



**WALLACE  
STATE**  
HANCEVILLE • OHIO

# Interact Communications

## Monthly Performance Report

07/01/2024 - 07/31/2024



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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:

499,057

### Total Visits:

22,379

### View-Through Ad Visits:

1365

### Completed Video Views:

115,738

### 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 \$11**

Average CPC Custom Audience \$1 - \$2, **Your Average is \$0.38**

Average CTR is 1%, **Your Average is 3.11%**

Average Cost Per Lead is \$61, **Your Average is \$50**

### YouTube Benchmarks, Industry Average & Your Average

Average completed video view rate 35%, **Your Average is 56%**

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 2.44%**

### Display Benchmarks, Industry Average & Your Average

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

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



# Campaign Performance & Analysis

## SEM

SEM campaign is fully optimized. CTR has increased from 43% to 56%, the cost per click has decreased from .28 cents to .13 cents and our cost per engagement has decreased from \$6 to just \$2! We are holding steady and fully optimized at this time. No changes needed

### Facebook/IG Benchmarks

These campaign has a very high CTR, almost triple the industry average. The highest performing audiences are the CRM lists 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. If we continue this trend, I'd recommend removing the CRM lists and putting them into their own campaign with additional budget to support them. If we can't do that, then we should pause this audience for 1-2 months to allow FB to reoptimize. Carousel ads also typically have a higher CTR than any other creative, so if we want to try to get an even higher engagement, I would recommend incorporating carousel ads. This campaign is doing great, no other changes needed.

### YouTube Benchmarks

Our YouTube campaign is doing very well with a completed video view rate of 56%, beating the industry benchmark of 35%. Our average cost per completed video view is just .03 cents, compared to the industry average of .15 cents.

### Display & OTT Streaming Benchmarks

The Display campaign saw a decrease in the CPM and an increase in the engagement in July. We had over 13k in completed OTT Connected TV Streaming video views. The total visits to the site increased to over 1400, from paid and view through visits (organic visits to the website from those who have viewed the ad but not clicked on it).

### TikTok Benchmarks

Our TikTok campaign is doing very well. Our CPM is a bit higher in July came down and even while the CPM is still a bit high for industry averages, we still were able to increase the CTR and engagement of the campaign so I want to keep targeting the more expensive audiences.



# PPC



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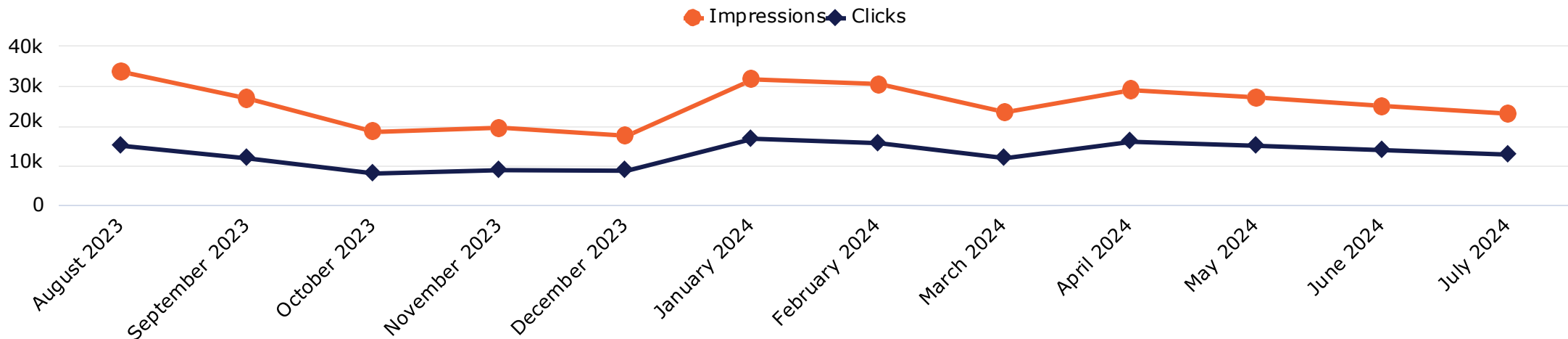
# PPC Performance

