



**WALLACE  
STATE**

HANCEVILLE • OHIO

# Interact Communications

## Monthly Performance Report

04/01/2024 - 04/30/2024



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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:

618,294

### Total Visits:

26,308

### View-Through Ad Visits:

n / a

### Completed Video Views:

170,582

### PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18-\$13 , **Your Average is \$0.11**

Average CTR is 6.21%, **Your Average is 55%**

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 \$10**

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

Average CTR is 1%, **Your Average is 3.16%**

### YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 35%, **Your Average is 58%**

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 \$13**

Average CTR is 1%, **Your Average is .96%**

### Display Benchmarks , Industry Average & Your Average

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

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



# 2024 Creative Refresh Comparison

## SEM Campaign Feb 2024 Compared To April 2024

Average CPC was \$.13 cents, **Current average is .11 cents**

Average CTR was 52%, **Current average is 55%**

Average Cost Per Action was \$4, **Current average is \$2**

## Display Campaign Feb 2024 Compared To April 2024

Average CPM was \$11, **Current CPM is \$12**

Average CTR was .18%, **Current average is .17%**

## Facebook/IG Campaign Feb 2024 Compared To April 2024

Average CPM was \$10, **Current CPM is \$10**

Average CPC was \$0.41, **Current average is \$0.46 cents**

Average CTR was 1.40%, **Current average is 3.16%**

## YouTube Campaign Feb 2024 Compared To April 2024

Average completed video view rate was 59%, **Current rate is 58%**

Average cost per completed video was .03 cents, **Current cost is .04 cents**

## TikTok Campaign Feb 2024 Compared To April 2024

Average CTR was 0.62%, **Current average is .96%**

## Industry Benchmarks For Comparison

### PPC Industry Averages

Average CPC is \$4.18

Average CTR is 4%

Average Cost Per Contact is \$58

### Facebook/Instagram Industry Averages

Average CPM is \$15-\$25 detailed audiences,

Average CTR is .70%

### YouTube Industry Averages

Average completed video view rate 20-25%

Average cost per completed video view .15 cents

### Display & OTT Streaming Industry Averages

Average CPM \$15-\$25

# May 2023 Compared To April 2024

## SEM Campaign May 2023 Compared to April 2024

Average CPC was \$.23 cents, **Current average is .11 cents**

Average CTR was 44%, **Current average is 55%**

Average Cost Per Action was \$5, **Current average is \$2**

## Display Campaign May 2023 Compared to April 2024

Average CPM was \$10, **Current CPM is \$7**

Average CTR was .15%, **Current average is .15%**

## Facebook/Instagram May 2023 Compared to April 2024

Average CPM was \$6, **Current CPM is \$10**

Average CPC was \$0.92, **Current average is \$0.46 cents**

Average CTR was .72%, **Current average is 3.16%**

## YouTube Campaign May 2023 Compared to April 2024

Average completed video view rate was 59%, **Current rate is 58%**

Average cost per completed video was .03 cents, **Current cost is .04 cents**

## TikTok Campaign May 2023 Compared to April 2024

Average CTR was 0.56%, **Current average is .96%**

## Industry Benchmarks For Comparison

### PPC Industry Averages

Average CPC is \$4.18

Average CTR is 4%

Average Cost Per Contact is \$58

### Facebook/Instagram Industry Averages

Average CPM is \$15-\$25 detailed audiences,

Average CTR is .70%

### YouTube Industry Averages

Average completed video view rate 20-25%

Average cost per completed video view .15 cents

### Display & OTT Streaming Industry Averages

Average CPM \$15-\$25

## SEM Campaign

We split out the campaign into two campaigns – general keyword searches and program specific. Both campaigns are doing excellent. No changes recommended

## Display & OTT Streaming Campaign

Campaign is doing great and we have a very low CPM. The CRM Applied/Not Enrolled list is not generating many impressions, it's recommended to update the list. In addition, some of the tactics are not receiving impressions. We have 13 tactics running on a monthly budget of \$1500/month. Ideally we should have a minimum of \$300/tactic so each tactic gets \$10/day to spend. We recommend a budget increase for Display

## Facebook/Instagram Campaign

The campaign is doing excellent with fantastic CTR and post engagement, all audiences are performing and the leads campaign has a very low cost per lead. No changes recommended

## YouTube Campaign

Campaign's industry benchmark for completed video view is 35%, and we are close to 60%. We are also running enough creative so no changes recommended now.

