



**WALLACE
STATE**
HANCEVILLE • OHIO

Interact Communications

Monthly Performance Report

06/01/2024 - 06/30/2024



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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:

335,360

Total Visits:

23,792

View-Through Ad Visits:

982

Completed Video Views:

108,124

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 56%**

Average Cost Per Contact is \$62, **Your Average is \$2.36**

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 57%**

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 \$30**

Average CTR is 1%, **Your Average is 2.8%**

Display Benchmarks , Industry Average & Your Average

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

Average CTR is .17%, **Your Average is .15%**



SEM

SEM campaign has been running since July 2023 for this fiscal year and is doing very well. We've seen great optimization over a long period of time and our CTR has increased from 43% to 56%, the cost per click has decreased from .28 cents to .12 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

This campaign has a very high CTR, triple the industry average. The highest performing audiences are the CRM lists and targeting competitor locations. Our Spanish audience is also doing incredibly well and in total, we had over 15k engagements on the ads. The average cost per lead in the FB leads campaign is \$50 in June, beating the industry average of \$61. 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 57%, 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.

Display & OTT Streaming Benchmarks

The Display campaigns had over 15k in completed OTT Connected TV Streaming video views (an increase from May) and very low CPMs of under \$7. The total visits to the site were over 1k, from paid and view through visits (organic visits to the website from those who have viewed the ad but not clicked on it). I would recommend refreshing the CRM list as the CRM list is not generating many impressions at this publisher, or removing the audience all together as it's performing well in Facebook already.

TikTok Benchmarks

Our TikTok campaign is doing very well. Our CPM is a bit higher in June but with a higher CPM, we were able to increase the CTR and engagement of the campaign so I want to keep targeting the more expensive audiences. Our engagement is almost triple the industry average.

PPC



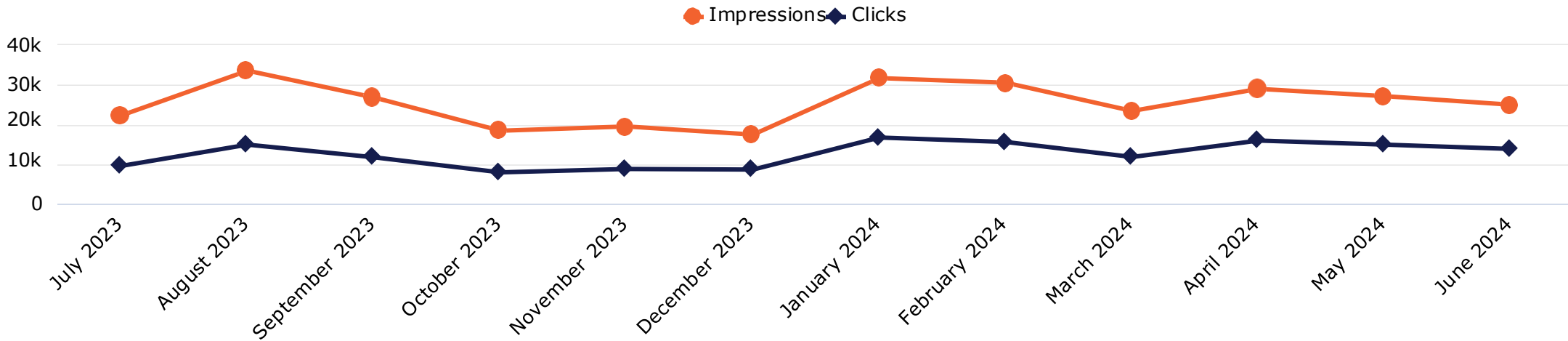
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PPC Performance