## 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
<b>TOTALS:</b>	<b>\$1,800.00</b>		<b>25,071</b>	<b>14,214</b>	<b>56.69</b>	<b>\$0.13</b>	<b>420</b>	<b>375</b>	<b>795</b>	<b>2,406</b>	<b>\$2.26</b>

08/01/2023 - 07/31/2024



# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
community college Hanceville	58.19%
college Hanceville	64.46%
Wallace State dual enrollment	64.98%
Wallace State College	53.73%
college university	40.83%
community college programs	49.04%
local community colleges nearby	15.75%
college degrees	22.37%
community college classes	41.96%
community college	17.32%
community colleges classes	61.29%
dual enrollment college classes	37.50%
community colleges	87.50%
online college courses	10.83%
community colleges program	7.04%
college courses	3.70%
community college Oneonta	33.33%
technical college	17.65%
Wallace State College scholarships	75.00%
online degree programs	1.87%

## WEB EVENTS - CONTINUED

07/01/2024 - 07/31/2024

Event Name	Event Count
*Apply & Register	841
*Program Finder	731
*Apply for Admission Clicked	280
*Financial Aid	247
*Register For Class	120
*Dual Enrollment	110
*Request Info Clicked	107
*Scholarships	79
*Tour Campus	76
*Campus Map	67
*Adult Education	59
*Schedule A Tour Clicked	27

## WEB EVENTS - CONTINUED

07/01/2024 - 07/31/2024

Event Name	Event Count
*Financial Aid Facts	24





# Top Performing Text Ads

**AD PERFORMANCE**

Ad Group	Impressions	Clicks	CTR
General Ad Group	25,304	14,126	55.83%
Dual Credit Ad Group	1,629	1,056	64.83%
Total	26,933	15,182	56.37%



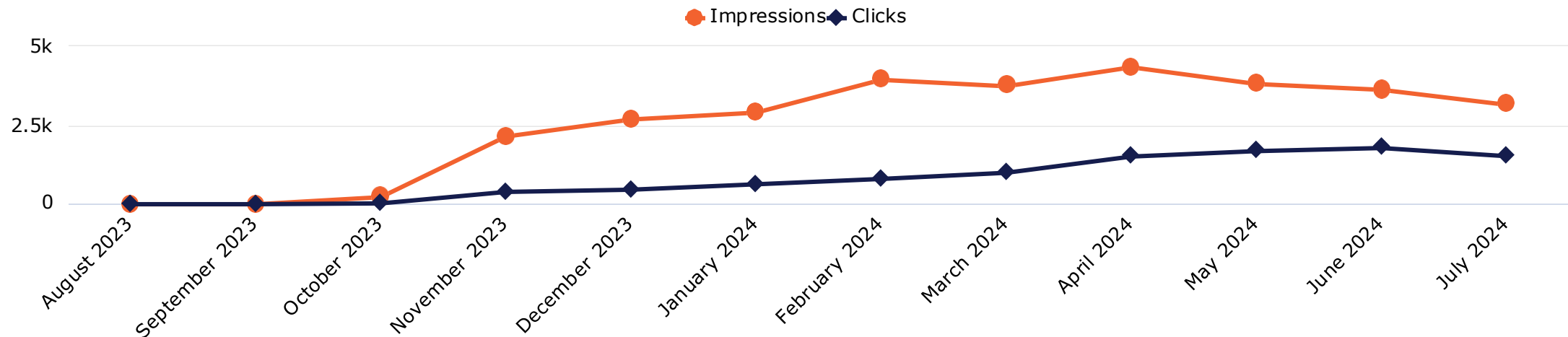
# PPC Programs Performance

## 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
TOTALS:	\$1,500.00		3,535	1,735	49.08	\$0.86	18	25	43	166	\$34.88

