



WALLACE
STATE
HANCEVILLE • ALABAMA

Interact Communications

Monthly Performance Report

12/01/2024 - 12/31/2024



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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:

418,180

Total Visits:

21,127

View-Through Ad Visits:

1956

Completed Video Views:

113,156

PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18-\$13, **Your Average is \$0.12**

Average CTR is 6.21%, **Your Average is 49%**

Average Cost Per Contact is \$62, **Your Average is \$1.88**

Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$17**

Average CPC Custom Audience \$1 - \$2, **Your Average is \$0.79**

Average CTR is 1%, **Your Average is 2.21%**

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 .04**

TikTok Benchmarks, Industry Average & Your Average

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

Average CTR is 1%, **Your Average is 1.59%**

Display Benchmarks, Industry Average & Your Average

Average CPM is \$15-\$20, **Your Average is \$12**

Average CTR is .17%, **Your Average is .20%**



Campaign Performance & Analysis

SEM

Dec continued the trend with a higher CTR, lower cost per click and lower cost per lead. The Programs campaign is optimizing very well – we started with cost per lead of \$34 and we are now down to \$1.63! The General campaign is holding steady and fully optimized at this time with a low cost per click of just .12 cents and cost per lead of \$2 as well. No changes needed. Top keywords searched were for dental, nurse, HVAC, and dual enrollment.

Facebook/IG Benchmarks

This campaign has a very high CTR and has maintained extremely well benchmarks, the CTR increased in Dec and the CPM came down as well. The highest performing audiences are the CRM lists, Spanish and targeting competitor locations. 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 started in Aug and has continued through Dec, 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 had 16 leads in Dec. I think we should do a creative refresh soon for the leads campaign and I am going to pause the Spanish LAL and Gamer audience in the Leads campaign b/c it's not doing well. We also recommend adding in an audience targeting adult edu interests/vocational/trade schools.

YouTube Benchmarks

Our YouTube campaign is doing very well with a completed video view rate of 59%, beating the industry benchmark of 35%. Our average cost per completed video view is just .04 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 maintained a low CPM and above average CTR in at .20%. In Dec we had over 12k in completed OTT Streaming video views, and over 2300 visits to the site from both paid and view through visits on the ads. The best performing tactics were keyword retargeting, online learning and geofencing. No changes needed at this time.

TikTok Benchmarks

Our TikTok campaign is doing very well. Our CPM came down significantly in Dec, from \$33 to \$26 and we still maintained an above average CTR at 2.29% beating the industry average of 1%. I would recommend a creative refresh soon.

PPC



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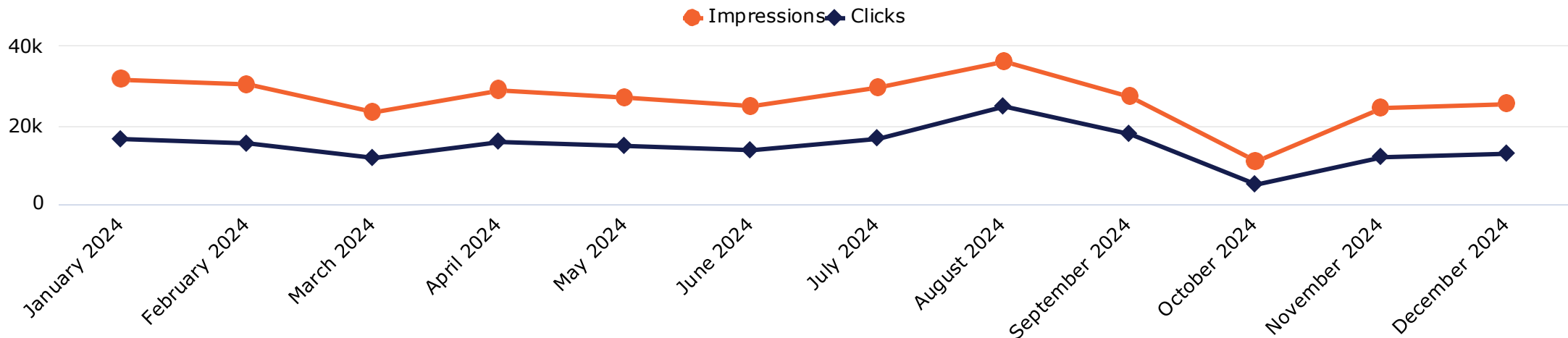
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PPC Performance