## TikTok Campaign

Our CTR on this campaign has doubled since we started out! The campaign has optimized so well. No changes recommended.

## Add A Snapchat Campaign

I'd like to add in Snapchat to next fiscal year. This campaign does excellent to target Hispanic audience, high school students and parents of teens 16-18. We typically have higher engagement in this platform with high schoolers and parents.

# PPC



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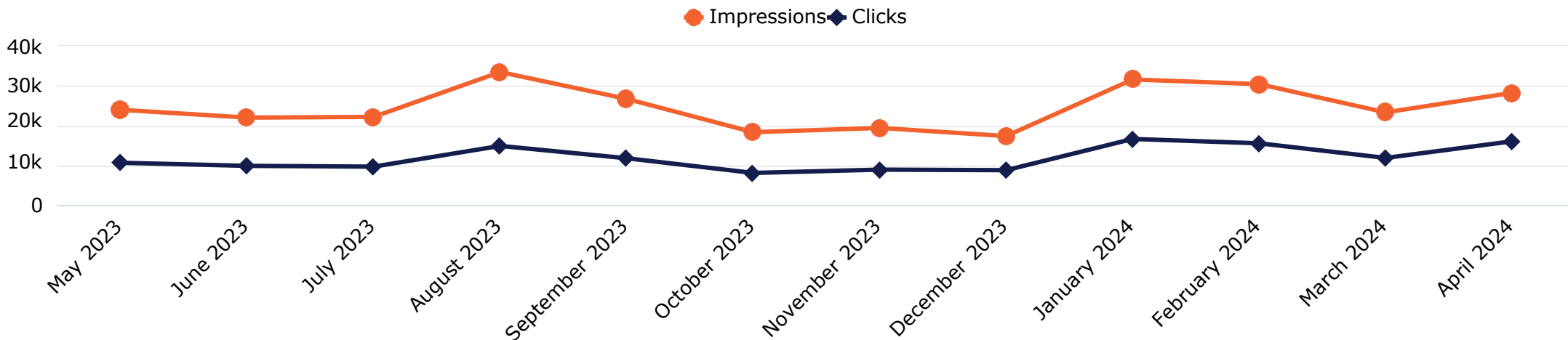




# PPC Performance

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Website Engagement	Total Leads	Web Events	Average Cost Per Contact
	<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>
<b>Wallace State PPC 2023-2024</b>											
	\$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
<b>TOTALS:</b>	<b>\$21,700.00</b>		<b>264,893</b>	<b>129,131</b>	<b>48.75</b>	<b>\$0.17</b>	<b>2,285</b>	<b>3,478</b>	<b>5,763</b>	<b>20,225</b>	<b>\$3.77</b>

05/01/2023 - 04/30/2024







# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
community college Hanceville	59.94%
Wallace State College	61.70%
Wallace State dual enrollment	55.09%
local community colleges nearby	34.13%
college university	25.86%
community college classes	39.39%
community colleges classes	66.67%
college degrees	16.22%
community college programs	29.03%
college courses	17.76%
community college	24.29%
university degrees	7.84%
dual enrollment college classes	43.48%
online degree programs	8.42%
college course	35.29%
Wallace State College scholarships	57.14%
college admissions	33.33%
community college Oneonta	20.00%
colleges degree	5.71%
community college to university	11.76%

## WEB EVENTS - CONTINUED

04/01/2024 - 04/30/2024

Event Name	Event Count
*Apply & Register	990
*Program Finder	712
*Apply for Admission Clicked	454
*Register For Class	326
*Financial Aid	193
*Dual Enrollment	171
*Scholarships	118
*Tour Campus	74
*Adult Education	67
*Campus Map	66
*Request Info Clicked	64
*Schedule A Tour Clicked	29