	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 2023-2024											
	\$2,500.00	Jul-23	20,305	8,879	43.73	\$0.28	189	209	398	1,458	\$6.28
	\$2,500.00	Aug-23	25,972	11,409	43.93	\$0.22	296	257	553	1,810	\$4.52
	\$2,500.00	Sep-23	36,713	16,307	44.42	\$0.15	193	201	394	1,431	\$6.35
	\$2,200.00	Oct-23	20,277	9,108	44.92	\$0.24	102	351	453	1,538	\$4.86
	\$2,200.00	Nov-23	21,231	9,840	46.35	\$0.22	132	669	801	1,586	\$2.75
	\$2,200.00	Dec-23	21,047	10,661	50.65	\$0.21	231	362	593	1,731	\$3.71
	\$2,200.00	Jan-24	31,235	16,552	52.99	\$0.13	254	316	570	2,349	\$3.86
	\$1,800.00	Feb-24	32,510	16,415	50.49	\$0.11	225	334	559	2,541	\$3.22
	\$1,800.00	Mar-24	26,383	13,632	51.67	\$0.13	280	328	608	2,557	\$2.96
	\$1,800.00	Apr-24	29,220	16,328	55.88	\$0.11	383	451	834	3,224	\$2.16
	\$1,800.00	May-24	25,864	14,227	55.01	\$0.13	408	325	733	2,710	\$2.46
	\$1,800.00	Jun-24	27,065	15,158	56.01	\$0.12	327	391	718	2,571	\$2.51
TOTALS:	\$25,300.00		317,822	158,516	49.88	\$0.16	3,020	4,194	7,214	25,506	\$3.51





Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
community college Hanceville	59.48%
college Hanceville	58.48%
Wallace State dual enrollment	59.61%
Wallace State College	44.69%
college university	31.83%
community college classes	44.68%
college degrees	38.66%
community college programs	22.62%
community colleges program	8.88%
local community colleges nearby	7.83%
community college	16.07%
community colleges classes	73.68%
college courses	8.74%
dual enrollment college classes	17.39%
online degree programs	4.00%
online college courses	6.45%
community colleges	50.00%
technical college	3.23%
university degrees	6.25%
Wallace State College scholarships	50.00%

WEB EVENTS - CONTINUED

06/01/2024 - 06/30/2024

Event Name	Event Count
*Apply & Register	741
*Program Finder	700
*Apply for Admission Clicked	275
*Financial Aid	201
*Request Info Clicked	89
*Register For Class	86
*Campus Map	70
*Dual Enrollment	69
*Scholarships	51
*Adult Education	49
*Tour Campus	46
*Schedule A Tour Clicked	23

WEB EVENTS - CONTINUED

06/01/2024 - 06/30/2024

Event Name	Event Count
*Financial Aid Facts	18



Top Performing Text Ads

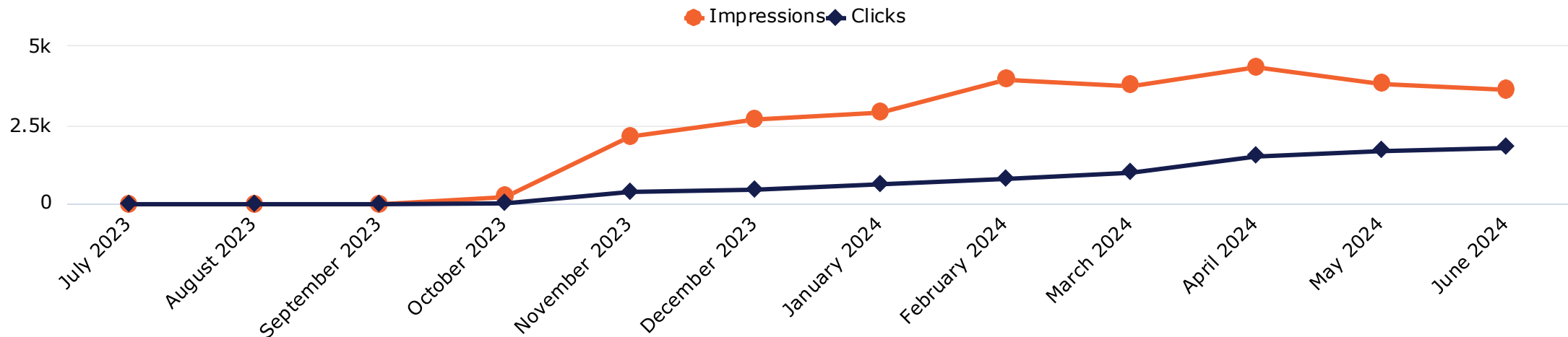
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	23,616	13,166	55.75%
Dual Credit Ad Group	1,147	683	59.55%
Total	24,763	13,849	55.93%