08/01/2023 - 07/31/2024



# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
top community colleges in	64.29%
technical schools	50.32%
career colleges	42.22%
registered nurse programs	43.18%
sonography programs	27.74%
emt programs	30.16%
dental hygiene programs	25.37%
medical coding certificate	33.33%
medical assistant programs	40.00%
welding certification	28.00%
culinary arts program	23.53%
hvac certificate	39.29%
nurse aide certification	28.13%
physical therapist assistant programs	50.00%
trade schools near me	32.00%
automotive technician school	30.43%
computer science program	66.67%
practical nursing program	25.00%
respiratory therapy programs	40.00%
technical degrees	16.22%

## WEB EVENTS - CONTINUED

07/01/2024 - 07/31/2024

Event Name	Event Count
*Apply & Register	69
*Apply For Admission Click...	26
*Financial Aid	23
*Register For Class	13
*Schedule A Tour Clicked	12
*Dual Enrollment	8
*Adult Education	7
*Scholarships	6
*Login to myWallaceState t...	5
*Financial Aid Facts	3
*Tour Campus	3



# Top Performing Text Ads

## AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	2,309	1,341	58.08%
Health Science (with Nursing focus) -	416	159	38.22%
Applied Tech (with Diesel/Welding/EV focus)	73	33	45.21%
Culinary/Hospitality	34	13	38.24%
STEM (with Computer Science Focus)	8	6	75.00%
Business	22	3	13.64%
General Studies (include Criminal Justice, Fine an...	8	2	25.00%
<b>Total</b>	<b>2,870</b>	<b>1,557</b>	<b>54.25%</b>

# Display



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# Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display   Wallace Community College   Apr-Se...	129,328	214	\$11.50	0	\$1,487.66
<b>Total</b>	<b>129,328</b>	<b>214</b>	<b>\$11.50</b>	<b>0</b>	<b>\$1,487.66</b>

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Website Remarketing _OTT_Large Screen	4,063	4,037	4,050	4,044	4,028	4,008	99.28%
Curated Audience_Large Screen_CTV	3,844	3,831	3,816	3,794	3,786	3,785	98.80%
Website Remarketing _OTT_Small Screen	2,986	2,974	2,830	2,753	2,673	2,624	88.23%
Curated Audience_Small Screen_OTT	2,412	2,384	2,307	2,257	2,201	2,174	91.19%
Curated Audience_Spanish_OTT_Small Screen	438	419	414	412	410	409	97.61%
Display CRM Targeting HS no College_CTV	99	99	99	99	99	99	100.00%
<b>Totals</b>	<b>13,842</b>	<b>13,744</b>	<b>13,516</b>	<b>13,359</b>	<b>13,197</b>	<b>13,099</b>	<b>95.31%</b>

Targeted Audineces	Impressions	Clicks	CTR	Viewthrough Visits
Geo Fence	22,241	47	0.21%	0
Curated Audience_Online Learning_Spanish	20,729	30	0.14%	9
Curated Audience_Online Learning_English	19,344	32	0.17%	9
Keyword Search Retargeting	18,960	39	0.21%	11
Website Remarketing	17,060	34	0.20%	364
Geofencing Event Targeting	17,016	26	0.15%	18
Website Remarketing _OTT_Large Screen	4,063	0	0.00%	814
Curated Audience_Large Screen_CTV	3,844	0	0.00%	77
Website Remarketing _OTT_Small Screen	2,986	4	0.13%	58
Curated Audience_Small Screen_OTT	2,412	1	0.04%	5
Curated Audience_Spanish_OTT_Small Screen	438	0	0.00%	0
Display CRM Targeting HS no College	136	1	0.74%	0
Display CRM Targeting HS no College_CTV	99	0	0.00%	0
<b>Totals</b>	<b>129,328</b>	<b>214</b>	<b>0.17%</b>	<b>1,365</b>