## WEB EVENTS - CONTINUED

04/01/2024 - 04/30/2024

Event Name	Event Count
*Financial Aid Facts	8



## Top Performing Text Ads

## AD PERFORMANCE

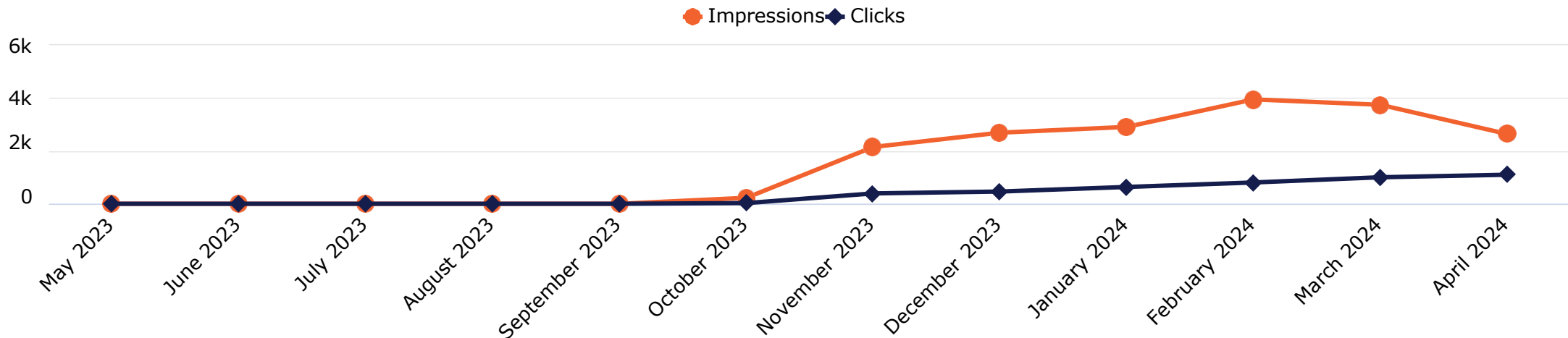
Ad Group	Impressions	Clicks	CTR
General Ad Group	26,789	15,279	57.03%
Dual Credit Ad Group	891	501	56.23%
<b>Total</b>	<b>27,680</b>	<b>15,780</b>	<b>57.01%</b>

# 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)
<b>Wallace State PPC 2023-2024</b>											
	\$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
<b>TOTALS:</b>	<b>\$9,000.00</b>		<b>20,612</b>	<b>4,988</b>	<b>24.20</b>	<b>\$1.80</b>	<b>80</b>	<b>242</b>	<b>322</b>	<b>498</b>	<b>\$27.95</b>

05/01/2023 - 04/30/2024





# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
top community colleges in	64.54%
registered nurse programs	38.14%
sonography programs	26.00%
welding certification	36.21%
medical assistant programs	26.23%
emt programs	26.42%
dental hygiene programs	21.43%
medical coding certificate	30.56%
respiratory therapy programs	39.29%
trade school programs	20.00%
culinary arts program	20.45%
nurse aide certification	19.51%
paramedic programs	27.59%
dental assisting programs	17.95%
practical nursing program	17.95%
radiation therapy programs	57.14%
physical therapist assistant programs	7.69%
technical training school	18.75%
trade schools near me	17.65%
associate degree in nursing	100.00%

## WEB EVENTS - CONTINUED 04/01/2024 - 04/30/2024

Event Name	Event Count
*Apply & Register	56
*Apply For Admission Click...	22
*Register For Class	19
*Dual Enrollment	13
*Scholarships	11
*Financial Aid	8
*Adult Education	7
*Request Info Clicked	5
*Tour Campus	5
*Schedule A Tour Clicked	2
*Campus Map	1
*Financial Aid Facts	1

## WEB EVENTS - CONTINUED 04/01/2024 - 04/30/2024

Event Name	Event Count
*Login to myWallaceState t...	1



# Top Performing Text Ads

## AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	1,538	851	55.33%
Health Science (with Nursing focus) -	475	176	37.05%
Applied Tech (with Diesel/Welding/EV focus)	69	25	36.23%
Culinary/Hospitality	28	9	32.14%
Business	22	2	9.09%
General Studies (include Criminal Justice, Fine an...	5	1	20.00%
STEM (with Computer Science Focus)	7	1	14.29%
<b>Total</b>	<b>2,144</b>	<b>1,065</b>	<b>49.67%</b>

