,974	14,920	14,871	14,821	98.75%

Facebook & Instagram



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Why Are These Metrics Important?

Impressions - The number of times your ads were on screen.

CPM - The average cost for 1,000 impressions.

Link Clicks - The number of clicks on your ad that linked the user to your destination URL.

Clicks (All) - The number of clicks on your ads. This includes any interaction with your ad (i.e. link clicks, post engagement, etc.).

Clicks (All) CTR - The percentage of times an interaction occurred on your ad.

Page Likes - The number of likes on your Facebook Page attributed to your ads.

Post Reactions - The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad or Angry

Post Shares - The number of shares of your ads. People can share your ads or posts on their own or friends' Timelines, in groups and on their own Pages.

Post Comments - The number of comments on your ads.

Post Saves - The number of times your ad was saved.

Video 100% Views - The number of times your video was played at 100% of its length, including plays that skipped to this point.

Facebook & Instagram Performance

140,898

 Impressions
 ▲ 2,740

\$1,736.60

 Cost
 ▲ \$52.76

\$12.33

 CPM
 ▲ \$0.14

3,808

 Clicks
 ▲ 287

\$0.46

 CPC
 ▼ \$-0.02

2.70%

 Clicks (All) CTR
 ▲ 6.05%

340

 Post Reactions
 ▲ 45.92%

2

 Post Saves
 ▲ 100.00%

903

 Video 100% Views
 ▲ 11.62%

11,654

 Post Engagements
 ▼ -3.73%

TOP-PERFORMING AD SETS

Ad Set Name	Impressions	Link Clicks	Clicks (All)	Clicks (All) CTR	Page Likes	Post Reactions	Post Saves	Video 100% Views	Post Comments	Post Engagements
Competitors	21,869	173	479	2.19%	6	56	1	95	0	1,294
CRM	111,346	1,166	3,144	2.82%	3	241	1	748	1	9,557
Education	3,990	26	92	2.31%	1	19	0	20	0	356
Education - Spanish	473	4	12	2.54%	0	3	0	2	0	77
Gamers	964	5	17	1.76%	0	3	0	4	0	48
Gamers - Spanish	6	0	0	0.00%	0	0	0	0	0	0
General	477	3	12	2.52%	1	7	0	6	0	66
General - Spanish	12	0	1	8.33%	0	1	0	0	0	6
HS No College CRM List	49	0	0	0.00%	0	0	0	0	0	1
LAL - Spanish	175	2	9	5.14%	0	1	0	2	0	33
RT/LAL	1,537	23	42	2.73%	0	9	0	26	0	216
Total	140,898	1,402	3,808	2.70%	11	340	2	903	1	11,654

Facebook & Instagram Performance

TOP PERFORMING ADS

Adset Name	Ad Name	Ad Preview URL	Impressions	Inline link clicks	Clicks	Action: Page Likes	Action: Post Reactions	Action: Post Comments	On-Site Conversion: Post Save	Video 100% Views	CTR	Post Engagements
CRM	Video Ad Busi...	https://www.facebook.com/304167894	52,688	657	1,525	2	78	0	0	62	2.89%	2,278
Competitors	Video Ad Busi...	https://www.facebook.com/304167894	17,865	132	359	5	30	0	1	37	2.01%	718
CRM	Video Ad Gen...	https://www.facebook.com/304167894	17,613	208	625	0	46	0	0	382	3.55%	2,909
CRM	Static Ad Elect...	https://www.facebook.com/304167894	6,258	42	148	0	11	0	0	0	2.37%	53
CRM	Video Ad Appli...	https://www.facebook.com/304167894	4,638	35	103	0	7	0	0	51	2.22%	898
CRM	Video Ad STE...	https://www.facebook.com/304167894	4,226	33	133	0	13	1	1	35	3.15%	848
CRM	Static Ad Elect...	https://www.facebook.com/304167894	4,184	35	102	0	8	0	0	0	2.44%	44
CRM	Carousel Ad A...	https://www.facebook.com/304167894	3,616	41	71	0	7	0	0	0	1.96%	48
CRM	Video Ad Gen...	https://www.facebook.com/304167894	2,827	15	54	0	8	0	0	78	1.91%	598
CRM	Carousel Ad P...	https://www.facebook.com/304167894	2,733	13	34	0	5	0	0	0	1.24%	18
CRM	Video Ad Onli...	https://www.facebook.com/304167894	2,562	19	115	1	11	0	0	29	4.49%	806
CRM	Static Ad Rest...	https://www.facebook.com/304167894	1,987	12	40	0	3	0	0	0	2.01%	15
Education	Video Ad Busi...	https://www.facebook.com/304167894	1,976	8	46	0	6	0	0	1	2.33%	77
CRM	Video Ad Tech...	https://www.facebook.com/304167894	1,872	13	45	0	6	0	0	56	2.40%	384
CRM	Video Ad STE...	https://www.facebook.com/304167894	1,558	7	27	0	7	0	0	36	1.73%	304
CRM	Static Ad Adul...	https://www.facebook.com/304167894	1,369	12	33	0	6	0	0	0	2.41%	19
CRM	Static Ad Heal...	https://www.facebook.com/304167894	1,300	11	39	0	6	0	0	0	3.00%	18
CRM	Video Ad Heal...	https://www.facebook.com/304167894	1,204	7	31	0	10	0	0	19	2.57%	302
Total	--	--	130,476	1,300	3,530	8	268	1	2	786	2.71%	10,337