# 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

138,158

 Impressions  
 ▼ -20,008

\$1,683.84

 Cost  
 ▼ \$-170.58

\$12.19

 CPM  
 ▲ \$0.46

3,521

 Clicks  
 ▼ -1,392

\$0.48

 CPC  
 ▲ \$0.10

2.55%

 Clicks (All) CTR  
 ▼ -17.95%

233

 Post Reactions  
 ▲ 2.64%

1

 Post Saves  
 ▼ -66.67%

809

 Video 100% Views  
 ▼ -37.09%

12,105

 Post Engagements  
 ▼ -24.27%

## 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	10,546	76	175	1.66%	1	7	0	36	0	608
CRM	117,410	1,267	3,163	2.69%	3	214	1	731	8	10,948
Education	7,332	45	127	1.73%	1	5	0	29	0	364
Education - Spanish	81	0	1	1.23%	0	1	0	0	0	14
Gamers	477	3	11	2.31%	0	1	0	3	0	43
Gamers - Spanish	19	0	0	0.00%	0	0	0	0	0	0
General	275	3	5	1.82%	0	1	0	0	0	17
HS No College CRM List	57	0	0	0.00%	0	0	0	0	0	3
LAL - Spanish	72	0	2	2.78%	0	2	0	1	0	12
RT/LAL	1,889	13	37	1.96%	0	2	0	9	0	96
<b>Total</b>	<b>138,158</b>	<b>1,407</b>	<b>3,521</b>	<b>2.55%</b>	<b>5</b>	<b>233</b>	<b>1</b>	<b>809</b>	<b>8</b>	<b>12,105</b>



# 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...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	54,185	729	1,589	1	73	4	1	70	2.93%	2,908
CRM	Video Ad   Gen...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	14,422	169	488	0	36	1	0	325	3.38%	2,666
Competitors	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	8,240	54	128	1	4	0	0	8	1.55%	288
CRM	Static Ad   Elect...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	7,067	52	143	0	9	0	0	0	2.02%	62
CRM	Video Ad   Appli...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	7,040	56	172	1	12	0	0	45	2.44%	1,470
Education	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	5,493	35	92	0	1	0	0	11	1.67%	162
CRM	Carousel Ad   P...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	5,485	37	95	0	7	0	0	0	1.73%	44
CRM	Carousel Ad   A...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	4,507	33	88	0	4	1	0	0	1.95%	41
CRM	Static Ad   Elect...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	3,463	23	43	0	6	0	0	0	1.24%	29
CRM	Video Ad   STE...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	3,331	20	94	0	12	0	0	36	2.82%	767
CRM	Video Ad   STE...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	3,160	32	101	0	11	1	0	83	3.20%	677
CRM	Video Ad   Heal...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	2,737	22	92	0	10	1	0	45	3.36%	765
CRM	Video Ad   Gen...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	2,593	27	64	0	7	0	0	61	2.47%	594
CRM	Video Ad   Tech...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	2,340	17	52	1	7	0	0	49	2.22%	530
CRM	Static Ad   Rest...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	1,564	13	30	0	4	0	0	0	1.92%	17
CRM	Static Ad   Adul...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	1,399	9	21	0	1	0	0	0	1.50%	10
RT/LAL	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	1,372	8	24	0	2	0	0	1	1.75%	34
CRM	Static Ad   Heal...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	1,297	7	24	0	4	0	0	0	1.85%	13
Total	--	--	129,695	1,343	3,340	4	210	8	1	734	2.58%	11,077

# 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	137,403	219	8	798	5	3,507	2.55%	11,972
Instagram	755	14	0	11	0	14	1.85%	133
<b>Total</b>	<b>138,158</b>	<b>233</b>	<b>8</b>	<b>809</b>	<b>5</b>	<b>3,521</b>	<b>2.55%</b>	<b>12,105</b>