	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
	\$1,800.00	Sep-24	27,527	18,046	65.56	\$0.10	218	603	821	1,738	\$2.19
	\$1,800.00	Oct-24	28,138	17,396	61.82	\$0.10	235	659	894	2,182	\$2.01
	\$1,800.00	Nov-24	31,309	15,726	50.23	\$0.11	257	788	1,045	2,457	\$1.72
	\$1,800.00	Dec-24	31,183	15,468	49.60	\$0.12	327	628	955	3,970	\$1.88
TOTALS:	\$1,800.00		31,183	15,468	49.60	\$0.12	327	628	955	3,970	\$1.88

01/01/2024 - 12/31/2024



Top Keywords & Page Visits

TOP KEYWORDS	
Keyword	CTR
community college Hanceville	57.85%
Wallace State dual enrollment	59.30%
Wallace State College	48.17%
college Hanceville	31.54%
community college	8.20%
college university	19.90%
college degrees	8.39%
community college programs	35.23%
community college classes	21.58%
college courses	8.73%
Wallace State College scholarships	6.77%
local community colleges nearby	3.92%
dual enrollment college classes	23.81%
university degrees	1.77%
online degree programs	1.48%
community colleges	66.67%
find colleges	25.00%
get degree online	3.23%
community colleges program	7.14%
online college courses	0.32%

WEB EVENTS - CONTINUED		12/01/2024 - 12/31/2024
Event Name	Event Count	
*Apply & Register	788	
*Program Finder	654	
*Apply for Admission Clicked	294	
*Financial Aid	177	
*Scholarships	137	
*Register For Class	128	
*Dual Enrollment	61	
*Adult Education	53	
*Tour Campus	53	
*Campus Map	44	
*Financial Aid Facts	28	
*Schedule A Tour Clicked	17	

WEB EVENTS - CONTINUED		12/01/2024 - 12/31/2024
Event Name	Event Count	
*Request Info Clicked	14	



Top Performing Text Ads

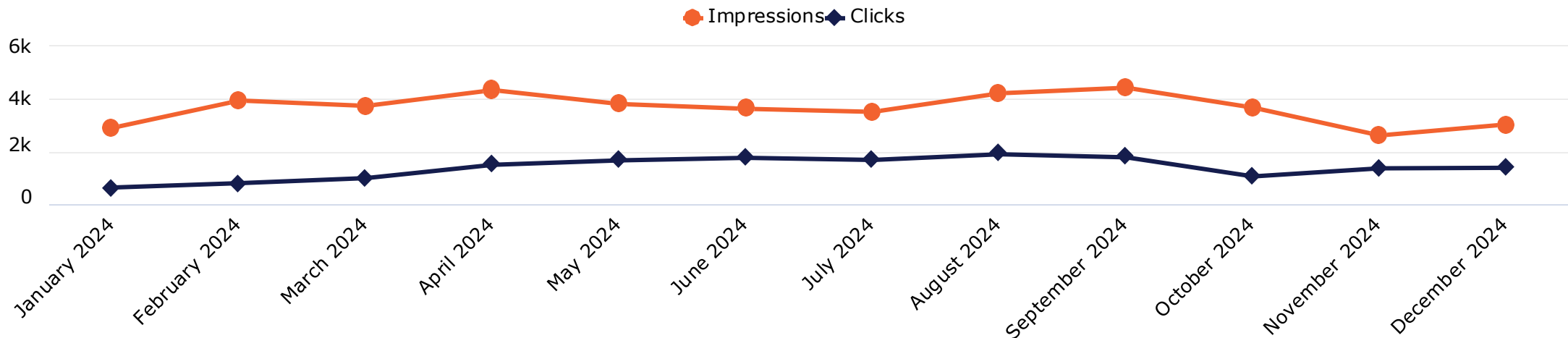
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	24,056	12,243	50.89%
Dual Credit Ad Group	1,199	703	58.63%
Total	25,255	12,946	51.26%