Facebook & Instagram Performance

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	137,482	228	1	838	11	3,681	2.68%	10,742
Instagram	3,416	112	0	65	0	127	3.72%	912
Total	140,898	340	1	903	11	3,808	2.70%	11,654



Facebook & Instagram Leads

63,996

 Impressions
 ▼ -3,743

\$1,322.36

 Cost
 ▼ \$-15.50

\$20.66

 CPM
 ▲ \$0.91

1,009

 Clicks
 ▼ -25

\$1.31

 CPC
 ▲ \$0.02

1.58%

 Clicks (All) CTR
 ▲ 3.30%

71

 Post Reactions
 ▼ -12.35%

25

Form Submits/leads

78

 Video 100% Views
 ▼ -6.02%

812

 Post Engagements
 ▼ -37.44%

TOP-PERFORMING AD SETS

Ad Set Name	Impressions	Link Clicks	Clicks (All)	Clicks (All) CTR	Page Likes	Post Reactions	Post Saves	Video 100% Views	Post Comments	Post Engagements
Competitors	3,944	9	58	1.47%	2	5	0	0	0	15
CRM	27,906	119	452	1.62%	7	32	1	18	0	307
Education	13,542	51	195	1.44%	4	14	0	12	0	141
Education - Spanish	2,306	7	43	1.86%	0	2	0	0	0	10
Gamers	3,654	11	44	1.20%	2	2	0	0	0	13
Gamers - Spanish	33	0	0	0.00%	0	0	0	0	0	0
General	1,352	5	11	0.81%	0	0	0	0	0	5
General - Spanish	37	0	2	5.41%	0	0	0	0	0	0
LAL	11,184	53	204	1.82%	1	16	1	47	0	318
LAL - Spanish	38	0	0	0.00%	0	0	0	1	0	3
Total	63,996	255	1,009	1.58%	16	71	2	78	0	812

Facebook & Instagram Performance

TOP PERFORMING ADS

Adset Name	Ad Name	Ad Preview URL	Impressions	Inline link clicks	Clicks	Action: Page Likes	Action: Post Reactions	Action: Post Comments	On-Site Conversion: Post Save	Video 100% Views	CTR	Post Engagements
CRM	StaticAd Heal...	https://www.facebook.com/30416789	22,049	97	361	7	20	0	1	0	1.64%	121
Education	StaticAd Heal...	https://www.facebook.com/30416789	10,124	43	148	4	9	0	0	0	1.46%	53
LAL	StaticAd Rest...	https://www.facebook.com/30416789	5,707	20	90	1	3	0	0	0	1.58%	23
Competitors	StaticAd Heal...	https://www.facebook.com/30416789	3,944	9	58	2	5	0	0	0	1.47%	15
Gamers	StaticAd Heal...	https://www.facebook.com/30416789	3,654	11	44	2	2	0	0	0	1.20%	13
CRM	StaticAd Elec...	https://www.facebook.com/30416789	3,121	6	38	0	5	0	0	0	1.22%	15
Education - Spanish	StaticAd 5 Sp...	https://www.facebook.com/30416789	2,306	7	43	0	2	0	0	0	1.86%	10
LAL	CarouselAd P...	https://www.facebook.com/30416789	2,165	14	46	0	6	0	1	0	2.12%	22
LAL	StaticAd Elec...	https://www.facebook.com/30416789	1,531	7	24	0	0	0	0	0	1.57%	7
LAL	Video Ad Gen...	https://www.facebook.com/30416789	1,221	8	27	0	2	0	0	35	2.21%	181
General	StaticAd Heal...	https://www.facebook.com/30416789	1,039	3	9	0	0	0	0	0	0.87%	3
Education	StaticAd Rest...	https://www.facebook.com/30416789	1,018	3	14	0	1	0	0	0	1.38%	4
Education	CarouselAd P...	https://www.facebook.com/30416789	855	1	14	0	0	0	0	0	1.64%	1
CRM	CarouselAd P...	https://www.facebook.com/30416789	838	4	16	0	2	0	0	0	1.91%	6
Education	StaticAd Elec...	https://www.facebook.com/30416789	697	3	8	0	1	0	0	0	1.15%	4
CRM	StaticAd Rest...	https://www.facebook.com/30416789	586	2	10	0	1	0	0	0	1.71%	3
CRM	Video Ad Gen...	https://www.facebook.com/30416789	582	8	15	0	2	0	0	12	2.58%	77
Education	Video Ad Gen...	https://www.facebook.com/30416789	429	0	4	0	1	0	0	8	0.93%	39
Total	--	--	61,866	246	969	16	62	0	2	55	1.57%	597