PPC Performance

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Website Engagement	Total Leads	Web Events	Average Cost Per Contact
Wallace State PPC 2023-2024	<i>Monthly Budget</i>	<i>Date Campaign Ran</i>	<i>Number of times text ad is shown when a search is being done on a search engine like Google</i>	<i>Number of times a person has clicked on the text ad, generating a visit to the site</i>	<i>Average click through rate on text ads for all keywords</i>	<i>Average cost per click across all keywords and publishers</i>	<i>Number of calls generated from the PPC campaign</i>	<i>Forms From Landing Page We Are Tracking Completed, or clicks to apply/register</i>	<i>Calls + Form Submits</i>	<i>Total visits to specific pages we are tracking (summary below)</i>	<i>Average cost per contact (calls, end form submissions)</i>
	\$1,500.00	Nov	2,220	396	17.84	\$3.79	16	17	33	27	\$45.45
	\$1,500.00	Dec	2,825	502	17.77	\$2.99	7	27	34	62	\$44.12
	\$1,500.00	Jan-24	2,903	617	21.25	\$2.43	13	19	32	63	\$46.88
	\$1,500.00	Feb-24	4,120	842	20.44	\$1.78	18	37	55	83	\$27.27
	\$1,500.00	Mar-24	3,848	999	25.96	\$1.50	13	69	82	104	\$18.29
	\$1,500.00	Apr-24	4,696	1,632	34.75	\$0.92	13	73	86	159	\$17.44
	\$1,500.00	May-24	3,527	1,611	45.68	\$0.93	24	40	64	152	\$23.44
	\$1,500.00	Jun-24	3,489	1,716	49.18	\$0.87	22	31	53	122	\$28.30
TOTALS:	\$12,000.00		27,628	8,315	30.10	\$1.44	126	313	439	772	\$27.33

07/01/2023 - 06/30/2024



Top Keywords & Page Visits



TOP KEYWORDS

Keyword	CTR
top community colleges in	64.06%
technical schools	54.55%
registered nurse programs	47.76%
sonography programs	21.05%
career colleges	28.05%
emt programs	28.95%
welding certification	42.86%
nurse aide certification	27.66%
dental assisting programs	23.53%
medical assistant programs	37.50%
culinary arts program	31.25%
physical therapist assistant programs	34.48%
dental hygiene programs	16.36%
paramedic programs	39.13%
career school	16.67%
medical coding certificate	25.00%
practical nursing program	25.81%
trade schools near me	30.43%
welding associates colleges	77.78%
respiratory therapy programs	35.29%

WEB EVENTS - CONTINUED

06/01/2024 - 06/30/2024

Event Name	Event Count
*Apply & Register	44
*Apply For Admission Click...	12
*Financial Aid	12
*Dual Enrollment	8
*Login to myWallaceState t...	8
*Register For Class	8
*Scholarships	7
*Adult Education	6
*Tour Campus	4
*Request Info Clicked	3
*Schedule A Tour Clicked	3
*Campus Map	2

WEB EVENTS - CONTINUED

06/01/2024 - 06/30/2024

Event Name	Event Count
*Financial Aid Facts	1



LOCAL

Top Performing Text Ads



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AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	2,527	1,484	58.73%
Health Science (with Nursing focus) -	395	155	39.24%
Applied Tech (with Diesel/Welding/EV focus)	43	24	55.81%
Culinary/Hospitality	22	9	40.91%
Business	4	1	25.00%
General Studies (include Criminal Justice, Fine an...	4	1	25.00%
STEM (with Computer Science Focus)	6	1	16.67%
Total	3,001	1,675	55.81%



Display



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Display Performance



Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display Wallace Community College Apr-Se...	113,279	132	\$12.37	1	\$1,400.89
Total	113,279	132	\$12.37	1	\$1,400.89

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Geo Fence Event Targeting	19,268	20	0.10%	2
Curated Audience_Online Learning_English	16,514	12	0.07%	8
Keyword Search Retargeting	16,261	28	0.17%	3
Curated Audience_Online Learning_Spanish	15,704	15	0.10%	20
Website Remarketing	15,008	27	0.18%	149
Geofence Event Targeting	13,615	23	0.17%	16
Website Remarketing _OTT_Small Screen	6,137	4	0.07%	73
Website Remarketing _OTT_Large Screen	3,648	0	0.00%	657
Curated Audience_Large Screen_CTV	3,348	0	0.00%	50
Curated Audience_Small Screen_OTT	2,791	2	0.07%	4
Curated Audience_Spanish_OTT_Small Screen	583	0	0.00%	0
CRM Email Targeting HS no College_CTV	202	0	0.00%	0
CRM Email Targeting HS no College	197	1	0.51%	0
CRM Email Targeting HS no College_OTT	3	0	0.00%	0
Totals	113,279	132	0.15%	982