# Display



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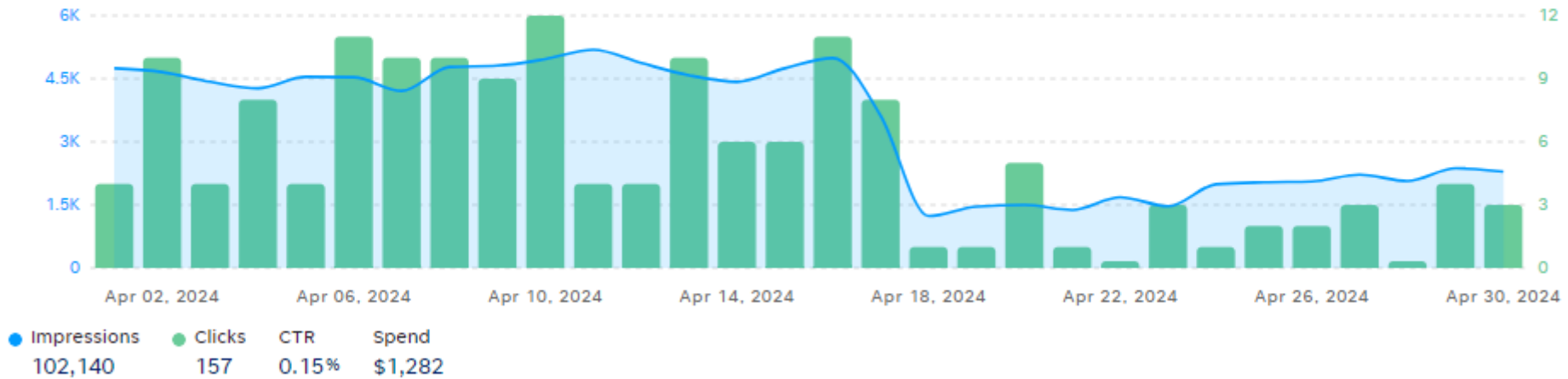


# Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display   Wallace Community College   Apr-Se...	102,140	157	\$12.33	0	\$1,259.10

IMPRESSIONS AND CLICKS

Your ads drove 157 clicks in this 30 day period.





# Display Performance

TACTIC-LEVEL REPORTING

<input type="checkbox"/> Campaigns	Impressions	Clicks	CTR	Spend	Website Visits (viewthrough)	CPC	Walk-ins	Video Views
<input type="checkbox"/> Targeted Display   Wallace Community College   Apr-Sept 2024	102,140	157	0.15%	\$1,281.60	7	\$8.16	--	373
Site Retargeting English	16,905	30	0.18%	\$108.00		\$3.60		
Lookalikes	17,380	43	0.25%	\$109.47		\$2.55		
Addressable GeoFence	19,192	31	0.16%	\$108.17		\$3.49		
Addressable GeoFence Spanish	25,133	34	0.14%	\$182.66		\$5.37		
CRM Applied/Not Enrolled	116	--	--	\$0.99	--	--	--	--
Geo-Fence	4,302	5	0.12%	\$29.61		\$5.92		
Site Retargeting English - OTT	5,168	5	0.10%	\$196.59	--	\$39.32	--	97
Lookalikes - OTT	126	1	0.79%	\$1.77		\$1.77		
Addressable GeoFence - OTT	5,349	4	0.07%	\$195.21	1	\$48.80	--	112
Addressable GeoFence Spanish - OTT	2,928	4	0.14%	\$117.80	--	\$29.45	--	56
CRM Applied/Not Enrolled OTT	--	--	--	--		--		
Geofence Applied/Not Enrolled CTV	--	--	--	--		--		
CRM Applied/Not Enrolled CTV	12	--	--	\$0.50	--	--	--	12
Site	5,529	--	--	\$200.57	6	--	--	96
AAC	--	--	--	--		--		