Facebook & Instagram Performance

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	60,150	64	0	63	16	980	1.63%	728
Instagram	3,846	7	0	15	0	29	0.75%	84
Total	63,996	71	0	78	16	1,009	1.58%	812



YouTube



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YouTube *Why are these metrics important?*

Impressions – The number of times your ads were on screen.

Impressions help correlate and demonstrate the number of people who were exposed to your brand and content.

CPM – The average cost for 1,000 [impressions](#).

The lower a campaign's CPM, the more people you are showing your ad to for a lower cost overall.

View Rate – The percentage of completed video views from the total video impressions generated

Views – The total completed video views in which someone watched your video in full.

CPV – The average cost per completed video view. You only pay when someone watches your video in full, if they skip the video or skip partway through, you don't pay for the impression.

Clicks – Number of time your video was clicked on and someone went to your website. YouTube does not produce high volume clicks, our goal is completed video views

YouTube Performance

\$667.50

Cost
▼ -2.60%

32,231

Impressions
▼ -10.31%

19,194

Views
▼ -4.92%

59.55%

View rate
▲ 6.00%

11

Clicks
▲ 22.22%

\$0.03

CPV
▲ 2.44%

AD GROUP PERFORMANCE

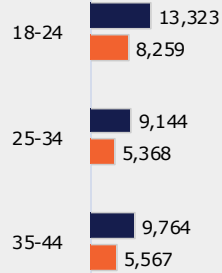
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-44	32,231	19,194	59.55%	11	96.11%	75.09%	65.20%	60.11%
Total	32,231	19,194	59.55%	11	96.11%	75.09%	65.20%	60.11%

AD PERFORMANCE

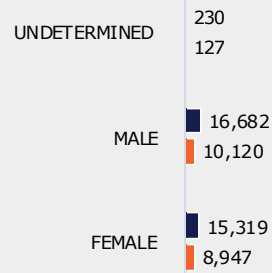
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Discover the Lion Life!	14,748	8,570	58.11%	9	97.07%	75.13%	64.44%	58.66%
Wallace 2023 Pre Roll STEM 15	9,541	5,843	61.24%	1	98.19%	76.48%	66.37%	61.78%
Wallace 2023 Pre Roll applied tech 15	4,305	2,459	57.12%	1	98.52%	74.45%	63.01%	57.66%
Wallace 2023 Pre Roll STEM 30	1,087	728	66.97%	0	85.67%	75.07%	70.88%	67.80%
Total	29,681	17,600	59.30%	11	97.22%	75.46%	65.09%	59.85%

YouTube Performance

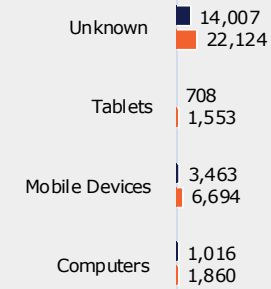
Views Impressions



Views Impressions



Impressions Views



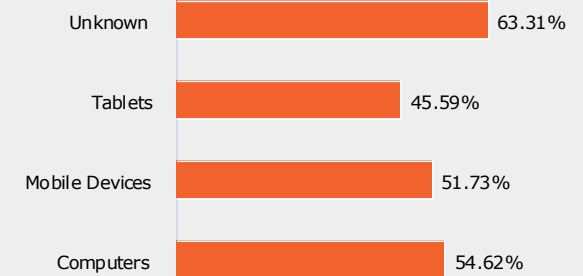
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	95.35%	70.59%	60.59%	55.23%
Mobile Devices	95.50%	70.26%	59.25%	52.26%
Tablets	96.81%	71.02%	54.82%	47.16%
Unknown	96.31%	77.23%	68.13%	63.82%

Age Range	25%	50%	75%	100%
18-24	96.16%	76.32%	67.20%	62.68%
25-34	96.18%	74.53%	64.48%	59.33%
35-44	95.98%	73.95%	63.16%	57.35%

Gender	25%	50%	75%	100%
FEMALE	96.49%	75.00%	64.20%	58.78%
MALE	95.73%	75.11%	66.10%	61.39%
UNDETERMI...	97.83%	79.65%	66.67%	55.83%