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Website Remarketing _OTT_Small Screen	6,137	6,090	5,897	5,783	5,672	5,563	91.35%
Website Remarketing _OTT_Large Screen	3,648	3,611	3,602	3,592	3,579	3,579	99.11%
Curated Audience_Large Screen_CTV	3,348	3,327	3,316	3,307	3,299	3,293	98.98%
Curated Audience_Small Screen_OTT	2,791	2,778	2,707	2,631	2,565	2,519	90.68%
Curated Audience_Spanish_OTT_Small Screen	583	572	565	556	554	548	95.80%
CRM Email Targeting HS no College_CTV	202	201	201	200	200	199	99.01%
CRM Email Targeting HS no College_OTT	3	3	3	3	3	3	100.00%
Totals	16,712	16,582	16,291	16,072	15,872	15,704	94.71%

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

158,166

Impressions
▼ -8,562

\$1,854.42

Cost
▲ \$230.96

\$11.72

CPM
▲ \$1.99

4,913

Clicks
▼ -530

\$0.38

CPC
▲ \$0.08

3.11%

Clicks (All) CTR
▼ -4.85%

227

Post Reactions
▼ -25.08%

3

Post Saves
▲ 200.00%

1,286

Video 100% Views
▲ 59.75%

15,984

Post Engagements
▲ 34.89%

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	8,991	62	223	2.48%	1	8	1	68	0	834
CRM	126,840	1,393	4,181	3.30%	4	201	2	1,132	4	13,746
Education	18,867	140	412	2.18%	0	15	0	67	0	1,108
Education - Spanish	256	0	7	2.73%	0	0	0	0	0	35
Gamers	168	1	3	1.79%	0	0	0	1	0	22
Gamers - Spanish	12	0	0	0.00%	0	0	0	0	0	0
General	414	1	11	2.66%	0	0	0	1	0	34
General - Spanish	6	0	0	0.00%	0	0	0	0	0	0
HS No College CRM List	68	0	2	2.94%	0	0	0	0	0	2
LAL - Spanish	108	0	3	2.78%	0	0	0	1	0	14
RT/LAL	2,436	24	71	2.91%	0	3	0	16	0	189
Total	158,166	1,621	4,913	3.11%	5	227	3	1,286	4	15,984

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	47,810	645	1,646	2	61	0	0	95	3.44%	3,396
CRM	Video Ad Gen...	https://www.facebook.com/304167894	26,826	354	1,072	0	45	0	1	556	4.00%	4,211
Education	Video Ad Busi...	https://www.facebook.com/304167894	13,663	107	311	0	9	0	0	29	2.28%	610
CRM	Static Ad Elect...	https://www.facebook.com/304167894	11,801	88	313	0	10	3	0	0	2.65%	102
CRM	Carousel Ad P...	https://www.facebook.com/304167894	9,279	65	224	1	8	0	1	0	2.41%	76
CRM	Video Ad Appli...	https://www.facebook.com/304167894	6,943	48	211	0	13	0	0	106	3.04%	1,779
CRM	Video Ad STE...	https://www.facebook.com/304167894	5,125	42	179	0	10	0	0	61	3.49%	1,328
Competitors	Video Ad Busi...	https://www.facebook.com/304167894	4,591	36	107	1	2	0	0	11	2.33%	224
CRM	Video Ad Gen...	https://www.facebook.com/304167894	2,680	27	73	0	9	1	0	101	2.72%	631
CRM	Video Ad Heal...	https://www.facebook.com/304167894	2,590	25	96	0	13	0	0	52	3.71%	671
CRM	Video Ad Tech...	https://www.facebook.com/304167894	2,575	27	92	1	9	0	0	98	3.57%	608
CRM	Static Ad Elect...	https://www.facebook.com/304167894	2,259	17	38	0	6	0	0	0	1.68%	24
CRM	Video Ad Onli...	https://www.facebook.com/304167894	1,993	12	84	0	6	0	0	25	4.21%	558
CRM	Static Ad Heal...	https://www.facebook.com/304167894	1,883	11	43	0	3	0	0	0	2.28%	14
Competitors	Video Ad Gen...	https://www.facebook.com/304167894	1,495	11	38	0	2	0	0	15	2.54%	171
CRM	Video Ad STE...	https://www.facebook.com/304167894	1,434	8	49	0	3	0	0	38	3.42%	316
RT/LAL	Video Ad Busi...	https://www.facebook.com/304167894	1,336	16	42	0	1	0	0	5	3.14%	62
Education	Static Ad Elect...	https://www.facebook.com/304167894	1,269	3	17	0	1	0	0	0	1.34%	4
Total	--	--	145,552	1,542	4,635	5	211	4	2	1,192	3.18%	14,785

TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	157,180	212	4	1,261	5	4,892	3.11%	15,781
Instagram	986	15	0	25	0	21	2.13%	203
Total	158,166	227	4	1,286	5	4,913	3.11%	15,984



Facebook & Instagram Leads

59,340

Impressions

▼ -3,181

\$1,406.10

Cost

▼ \$-25.36

\$23.70

CPM

▲ \$0.80

1,131

Clicks

▼ -163

\$1.24

CPC

▲ \$0.14

1.91%

Clicks (All) CTR

▼ -7.91%

96

Post Reactions

▲ 21.52%

28

Form Submit Leads

142

Video 100% Views

▼ -2.07%

2,026

Post Engagements

▼ -34.98%

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	3,881	10	44	1.13%	0	1	0	1	0	26
CRM	25,783	120	543	2.11%	3	38	0	35	0	811
Education	16,043	62	213	1.33%	2	10	1	48	2	430
Education - Spanish	110	0	1	0.91%	0	0	0	1	0	16
Gamers	504	3	10	1.98%	0	2	0	0	0	5
Gamers - Spanish	13	0	0	0.00%	0	0	0	0	0	0
General	1,772	6	21	1.19%	3	1	0	0	0	8
General - Spanish	12	0	0	0.00%	0	0	0	0	0	0
LAL	11,143	72	296	2.66%	0	44	1	56	3	708
LAL - Spanish	79	0	3	3.80%	0	0	0	1	0	22
Total	59,340	273	1,131	1.91%	8	96	2	142	5	2,026

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 Conversion: 100% Views	CTR	Post Engagements
CRM	StaticAd Heal...	https://www.facebook.com/30416789	16,896	78	332	2	17	0	0	0	1.97%	101
Education	StaticAd Heal...	https://www.facebook.com/30416789	12,785	49	163	2	2	0	1	0	1.27%	52
LAL	StaticAd Rest...	https://www.facebook.com/30416789	5,425	27	111	0	5	3	0	0	2.05%	35
Competitors	StaticAd Heal...	https://www.facebook.com/30416789	3,837	10	44	0	1	0	0	0	1.15%	11
CRM	StaticAd Elec...	https://www.facebook.com/30416789	2,290	8	36	0	7	0	0	0	1.57%	15
LAL	Carousel Ad P...	https://www.facebook.com/30416789	2,123	28	83	0	9	0	1	0	3.91%	38
CRM	Carousel Ad P...	https://www.facebook.com/30416789	2,084	5	51	0	7	0	0	0	2.45%	12
General	StaticAd Heal...	https://www.facebook.com/30416789	1,687	6	21	3	1	0	0	0	1.24%	7
CRM	Video Ad Heal...	https://www.facebook.com/30416789	1,503	7	45	0	4	0	0	16	2.99%	400
CRM	StaticAd Rest...	https://www.facebook.com/30416789	1,183	4	16	0	0	0	0	0	1.35%	4
Education	Video Ad Gen...	https://www.facebook.com/30416789	1,071	6	22	0	4	2	0	26	2.05%	192
LAL	Video Ad Heal...	https://www.facebook.com/30416789	908	4	18	0	2	0	0	16	1.98%	252
Education	Carousel Ad P...	https://www.facebook.com/30416789	650	2	11	0	0	0	0	0	1.69%	2
LAL	Video Ad Gen...	https://www.facebook.com/30416789	607	4	22	0	8	0	0	20	3.62%	150
CRM	StaticAd Elec...	https://www.facebook.com/30416789	565	3	15	1	2	0	0	0	2.65%	5
Gamers	StaticAd Heal...	https://www.facebook.com/30416789	504	3	10	0	2	0	0	0	1.98%	5
LAL	Video Ad Tech...	https://www.facebook.com/30416789	482	2	18	0	7	0	0	17	3.73%	125
LAL	StaticAd Elec...	https://www.facebook.com/30416789	479	4	12	0	1	0	0	0	2.51%	5
Total	--	--	55,079	250	1,030	8	79	5	2	95	1.87%	1,411