PPC Programs Performance

	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
	\$1,500.00	Sep-24	5,337	2,099	39.33	\$0.71	25	367	392	466	\$3.83
	\$1,500.00	Oct-24	4,789	1,852	38.67	\$0.81	24	1,038	1,062	1,184	\$1.41
	\$1,500.00	Nov-24	4,789	1,852	38.67	\$0.81	22	1,038	1,060	1,189	\$1.42
	\$1,500.00	Dec-24	3,252	1,618	49.75	\$0.93	23	898	921	1,011	\$1.63
TOTALS:	\$1,500.00		3,252	1,618	49.75	\$0.93	23	898	921	1,011	\$1.63

01/01/2024 - 12/31/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
top community colleges in	65.96%
registered nurse programs	40.74%
sonography programs	30.95%
associate degree in nursing schools	43.90%
dental hygiene programs	48.57%
welding certification	55.17%
career college	18.92%
technical schools	8.28%
emt programs	35.29%
Diagnostic Imaging programs	35.48%
medical assistant programs	35.00%
career colleges	13.04%
hvac certificate	35.29%
practical nursing program	20.00%
trade school	20.00%
trade schools near me	28.57%
Wallace State Career programs	57.14%
technical programs Wallace State	18.75%
Technical training	17.65%
culinary arts program	15.38%

WEB EVENTS - CONTINUED 12/01/2024 - 12/31/2024

Event Name	Event Count
*Login to myWallaceState t...	733
*Apply & Register	58
*Apply For Admission Click...	25
*Financial Aid	17
*Register For Class	14
*Schedule A Tour Clicked	14
*Adult Education	8
*Scholarships	8
*Dual Enrollment	5
*Tour Campus	3
*Campus Map	1
*Financial Aid Facts	1



Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	2,314	1,222	52.81%
Health Science (with Nursing focus) -	350	139	39.71%
Applied Tech (with Diesel/Welding/EV focus)	51	27	52.94%
Culinary/Hospitality	10	2	20.00%
General Studies (include Criminal Justice, Fine an...	7	2	28.57%
Business	12	1	8.33%
STEM (with Computer Science Focus)	1	0	0.00%
Total	2,745	1,393	50.75%

Display



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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display Wallace Community College Oct 202...	111,480	227	\$12.63	0	\$1,408.22
Total	111,480	227	\$12.63	0	\$1,408.22

OTT Streaming	Impressions	Clicks	CTR	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
C4324221_TD_MCID 3949241_wallacecommunitycoll_Site_OTT_Large Screen	3,604	0	0.00%	3,612	3,600	3,588	3,582	3,572	98.89%
C4324215_TD_MCID 3949241_wallacecommunitycoll_AAC_Large Screen_CTV	3,500	0	0.00%	3,495	3,486	3,474	3,470	3,461	99.03%
C4324216_TD_MCID 3949241_wallacecommunitycoll_AAC_Small Screen_OTT	3,277	3	0.09%	3,294	3,229	3,193	3,141	3,108	94.35%
C4324213_TD_MCID 3949241_wallacecommunitycoll_Site_OTT_Small Screen	3,263	2	0.06%	3,250	3,054	2,952	2,882	2,801	86.19%
C4324214_TD_MCID 3949241_wallacecommunitycoll_AAC_Spanish_OTT_Small Screen	1,840	2	0.11%	1,854	1,820	1,795	1,780	1,756	94.71%
C4324220_TD_3949241_wallacecommunitycoll_CRM HS no College_CTV	274	0	0.00%	274	265	265	260	261	95.26%
C4324222_TD_MCID 3949241_wallacecommunitycoll_AAC_Spanish_OTT_Large Screen	218	0	0.00%	224	221	218	216	215	95.98%
C4324219_TD_3949241_wallacecommunitycoll_CRM HS no College_OTT	38	0	0.00%	38	38	38	38	37	97.37%
Totals:	16,014	7	0.04%	16,041	15,713	15,523	15,369	15,211	94.83%