# 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

240,055

Impressions  
▲ 23,902

\$2,426.38

Cost  
▲ \$206.46

\$10.11

CPM  
▼ \$-0.16

5,195

Clicks  
▲ 419

\$0.47

CPC  
▲ \$0.00

3.16%

Clicks (All) CTR  
▼ -2.05%

257

Post Reactions  
▲ 13.22%

5

Post Saves  
▲ 150.00%

1,485

Video 100% Views  
▼ -25.97%

25,716

Post Engagements  
▼ -2.21%

## 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	6,014	44	119	1.98%	0	10	0	28	0	436
CRM	37,027	418	1,621	4.38%	0	87	2	190	3	3,080
Education	106,472	774	1,820	1.71%	0	80	1	634	5	11,532
Education - Spanish	1,902	18	33	1.74%	0	5	0	21	0	256
Gamers	9,125	59	174	1.91%	0	2	1	74	0	1,419
Gamers - Spanish	69	0	1	1.45%	0	0	0	1	0	4
General	10,415	78	207	1.99%	0	11	0	45	0	853
HS No College CRM List	954	3	8	0.84%	0	0	0	4	0	104
LAL - Spanish	1,327	13	19	1.43%	0	0	0	15	0	139
Online Learning/Adult Career Education	37,362	267	675	1.81%	0	28	0	265	2	4,591
Online Learning/Adult Career Education - Spanish	116	0	1	0.86%	0	0	0	0	0	16
<b>Total</b>	<b>210,783</b>	<b>1,674</b>	<b>4,678</b>	<b>2.22%</b>	<b>0</b>	<b>223</b>	<b>4</b>	<b>1,277</b>	<b>10</b>	<b>22,430</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
Education	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	57,759	415	1,062	0	29	3	0	324	1.84%	6,900
CRM	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	24,883	309	1,129	0	58	3	1	45	4.54%	1,333
Online Learning/Adult Car...	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	24,713	173	449	0	11	2	0	169	1.82%	3,063
RT/LAL	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	17,710	110	301	0	10	0	1	108	1.70%	2,017
Gamers	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	8,401	55	164	0	1	0	1	69	1.95%	1,327
Education	Video Ad   Appli...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	8,270	69	118	0	2	1	0	72	1.43%	1,186
Education	Video Ad   Heal...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	7,788	79	154	0	2	0	1	80	1.98%	1,119
Education	Video Ad   STE...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	6,634	46	130	0	13	0	0	50	1.96%	1,323
Education	Static Ad   Trad...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	6,039	36	81	0	4	0	0	0	1.34%	40
General	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	5,909	58	174	0	6	0	0	40	2.94%	774
Education	Static Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	5,318	30	35	0	1	0	0	0	0.66%	31
Competitors	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	3,516	27	75	0	2	0	0	4	2.13%	117
Online Learning/Adult Car...	Video Ad   Appli...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	3,118	26	60	0	4	0	0	32	1.92%	520
RT/LAL	Video Ad   Appli...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	2,697	16	40	0	6	0	0	28	1.48%	372
Online Learning/Adult Car...	Video Ad   STE...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	2,226	18	48	0	4	0	0	15	2.16%	465
CRM	Carousel Ad   P...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	2,184	17	83	0	8	0	0	0	3.80%	26
CRM	Video Ad   Appli...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	2,179	23	85	0	3	0	0	40	3.90%	571
RT/LAL	Video Ad   Heal...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	2,135	19	48	0	3	0	0	21	2.25%	322
<b>Total</b>	--	--	<b>191,479</b>	<b>1,526</b>	<b>4,236</b>	<b>0</b>	<b>167</b>	<b>9</b>	<b>4</b>	<b>1,097</b>	<b>2.21%</b>	<b>21,506</b>

## TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	222,574	178	11	1,404	0	5,026	2.26%	24,707
Instagram	17,481	79	0	81	0	169	0.97%	1,009
<b>Total</b>	<b>240,055</b>	<b>257</b>	<b>11</b>	<b>1,485</b>	<b>0</b>	<b>5,195</b>	<b>2.16%</b>	<b>25,716</b>