# Facebook & Instagram Leads

67,739

 Impressions  
 ▲ 8,399

\$1,337.86

 Cost  
 ▼ \$-68.24

\$19.75

 CPM  
 ▼ \$-3.95

1,034

 Clicks  
 ▼ -97

\$1.29

 CPC  
 ▲ \$0.05

1.53%

 Clicks (All) CTR  
 ▼ -19.92%

81

 Post Reactions  
 ▼ -15.63%

3

 Post Saves  
 ▲ 50.00%

83

 Video 100% Views  
 ▼ -41.55%

1,298

 Post Engagements  
 ▼ -35.93%

## 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	11,888	48	161	1.35%	4	10	0	0	0	59
CRM	32,606	136	554	1.70%	5	33	1	42	1	594
Education	5,842	12	51	0.87%	1	5	0	7	0	78
Education - Spanish	100	0	0	0.00%	0	1	0	0	0	5
Gamers	3,773	12	35	0.93%	1	4	0	0	0	16
Gamers - Spanish	30	1	2	6.67%	0	0	0	0	0	1
General	1,355	1	12	0.89%	1	1	0	0	0	2
General - Spanish	12	0	0	0.00%	0	0	0	0	0	0
LAL	12,109	46	218	1.80%	1	27	2	33	2	537
LAL - Spanish	24	0	1	4.17%	0	0	0	1	0	6
<b>Total</b>	<b>67,739</b>	<b>256</b>	<b>1,034</b>	<b>1.53%</b>	<b>13</b>	<b>81</b>	<b>3</b>	<b>83</b>	<b>3</b>	<b>1,298</b>



# 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...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	23,569	100	380	3	14	1	0	0	1.61%	119
Competitors	StaticAd   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	11,888	48	161	4	10	0	0	0	1.35%	59
LAL	StaticAd   Rest...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	6,143	27	113	0	7	1	0	0	1.84%	35
Education	StaticAd   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	4,910	12	42	1	2	0	0	0	0.86%	14
CRM	StaticAd   Elec...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	3,841	14	53	0	6	0	0	0	1.38%	21
Gamers	StaticAd   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	3,773	12	35	1	4	0	0	0	0.93%	16
LAL	StaticAd   Elec...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	3,052	12	43	1	4	1	0	0	1.41%	17
LAL	Video Ad   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	1,434	3	30	0	7	0	0	23	2.09%	384
CRM	Video Ad   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	1,383	8	44	0	5	0	1	27	3.18%	305
General	StaticAd   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	1,325	1	12	1	1	0	0	0	0.91%	2
CRM	StaticAd   Rest...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	1,290	5	17	0	1	0	0	0	1.32%	6
CRM	Carousel Ad   P...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	1,093	4	29	1	0	0	0	0	2.65%	4
LAL	Carousel Ad   P...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	834	4	18	0	2	0	2	0	2.16%	8
CRM	Video Ad   Gen...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	508	2	8	0	1	0	0	9	1.57%	59
CRM	StaticAd   Elec...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	387	1	5	0	1	0	0	0	1.29%	2
Education	Carousel Ad   P...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	336	0	3	0	0	0	0	0	0.89%	0
CRM	Video Ad   Tech...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	198	0	7	0	1	0	0	3	3.54%	29
Education	StaticAd   Rest...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	186	0	0	0	0	0	0	0	0.00%	0
<b>Total</b>	--	--	<b>66,150</b>	<b>253</b>	<b>1,000</b>	<b>12</b>	<b>66</b>	<b>3</b>	<b>3</b>	<b>62</b>	<b>1.51%</b>	<b>1,080</b>

# 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	65,807	74	3	80	13	1,021	1.55%	1,269
Instagram	1,932	7	0	3	0	13	0.67%	29
<b>Total</b>	<b>67,739</b>	<b>81</b>	<b>3</b>	<b>83</b>	<b>13</b>	<b>1,034</b>	<b>1.53%</b>	<b>1,298</b>



# 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

## \$685.32

Cost  
▲ 1.70%

## 35,934

Impressions  
▲ 15.26%

## 20,188

Views  
▲ 12.56%

## 56.18%

View rate  
▼ -2.34%

## 9

Clicks  
▼ -10.00%

## \$0.03

CPV  
▼ -9.65%

### AD GROUP PERFORMANCE

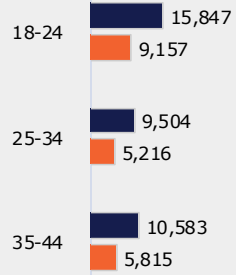
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	07/01/2024 - 07/31/2024 Video 100%
18-44	35,934	20,188	56.18%	9	96.10%	72.49%	61.77%	56.57%
<b>Total</b>	<b>35,934</b>	<b>20,188</b>	<b>56.18%</b>	<b>9</b>	<b>96.10%</b>	<b>72.49%</b>	<b>61.77%</b>	<b>56.57%</b>