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
C4324209_TD_MCID 3949241_wallacecommunitycoll_Geo Fence	19,937	48	0.24%	3
C4324204_TD_MCID 3949241_wallacecommunitycoll_Search	17,568	61	0.35%	63
C4324205_TD_MCID 3949241_wallacecommunitycoll_AAC_Online Learning_English	16,697	39	0.23%	41
C4324203_TD_MCID 3949241_wallacecommunitycoll_Site	15,602	39	0.25%	1,054
C4324210_TD_MCID 3949241_wallacecommunitycoll_Event	15,106	16	0.11%	13
C4324206_TD_MCID 3949241_wallacecommunitycoll_AAC_Online Learning_Spanish	14,161	19	0.13%	12
C4324221_TD_MCID 3949241_wallacecommunitycoll_Site_OTT_Large Screen	3,604	0	0.00%	605
C4324215_TD_MCID 3949241_wallacecommunitycoll_AAC_Large Screen_CTV	3,500	0	0.00%	117
C4324216_TD_MCID 3949241_wallacecommunitycoll_AAC_Small Screen_OTT	3,277	3	0.09%	4
C4324213_TD_MCID 3949241_wallacecommunitycoll_Site_OTT_Small Screen	3,263	2	0.06%	36
C4324214_TD_MCID 3949241_wallacecommunitycoll_AAC_Spanish_OTT_Small Screen	1,840	2	0.11%	0
C4324220_TD_3949241_wallacecommunitycoll_CRM HS no College_CTV	274	0	0.00%	0
C4324222_TD_MCID 3949241_wallacecommunitycoll_AAC_Spanish_OTT_Large Screen	218	0	0.00%	8
C4324208_TD_MCID 3949241_wallacecommunitycoll_CRM HS no College	174	0	0.00%	0
C4324219_TD_3949241_wallacecommunitycoll_CRM HS no College_OTT	38	0	0.00%	0
Totals:	115,259	229	0.20%	1,956

Facebook & Instagram



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Facebook & Instagram Performance



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

106,051

 Impressions
 ▼ -17,213

\$1,851.21

 Cost
 ▼ \$-692.74

\$17.46

 CPM
 ▼ \$-3.18

2,343

 Clicks
 ▼ -289

\$0.79

 CPC
 ▼ \$-0.18

2.21%

 Clicks (All) CTR
 ▲ 3.47%

111

 Post Reactions
 ▼ -3.48%

3

 Post Saves
 ▼ -40.00%

478

 Video 100% Views
 ▲ 58.28%

6,011

 Post Engagements
 ▲ 2.25%

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	5,343	41	79	1.48%	0	12	0	19	0	356
CRM	93,017	1,069	2,147	2.31%	2	74	3	416	1	4,966
Education	4,108	29	51	1.24%	0	10	0	15	0	215
Education - Spanish	724	5	10	1.38%	0	0	0	8	0	83
Gamers	368	4	6	1.63%	0	3	0	3	0	68
General	551	2	6	1.09%	1	1	0	4	0	86
General - Spanish	7	0	0	0.00%	0	0	0	0	0	1
HS No College CRM List	18	0	0	0.00%	0	0	0	0	0	2
LAL - Spanish	474	4	14	2.95%	0	1	0	1	0	50
RT/LAL	1,441	8	30	2.08%	0	10	0	12	0	184
Total	106,051	1,162	2,343	2.21%	3	111	3	478	1	6,011

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	Carousel Ad A...	https://www.facebook.com/304167894	30,332	438	527	0	5	0	1	0	1.74%	444
CRM	Video Ad Gen...	https://www.facebook.com/304167894	17,034	240	663	0	23	0	0	313	3.89%	2,342
CRM	Carousel Ad P...	https://www.facebook.com/304167894	16,225	167	296	1	5	0	0	0	1.82%	172
CRM	Static Ad Elect...	https://www.facebook.com/304167894	12,850	92	313	0	19	1	2	0	2.44%	115
CRM	Static Ad Adul...	https://www.facebook.com/304167894	5,548	39	96	0	3	0	0	0	1.73%	42
CRM	Video Ad Busi...	https://www.facebook.com/304167894	4,017	37	73	0	9	0	0	33	1.82%	804
CRM	Video Ad Appli...	https://www.facebook.com/304167894	2,987	25	82	1	2	0	0	40	2.75%	625
Competitors	Static Ad Elect...	https://www.facebook.com/304167894	2,669	11	28	0	0	0	0	0	1.05%	11
Education	Carousel Ad A...	https://www.facebook.com/304167894	1,502	14	15	0	0	0	0	0	1.00%	14
CRM	Static Ad Elect...	https://www.facebook.com/304167894	1,377	16	30	0	1	0	0	0	2.18%	17
Education - Spanish	Video Ad Spa...	https://www.facebook.com/304167894	724	5	10	0	0	0	0	8	1.38%	83
Education	Static Ad Elect...	https://www.facebook.com/304167894	656	4	12	0	1	0	0	0	1.83%	5
Education	Static Ad Adul...	https://www.facebook.com/304167894	548	2	3	0	0	0	0	0	0.55%	2
Competitors	Video Ad Busi...	https://www.facebook.com/304167894	500	10	14	0	2	0	0	9	2.80%	115
CRM	Video Ad Heal...	https://www.facebook.com/304167894	479	5	22	0	0	0	0	6	4.59%	148
CRM	Static Ad Rest...	https://www.facebook.com/304167894	390	2	6	0	0	0	0	0	1.54%	2
Competitors	Video Ad Appli...	https://www.facebook.com/304167894	380	6	7	0	4	0	0	5	1.84%	81
Gamers	Video Ad Busi...	https://www.facebook.com/304167894	368	4	6	0	3	0	0	3	1.63%	68
Total	--	--	98,586	1,117	2,203	2	77	1	3	417	2.23%	5,090