# Facebook & Instagram Leads

37,633

Impressions  
▲ 37,633

\$1,402.70

Cost  
▲ \$1,402.70

\$37.27

CPM  
▲ \$37.27

1,727

Clicks  
▲ 1,727

\$0.81

CPC  
▲ \$0.81

4.59%

Clicks (All) CTR  
▲ N/A

104

Post Reactions  
▲ N/A

102

Form Submit Leads  
▲ N/A

585

Video 100% Views  
▲ N/A

8,780

Post Engagements  
▲ N/A

## 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	95	0	0	0.00%	0	0	0	0	0	2
CRM	1,212	13	39	3.22%	0	2	0	10	0	198
Education	5,426	26	87	1.60%	0	3	0	26	1	547
Education - Spanish	85	0	0	0.00%	0	0	0	0	0	1
Gamers	60	0	1	1.67%	0	1	0	0	0	4
Gamers - Spanish	34	0	0	0.00%	0	0	0	0	0	0
General	147	0	0	0.00%	0	0	0	0	0	1
General - Spanish	8	0	0	0.00%	0	0	0	0	0	0
HS No College CRM List	416	3	8	1.92%	0	0	0	0	0	11
LAL	28,279	397	1,567	5.54%	1	96	11	546	6	7,977
LAL - Spanish	38	0	0	0.00%	0	0	0	0	0	1
<b>Total</b>	<b>35,800</b>	<b>439</b>	<b>1,702</b>	<b>4.75%</b>	<b>1</b>	<b>102</b>	<b>11</b>	<b>582</b>	<b>7</b>	<b>8,742</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
LAL	Video Ad   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	21,649	308	1,277	1	66	4	8	541	5.90%	7,781
LAL	Carousel Ad   P...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	3,946	65	172	0	10	1	3	0	4.36%	79
Education	Video Ad   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	1,988	11	30	0	0	0	0	19	1.51%	388
LAL	Static Ad   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	1,375	16	68	0	7	0	0	0	4.95%	23
Education	Static Ad   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	1,174	7	19	0	2	0	0	0	1.62%	9
CRM	Video Ad   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	728	5	17	0	1	0	0	10	2.34%	178
Education	Static Ad   Rest...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	636	2	10	0	0	0	0	0	1.57%	2
Online Learning/Adult Car...	Static Ad   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	426	0	5	0	1	0	0	0	1.17%	1
Retargeting	Static Ad   Heal...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	374	1	9	0	0	0	0	0	2.41%	1
HS No College CRM List	Static Ad   Adul...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	368	2	7	0	0	0	0	0	1.90%	2
Education	Carousel Ad   P...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	337	1	7	0	1	0	0	0	2.08%	2
Education	Video Ad   STE...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	332	2	9	0	0	0	0	3	2.71%	91
LAL	Static Ad   Elec...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	273	0	2	0	0	0	0	0	0.73%	0
Online Learning/Adult Car...	Static Ad   Rest...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	242	0	2	0	0	0	0	0	0.83%	0
Online Learning/Adult Car...	Static Ad   Elec...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	237	0	2	0	0	0	0	0	0.84%	0
LAL	Static Ad   Elec...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	230	2	10	0	3	0	0	0	4.35%	5
Education	Static Ad   Elec...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	212	1	4	0	0	1	0	0	1.89%	2
Education	Carousel Ad   T...	<a href="https://www.facebook.com/30416789">https://www.facebook.com/30416789</a>	198	0	1	0	0	0	0	0	0.51%	0
<b>Total</b>	--	--	<b>34,725</b>	<b>423</b>	<b>1,651</b>	<b>1</b>	<b>91</b>	<b>6</b>	<b>11</b>	<b>573</b>	<b>4.75%</b>	<b>8,564</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	34,516	93	7	569	1	1,689	4.89%	8,542
Instagram	3,117	11	0	16	0	38	1.22%	238
<b>Total</b>	<b>37,633</b>	<b>104</b>	<b>7</b>	<b>585</b>	<b>1</b>	<b>1,727</b>	<b>4.59%</b>	<b>8,780</b>