### AD PERFORMANCE

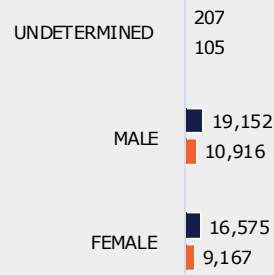
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	07/01/2024 - 07/31/2024 Video 100%
Discover the Lion Life!	14,444	8,179	56.63%	5	97.21%	72.77%	62.06%	56.94%
Wallace 2023 Pre Roll STEM 15	12,300	6,829	55.52%	3	98.09%	73.40%	61.61%	55.94%
Wallace 2023 Pre Roll applied tech 15	5,235	2,691	51.40%	1	98.10%	70.49%	57.63%	51.71%
Wallace 2023 Pre Roll STEM 30	1,341	877	65.40%	0	83.97%	73.40%	69.47%	66.16%
<b>Total</b>	<b>33,320</b>	<b>18,576</b>	<b>55.75%</b>	<b>9</b>	<b>97.14%</b>	<b>72.67%</b>	<b>61.50%</b>	<b>56.12%</b>

# YouTube Performance

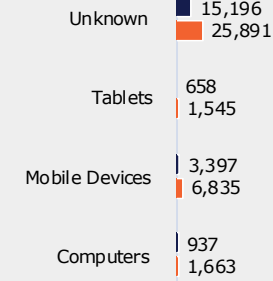
Views Impressions



Views Impressions



Impressions Views



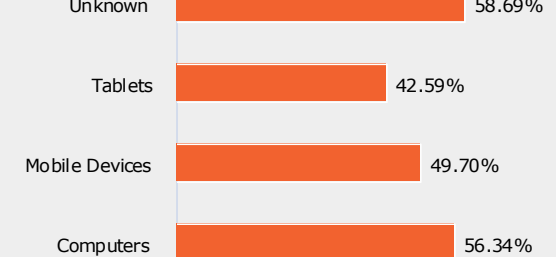
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	95.70%	72.99%	62.23%	57.15%
Mobile Devices	95.52%	68.19%	55.79%	49.65%
Tablets	96.30%	67.87%	51.92%	42.97%
Unknown	96.27%	73.88%	63.93%	59.20%

Age Range	25%	50%	75%	100%
18-24	96.21%	73.22%	63.05%	58.26%
25-34	95.77%	72.02%	60.71%	55.14%
35-44	96.22%	71.81%	60.81%	55.34%

Gender	25%	50%	75%	100%
FEMALE	96.59%	73.03%	61.14%	55.56%
MALE	95.68%	72.04%	62.38%	57.52%
UNDETERMI...	95.17%	70.53%	56.45%	51.10%



# YouTube Spanish

## \$635.78

Cost  
▲ 4.14%

## 32,021

Impressions  
▲ 16.07%

## 18,064

Views  
▲ 15.92%

## 56.41%

View rate  
▼ -0.13%

## 19

Clicks  
▲ 11.76%

## \$0.04

CPV  
▼ -10.17%

### AD GROUP PERFORMANCE

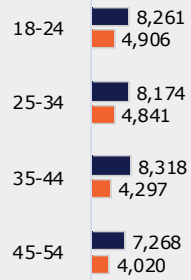
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	07/01/2024 - 07/31/2024 Video 100%
Education	24,929	14,439	57.92%	11	95.56%	74.05%	63.55%	58.09%
Gamers	1,960	1,176	60.00%	2	97.64%	78.08%	67.28%	60.15%
Work Industries	5,132	2,449	47.72%	6	97.00%	71.74%	55.59%	47.64%
<b>Total</b>	<b>32,021</b>	<b>18,064</b>	<b>56.41%</b>	<b>19</b>	<b>95.92%</b>	<b>73.93%</b>	<b>62.50%</b>	<b>56.54%</b>