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	101,728	72	1	425	3	2,275	2.24%	5,229
Instagram	4,323	39	0	53	0	68	1.57%	782
Total	106,051	111	1	478	3	2,343	2.21%	6,011



Facebook & Instagram Leads

45,285

Impressions

▼ -19,729

\$1,444.65

Cost

▼ \$-523.19

\$31.90

CPM

▲ \$1.63

565

Clicks

▼ -219

\$2.56

CPC

▲ \$0.05

1.25%

Clicks (All) CTR

▲ 3.47%

39

Post Reactions

▼ -27.78%

16

Form Submits/Leads

132

Video 100% Views

▼ -22.81%

2,127

Post Engagements

▲ 0.19%

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	4,289	13	40	0.93%	0	2	1	0	0	16
CRM	13,001	44	165	1.27%	2	10	1	26	1	331
Education	5,335	20	53	0.99%	0	3	0	12	0	157
Education - Spanish	985	3	9	0.91%	0	0	0	0	0	3
Gamers	2,015	6	17	0.84%	0	3	0	0	0	9
Gamers - Spanish	31	0	0	0.00%	0	0	0	0	0	0
General	3,880	9	22	0.57%	1	3	0	0	0	12
General - Spanish	35	0	0	0.00%	0	0	0	0	0	0
LAL	15,423	76	255	1.65%	4	17	5	91	0	1,553
LAL - Spanish	291	0	4	1.37%	1	1	1	3	0	46
Total	45,285	171	565	1.25%	8	39	8	132	1	2,127

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	7,676	27	96	1	2	0	0	0	1.25%	29
LAL	Carousel Ad P...	https://www.facebook.com/30416789	6,462	35	110	3	5	0	2	0	1.70%	42
LAL	Video Ad Heal...	https://www.facebook.com/30416789	4,435	23	80	1	5	0	1	47	1.80%	1,192
Competitors	StaticAd Heal...	https://www.facebook.com/30416789	4,289	13	40	0	2	0	1	0	0.93%	16
General	StaticAd Heal...	https://www.facebook.com/30416789	3,746	9	22	1	3	0	0	0	0.59%	12
Education	StaticAd Heal...	https://www.facebook.com/30416789	3,596	15	34	0	2	0	0	0	0.95%	17
Gamers	StaticAd Heal...	https://www.facebook.com/30416789	2,015	6	17	0	3	0	0	0	0.84%	9
CRM	StaticAd Rest...	https://www.facebook.com/30416789	1,837	7	21	0	2	0	0	0	1.14%	9
CRM	Carousel Ad P...	https://www.facebook.com/30416789	1,522	5	19	1	1	0	0	0	1.25%	6
LAL	StaticAd Rest...	https://www.facebook.com/30416789	1,345	9	14	0	1	0	0	0	1.04%	10
Education - Spanish	StaticAd 5 Sp...	https://www.facebook.com/30416789	985	3	9	0	0	0	0	0	0.91%	3
LAL	StaticAd Elec...	https://www.facebook.com/30416789	767	1	8	0	0	0	1	0	1.04%	2
CRM	Video Ad Tech...	https://www.facebook.com/30416789	689	1	8	0	1	1	0	18	1.16%	119
LAL	Video Ad Tech...	https://www.facebook.com/30416789	638	2	10	0	1	0	1	20	1.57%	129
LAL	Video Ad STE...	https://www.facebook.com/30416789	609	2	16	0	1	0	0	15	2.63%	118
LAL	StaticAd Elec...	https://www.facebook.com/30416789	503	0	2	0	1	0	0	0	0.40%	1
CRM	Video Ad Heal...	https://www.facebook.com/30416789	486	3	10	0	2	0	0	7	2.06%	138
CRM	StaticAd Elec...	https://www.facebook.com/30416789	479	1	7	0	1	0	0	0	1.46%	2
Total	--	--	42,079	162	523	7	33	1	6	107	1.24%	1,854