# YouTube



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## *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

**\$666.25**

Cost  
▼ -25.96%

**32,387**

Impressions  
▼ -24.55%

**18,695**

Views  
▼ -23.40%

**57.72%**

View rate  
▲ 1.53%

**17**

Clicks  
▼ -29.17%

**\$0.04**

CPV  
▼ -3.35%

**AD GROUP PERFORMANCE**

04/01/2024 - 04/30/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-44	32,387	18,695	57.72%	17	96.68%	74.84%	64.03%	58.39%
<b>Total</b>	<b>32,387</b>	<b>18,695</b>	<b>57.72%</b>	<b>17</b>	<b>96.68%</b>	<b>74.84%</b>	<b>64.03%</b>	<b>58.39%</b>

**AD PERFORMANCE**

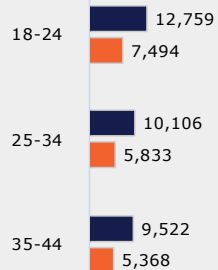
04/01/2024 - 04/30/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Discover the Lion Life!	13,844	7,739	55.90%	10	97.12%	74.12%	62.66%	56.69%
Wallace 2023 Pre Roll applied tech 15	5,130	2,962	57.74%	4	97.59%	75.52%	64.38%	58.31%
Wallace 2023 Pre Roll STEM 15	4,965	2,940	59.21%	1	98.33%	75.76%	64.78%	59.73%
Wallace 2022 Pre-Roll (Adult/CTE) :15 v1	3,979	2,249	56.52%	1	97.80%	74.06%	63.08%	56.82%
<b>Total</b>	<b>27,918</b>	<b>15,890</b>	<b>56.92%</b>	<b>16</b>	<b>97.52%</b>	<b>74.66%</b>	<b>63.41%</b>	<b>57.55%</b>

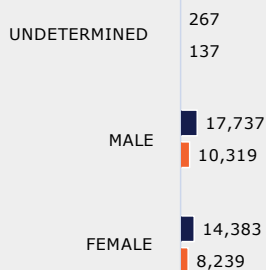


# YouTube Performance

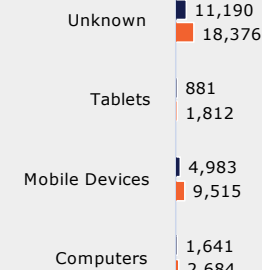
● Views ● Impressions



● Views ● Impressions



● Impressions ● Views



● View rate



● View rate



● View rate



Device Type	25%	50%	75%	100%
Computers	95.47%	79.94%	71.08%	65.27%
Mobile Devices	96.12%	70.89%	59.04%	52.66%
Tablets	97.86%	74.37%	57.65%	47.73%
Unknown	97.02%	76.21%	66.25%	61.44%

Age Range	25%	50%	75%	100%
18-24	96.54%	74.54%	64.35%	59.28%
25-34	96.95%	75.67%	64.58%	58.69%
35-44	96.60%	74.37%	63.01%	56.88%

Gender	25%	50%	75%	100%
FEMALE	97.20%	75.35%	63.90%	57.74%
MALE	96.27%	74.46%	64.22%	59.01%
UNDETERMI...	95.84%	72.78%	58.75%	52.33%



# YouTube Spanish Performance

**\$948.54**

Cost  
▲ 28.91%

**46,109**

Impressions  
▲ 28.86%

**27,039**

Views  
▲ 32.52%

**58.64%**

View rate  
▲ 2.83%

**43**

Clicks  
▲ 59.26%

**\$0.04**

CPV  
▼ -2.72%

**AD GROUP PERFORMANCE**

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	32,012	19,257	60.15%	29	95.00%	76.48%	66.56%	60.49%
Gamers	6,353	3,443	54.19%	9	96.23%	75.39%	61.84%	54.68%
Work Industries	7,744	4,339	56.03%	5	94.58%	76.33%	64.58%	56.83%
<b>Total</b>	<b>46,109</b>	<b>27,039</b>	<b>58.64%</b>	<b>43</b>	<b>95.10%</b>	<b>76.31%</b>	<b>65.58%</b>	<b>59.08%</b>