YouTube Spanish Performance

\$667.84

Cost
▲ 5.04%

32,679

Impressions
▲ 2.05%

19,040

Views
▲ 5.40%

58.26%

View rate
▲ 3.28%

28

Clicks
▲ 47.37%

\$0.04

CPV
▼ -0.34%

AD GROUP PERFORMANCE

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	25,265	15,408	60.99%	17	95.99%	76.31%	66.48%	61.03%
Gamers	1,841	969	52.63%	3	97.83%	72.96%	59.17%	53.35%
Work Industries	5,573	2,663	47.78%	8	96.83%	71.33%	56.27%	47.75%
Total	32,679	19,040	58.26%	28	96.24%	75.27%	64.33%	58.34%

08/01/2024 - 08/31/2024

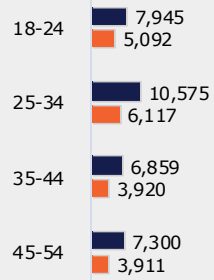
AD PERFORMANCE

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	27,384	15,291	55.84%	27	97.79%	74.69%	62.50%	55.90%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	2,473	1,708	69.07%	1	87.09%	77.45%	72.84%	68.99%
Wallace 2022 Spanish Pre Roll HS 30	1,492	1,149	77.01%	0	90.65%	81.80%	78.38%	77.12%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,330	892	67.07%	0	87.56%	76.11%	70.46%	67.76%
Total	32,679	19,040	58.26%	28	96.24%	75.28%	64.33%	58.34%

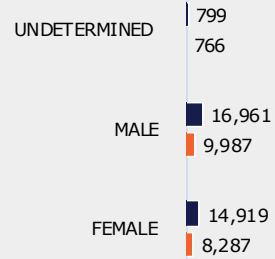
08/01/2024 - 08/31/2024

YouTube Performance

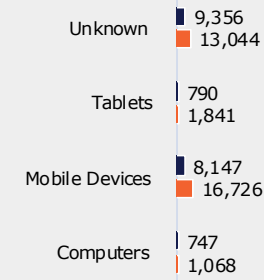
Views Impressions



Views Impressions



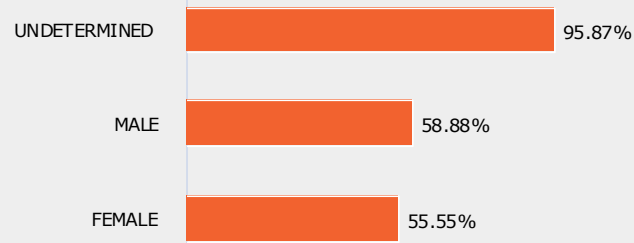
Impressions Views



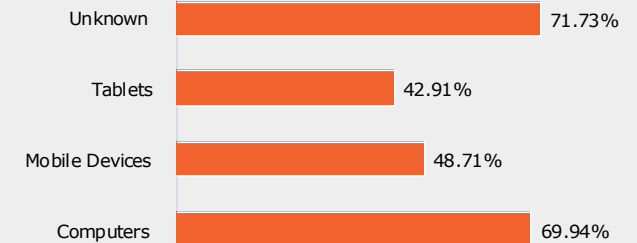
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	93.79%	82.10%	75.57%	71.68%
Mobile Devices	96.30%	70.05%	56.51%	48.76%
Tablets	97.50%	72.69%	53.80%	42.69%
Unknown	96.18%	81.80%	74.92%	71.73%

Age Range	25%	50%	75%	100%
18-24	94.52%	77.31%	68.80%	64.35%
25-34	97.34%	74.54%	63.38%	58.05%
35-44	96.41%	74.58%	63.21%	57.03%
45-54	96.35%	74.80%	61.91%	53.48%

Gender	25%	50%	75%	100%
FEMALE	96.17%	74.65%	62.44%	55.68%
MALE	96.13%	74.78%	64.51%	58.91%
UNDETERMINED	99.87%	97.37%	95.49%	95.62%

TIKTOK



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TIKTOK

\$1,671.48

Total Cost
▼ \$-85.52

56,486

Impressions
▼ -10,785

1,312

Clicks
▼ -329

\$29.59

CPM
▲ \$3.47

\$1.27

CPC
▲ \$0.20

2.32%

CTR
▼ -4.78%

53,155

Video Views
▼ -16.28%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycol_DMA -	18,326	736	\$45.84	16,754
C4323418_wallacecommunitycol_DMA - Spanish	38,160	576	\$21.79	36,401
Total	56,486	1,312	\$29.59	53,155

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycol_DMA	Wallace 2022 Spanish TikTok.mp4	38,160	576	\$21.79	\$1.44	1.51%	36,401
C4323418_wallacecommunitycol_DMA	Wallace 2022 TikTok.mp4	18,326	736	\$45.84	\$1.14	4.02%	16,754
Total	--	56,486	1,312	\$29.59	\$1.27	2.32%	53,155



Thank You



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