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	41,268	35	1	129	8	545	1.32%	2,096
Instagram	4,017	4	0	3	0	20	0.50%	31
Total	45,285	39	1	132	8	565	1.25%	2,127



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

\$679.98

Cost

▼ -32.29%

28,659

Impressions

▼ -28.65%

17,169

Views

▼ -29.54%

59.91%

View rate

▼ -1.24%

7

Clicks

▼ -36.36%

\$0.04

CPV

▼ -3.90%

AD GROUP PERFORMANCE

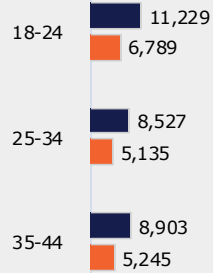
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	12/01/2024 - 12/31/2024 Video 100%
18-44	28,659	17,169	59.91%	7	95.24%	75.50%	65.49%	60.47%
Total	28,659	17,169	59.91%	7	95.24%	75.50%	65.49%	60.47%

AD PERFORMANCE

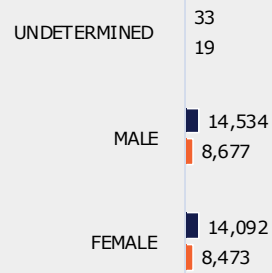
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	12/01/2024 - 12/31/2024 Video 100%
Discover the Lion Life!	10,922	6,733	61.65%	0	96.60%	76.58%	66.82%	62.11%
Wallace 2023 Pre Roll STEM 15	9,424	5,436	57.68%	3	98.13%	76.66%	64.20%	58.11%
Wallace 2023 Pre Roll applied tech 15	3,935	2,334	59.31%	3	97.67%	75.87%	65.48%	59.94%
Wallace 2023 Pre Roll applied tech 30	1,842	1,130	61.35%	1	83.60%	70.91%	65.73%	62.20%
Total	26,123	15,633	59.84%	7	96.40%	76.10%	65.59%	60.35%

YouTube Performance

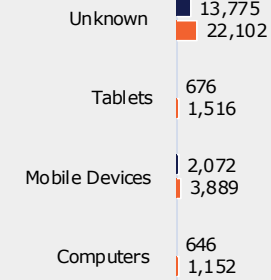
Views Impressions



Views Impressions



Impressions Views



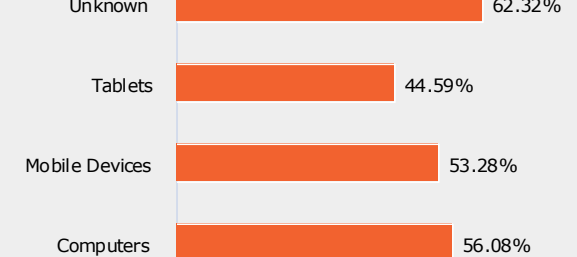
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	96.60%	75.18%	63.00%	56.90%
Mobile Devices	94.89%	71.25%	59.56%	53.31%
Tablets	94.87%	70.84%	55.89%	45.27%
Unknown	95.26%	76.60%	67.34%	62.99%

Age Range	25%	50%	75%	100%
18-24	95.39%	76.08%	66.03%	61.36%
25-34	95.45%	75.83%	66.15%	60.63%
35-44	94.86%	74.46%	64.18%	59.20%

Gender	25%	50%	75%	100%
FEMALE	95.48%	76.11%	65.77%	60.53%
MALE	95.01%	74.90%	65.22%	60.41%
UNDETERMI...	96.97%	75.76%	63.64%	57.58%