### AD PERFORMANCE

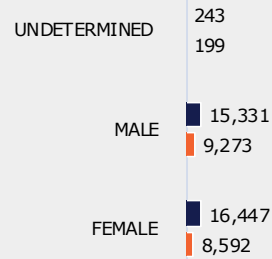
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	07/01/2024 - 07/31/2024 Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	26,756	14,589	54.53%	17	98.16%	74.00%	61.37%	54.67%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	2,707	1,758	64.94%	0	83.29%	72.30%	67.48%	64.92%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,326	847	63.88%	0	85.00%	72.43%	67.04%	64.24%
Wallace 2022 Spanish Pre Roll HS 30	1,232	870	70.62%	2	86.85%	77.65%	71.15%	70.43%
<b>Total</b>	<b>32,021</b>	<b>18,064</b>	<b>56.41%</b>	<b>19</b>	<b>95.92%</b>	<b>73.93%</b>	<b>62.50%</b>	<b>56.54%</b>

# YouTube Performance

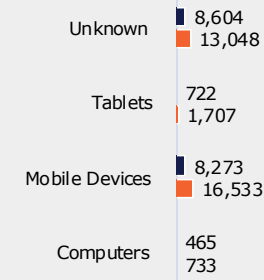
Views Impressions



Views Impressions



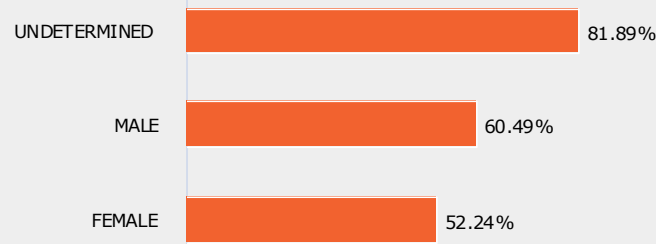
Impressions Views



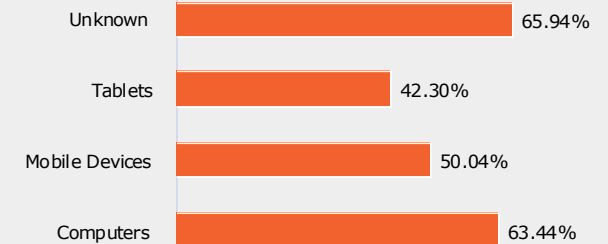
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	95.47%	77.30%	69.94%	64.03%
Mobile Devices	96.29%	70.91%	57.49%	50.06%
Tablets	97.94%	73.29%	54.95%	43.12%
Unknown	95.22%	77.66%	69.43%	66.08%

Age Range	25%	50%	75%	100%
18-24	95.21%	73.93%	64.43%	59.43%
25-34	96.64%	76.23%	65.36%	59.59%
35-44	96.64%	71.65%	58.47%	51.66%
45-54	95.09%	73.97%	61.74%	55.44%

Gender	25%	50%	75%	100%
FEMALE	96.27%	72.77%	59.39%	52.49%
MALE	95.51%	74.95%	65.51%	60.50%
UNDETERMINED	98.35%	88.30%	83.83%	81.78%

# TIKTOK



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## TIKTOK

\$1,757.00

Total Cost  
▼ \$-153.04

67,271

Impressions  
▲ 4,945

1,641

Clicks  
▼ -153

\$26.12

CPM  
▼ \$-4.53

\$1.07

CPC  
▲ \$0.01

2.44%

CTR  
▼ -15.25%

63,495

Video Views  
▲ 10.48%

## TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycol_DMA -	27,704	925	\$31.76	25,849
C4323418_wallacecommunitycol_DMA - Spanish	39,567	716	\$22.16	37,646
<b>Total</b>	<b>67,271</b>	<b>1,641</b>	<b>\$26.12</b>	<b>63,495</b>

## TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycol_DMA	Wallace 2022 Spanish TikTok.mp4	39,567	716	\$22.16	\$1.22	1.81%	37,646
C4323418_wallacecommunitycol_DMA	Wallace 2022 TikTok.mp4	27,704	925	\$31.76	\$0.95	3.34%	25,849
<b>Total</b>	<b>--</b>	<b>67,271</b>	<b>1,641</b>	<b>\$26.12</b>	<b>\$1.07</b>	<b>2.44%</b>	<b>63,495</b>



# Thank You



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