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	55,501	83	5	127	8	1,108	2.00%	1,954
Instagram	3,839	13	0	15	0	23	0.60%	72
Total	59,340	96	5	142	8	1,131	1.91%	2,026



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

\$673.83

Cost
▲ 0.09%

31,177

Impressions
▼ -4.73%

17,935

Views
▼ -5.85%

57.53%

View rate
▼ -1.17%

10

Clicks
▼ -52.38%

\$0.04

CPV
▲ 6.31%

AD GROUP PERFORMANCE

06/01/2024 - 06/30/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-44	31,177	17,935	57.53%	10	96.52%	74.16%	63.59%	57.98%
Total	31,177	17,935	57.53%	10	96.52%	74.16%	63.59%	57.98%

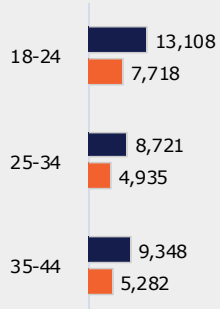
AD PERFORMANCE

06/01/2024 - 06/30/2024

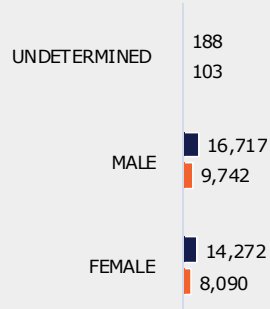
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Discover the Lion Life!	13,758	7,768	56.46%	5	97.33%	73.75%	62.88%	56.93%
Wallace 2023 Pre Roll STEM 15	11,088	6,325	57.04%	3	98.27%	74.80%	63.37%	57.42%
Wallace 2023 Pre Roll applied tech 15	3,394	1,958	57.69%	2	98.46%	74.50%	63.38%	57.87%
Wallace 2023 Pre Roll STEM 30	1,073	715	66.64%	0	85.55%	76.09%	70.75%	67.10%
Total	29,313	16,766	57.20%	10	97.38%	74.32%	63.41%	57.60%

YouTube Performance

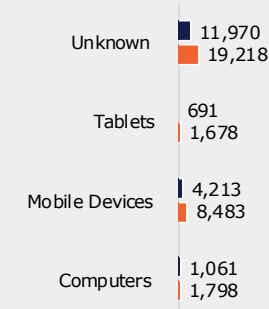
● Views ● Impressions



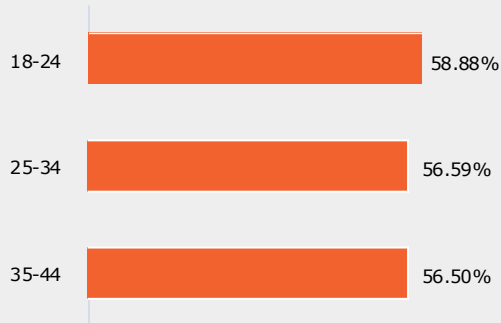
● Views ● Impressions



● Impressions ● Views



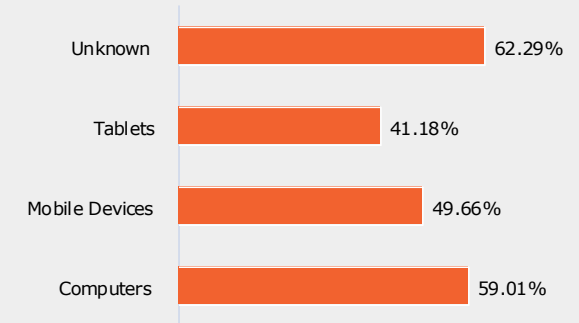
● View rate



● View rate



● View rate



Device Type	25%	50%	75%	100%
Computers	94.44%	74.06%	64.34%	59.89%
Mobile Devices	96.45%	69.09%	56.78%	50.03%
Tablets	95.96%	68.79%	52.98%	41.68%
Unknown	96.79%	76.89%	67.48%	62.76%

Age Range	25%	50%	75%	100%
18-24	96.52%	74.70%	64.60%	59.32%
25-34	96.18%	73.36%	62.71%	56.86%
35-44	96.82%	74.13%	63.00%	57.14%

Gender	25%	50%	75%	100%
FEMALE	96.97%	74.13%	62.82%	56.86%
MALE	96.11%	74.19%	64.28%	58.96%
UNDETERMI...	98.40%	73.88%	61.64%	56.32%