YouTube Spanish Performance

\$658.44

Cost

▼ -30.69%

28,269

Impressions

▼ -32.14%

15,848

Views

▼ -30.29%

56.06%

View rate

▲ 2.73%

17

Clicks

▼ -51.43%

\$0.04

CPV

▼ -0.58%

AD GROUP PERFORMANCE

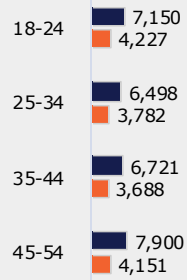
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	12/01/2024 - 12/31/2024 Video 100%
Education	22,569	13,497	59.80%	8	94.93%	75.75%	65.81%	59.82%
Gamers	1,335	562	42.10%	2	97.54%	68.57%	51.46%	42.34%
Work Industries	4,365	1,789	40.98%	7	96.55%	68.71%	51.51%	41.08%
Total	28,269	15,848	56.06%	17	95.30%	74.33%	62.93%	56.10%

AD PERFORMANCE

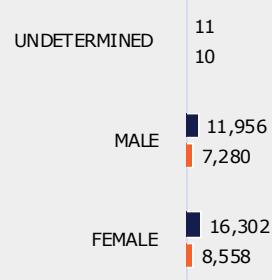
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	12/01/2024 - 12/31/2024 Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	22,366	12,115	54.17%	13	98.16%	74.90%	61.76%	54.10%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	2,737	1,748	63.87%	2	84.77%	72.30%	67.72%	64.16%
Wallace 2022 Spanish Pre Roll HS 30	1,617	1,021	63.14%	2	82.67%	71.55%	66.86%	63.71%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,549	964	62.23%	0	85.71%	72.46%	67.13%	62.80%
Total	28,269	15,848	56.06%	17	95.30%	74.32%	62.92%	56.10%

YouTube Performance

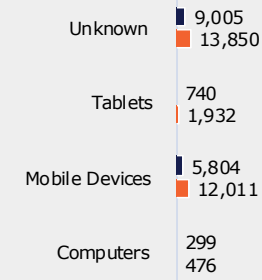
Views Impressions



Views Impressions



Impressions Views



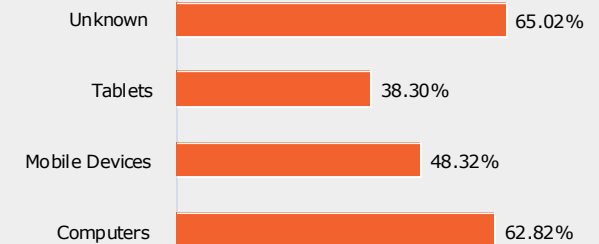
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	95.06%	78.53%	72.06%	65.94%
Mobile Devices	96.06%	70.31%	56.27%	48.21%
Tablets	96.17%	74.50%	54.44%	38.21%
Unknown	94.54%	77.65%	69.59%	65.13%

Age Range	25%	50%	75%	100%
18-24	94.69%	74.52%	64.81%	59.20%
25-34	95.61%	76.24%	64.92%	58.17%
35-44	95.55%	74.16%	62.25%	55.04%
45-54	95.38%	72.73%	60.14%	52.47%

Gender	25%	50%	75%	100%
FEMALE	95.95%	72.70%	60.15%	52.52%
MALE	94.41%	76.53%	66.68%	60.95%
UNDETERMINED	100.00%	90.91%	90.91%	90.91%

TIKTOK



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TIKTOK

\$1,678.54

Total Cost

▲ \$0.06

64,001

Impressions

▼ -10,690

1,082

Clicks

▼ -46

\$26.23

CPM

▲ \$3.75

\$1.55

CPC

▲ \$0.06

1.69%

CTR

▲ 11.95%

61,618

Video Views

▼ -15.11%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycol_DMA -	25,505	585	\$32.93	24,262
C4323418_wallacecommunitycol_DMA - Spanish	38,496	497	\$21.78	37,356
Total	64,001	1,082	\$26.23	61,618

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycol_DMA	Wallace 2022 Spanish TikTok.mp4	38,496	497	\$21.78	\$1.69	1.29%	37,356
C4323418_wallacecommunitycol_DMA	Wallace 2022 TikTok.mp4	25,505	585	\$32.93	\$1.44	2.29%	24,262
Total	--	64,001	1,082	\$26.23	\$1.55	1.69%	61,618



Thank You



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