04/01/2024 - 04/30/2024

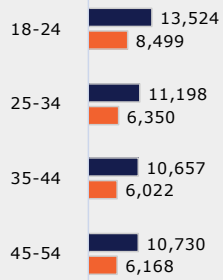
**AD PERFORMANCE**

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	37,464	21,082	56.27%	38	96.62%	75.83%	63.59%	56.44%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	4,248	2,950	69.44%	3	87.99%	78.00%	74.05%	70.63%
Wallace 2022 Spanish Pre Roll HS 30	2,474	1,722	69.60%	2	88.82%	80.20%	76.53%	72.66%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,923	1,285	66.82%	0	88.77%	77.28%	72.24%	68.36%
<b>Total</b>	<b>46,109</b>	<b>27,039</b>	<b>58.64%</b>	<b>43</b>	<b>95.08%</b>	<b>76.32%</b>	<b>65.61%</b>	<b>59.12%</b>

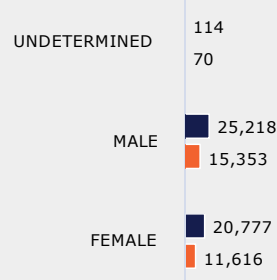
04/01/2024 - 04/30/2024

# YouTube Performance

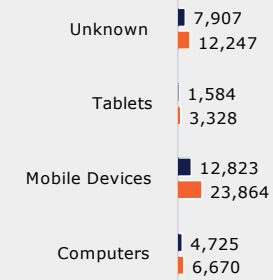
Views Impressions



Views Impressions



Impressions Views



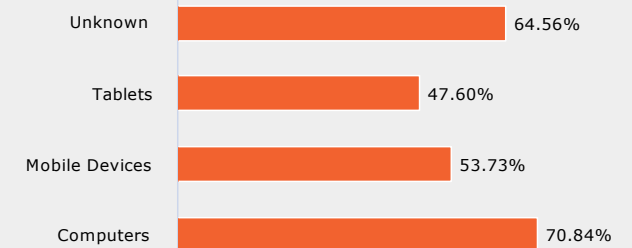
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	93.62%	84.68%	78.50%	74.65%
Mobile Devices	95.14%	73.27%	61.27%	53.64%
Tablets	97.97%	78.15%	60.50%	47.57%
Unknown	95.00%	77.37%	68.65%	64.72%

Age Range	25%	50%	75%	100%
18-24	94.99%	77.77%	68.54%	63.39%
25-34	95.37%	75.06%	63.51%	57.26%
35-44	94.91%	75.27%	64.13%	56.97%
45-54	95.11%	76.82%	65.48%	57.66%

Gender	25%	50%	75%	100%
FEMALE	95.72%	75.48%	63.42%	56.21%
MALE	94.58%	76.97%	67.33%	61.42%
UNDETERMIN...	93.64%	80.48%	70.83%	62.06%

# TIKTOK



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# TIKTOK

\$1,668.10

Total Cost  
▼ \$-803.52

126,024

Impressions  
▼ -100,787

1,209

Clicks  
▼ -318

\$13.24

CPM  
▲ \$2.34

\$1.38

CPC  
▼ \$-0.24

0.96%

CTR  
▲ 42.50%

122,405

Video Views  
▼ -45.14%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycoll_DMA -	54,893	708	\$15.30	53,505
C4323418_wallacecommunitycoll_DMA - Spanish	71,131	501	\$11.64	68,900
<b>Total</b>	<b>126,024</b>	<b>1,209</b>	<b>\$13.24</b>	<b>122,405</b>

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycoll_DMA	Wallace 2022 Spanish TikTok.mp4	71,131	501	\$11.64	\$1.65	0.70%	68,900
C4323418_wallacecommunitycoll_DMA	Wallace 2022 TikTok.mp4	54,893	708	\$15.30	\$1.19	1.29%	53,505
<b>Total</b>	--	<b>126,024</b>	<b>1,209</b>	<b>\$13.24</b>	<b>\$1.38</b>	<b>0.96%</b>	<b>122,405</b>





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# Thank You



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