YouTube Spanish Performance



\$610.53

Cost
▼ -1.81%

27,587

Impressions
▼ -7.79%

15,583

Views
▼ -12.74%

56.49%

View rate
▼ -5.38%

17

Clicks
▼ -29.17%

\$0.04

CPV
▲ 12.53%

AD GROUP PERFORMANCE

06/01/2024 - 06/30/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	21,384	12,513	58.52%	14	95.80%	75.19%	64.86%	58.75%
Gamers	1,654	899	54.35%	2	96.72%	74.41%	62.61%	55.34%
Work Industries	4,549	2,171	47.72%	1	96.81%	71.69%	57.08%	48.21%
Total	27,587	15,583	56.49%	17	96.02%	74.56%	63.44%	56.80%

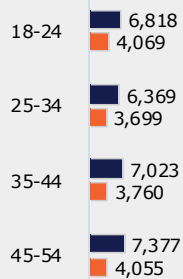
AD PERFORMANCE

06/01/2024 - 06/30/2024

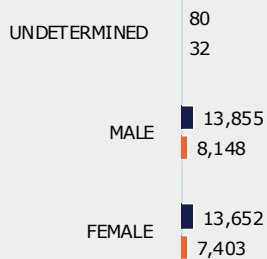
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	23,022	12,420	53.95%	16	97.73%	73.96%	61.53%	54.24%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	2,353	1,638	69.61%	1	86.62%	77.28%	72.76%	69.90%
Wallace 2022 Spanish Pre Roll HS 30	1,135	815	71.81%	0	89.17%	80.67%	76.41%	72.77%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,077	710	65.92%	0	86.92%	75.13%	70.46%	66.45%
Total	27,587	15,583	56.49%	17	96.01%	74.56%	63.44%	56.81%

YouTube Performance

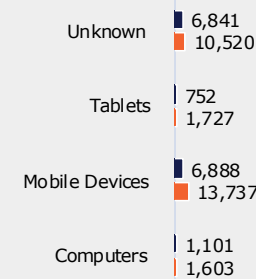
Views Impressions



Views Impressions



Impressions Views



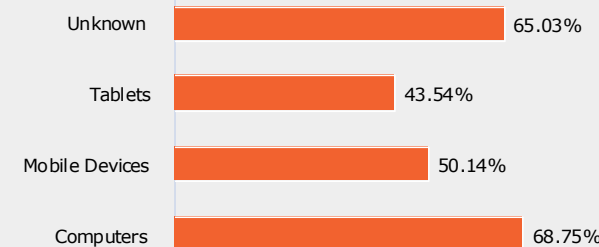
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	92.84%	80.36%	75.44%	71.73%
Mobile Devices	96.65%	71.66%	58.19%	50.36%
Tablets	97.51%	74.80%	56.55%	43.33%
Unknown	95.42%	77.43%	69.60%	65.16%

Age Range	25%	50%	75%	100%
18-24	95.44%	74.74%	65.46%	59.87%
25-34	96.51%	75.28%	64.51%	58.49%
35-44	96.34%	73.32%	60.83%	53.78%
45-54	95.82%	74.94%	63.13%	55.38%

Gender	25%	50%	75%	100%
FEMALE	96.56%	74.06%	61.49%	54.46%
MALE	95.47%	75.07%	65.41%	59.23%
UNDETERMIN...	97.50%	73.75%	56.88%	40.00%

TIKTOK



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TIKTOK

\$1,910.04

Total Cost
▲ \$159.84

62,326

Impressions
▼ -34,848

1,794

Clicks
▲ 447

\$30.65

CPM
▲ \$12.63

\$1.06

CPC
▼ \$-0.23

2.88%

CTR
▲ 107.65%

57,474

Video Views
▼ -38.20%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycol_DMA -	24,506	986	\$39.17	22,172
C4323418_wallacecommunitycol_DMA - Spanish	37,820	808	\$25.12	35,302
Total	62,326	1,794	\$30.65	57,474

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycol_DMA	Wallace 2022 Spanish TikTok.mp4	37,820	808	\$25.12	\$1.18	2.14%	35,302
C4323418_wallacecommunitycol_DMA	Wallace 2022 TikTok.mp4	24,506	986	\$39.17	\$0.97	4.02%	22,172
Total	--	62,326	1,794	\$30.65	\$1.06	2.88%	57,474



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Thank You



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