



**WALLACE  
STATE**

HANCEVILLE • OHIO

# Interact Communications

## Monthly Performance Report

02/01/2024 - 02/29/2024



**interact** | 2-year college experts

**REACHLOCAL**<sup>®</sup>



# Industry Benchmarks



**interact** | 2-year college experts

**REACHLOCAL**



# Campaign Benchmarks



**CPM** = Cost Per Thousand Impressions

**CPC** = Cost Per Click

**CTR** = Click Through Rate On The Ad

## Total Campaign Metrics:

### Total Impressions:

684,207

### Total Visits:

21,786

### View-Through Ad Visits:

2163

### Completed Video Views:

275,755

### 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 52%**

Average Cost Per Contact is \$62, **Your Average is \$4**

### 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 \$0.41**

Average CTR is 1%, **Your Average is 1.40%**

### YouTube Benchmarks , Industry Average & Your Average

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

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

### TikTok Benchmarks , Industry Average & Your Average

Average CPM is \$10-\$15, **Your Average is \$8**

### Display Benchmarks , Industry Average & Your Average

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

Average CTR is .17%, **Your Average is .18%**





# PPC



**interact** | 2-year college experts

**REACHLOCAL**

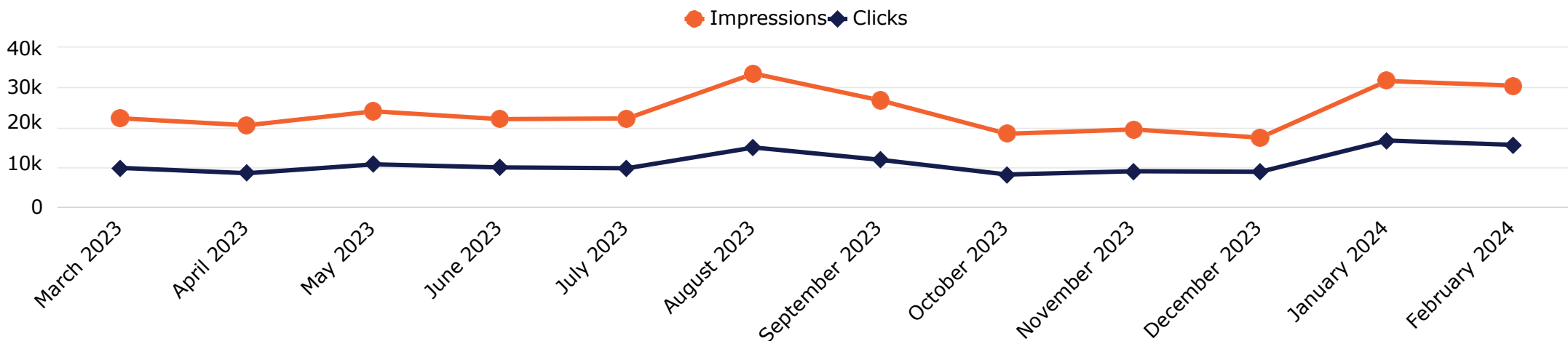




# PPC Performance

	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
	\$2,200.00	Feb-24	32,510	16,415	50.49	\$0.13	225	334	559	2,541	\$3.94
<b>TOTALS:</b>	<b>\$18,500.00</b>		<b>209,290.00</b>	<b>99,171.00</b>	<b>47.38</b>	<b>\$0.19</b>	<b>1,622</b>	<b>2,699</b>	<b>4,321</b>	<b>14,444</b>	<b>\$4.28</b>

03/01/2023 - 02/29/2024



# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
community college Hanceville	56.96%
Wallace State College	55.17%
college Hanceville	52.58%
Wallace State dual enrollment	62.12%
college university	26.74%
community college classes	55.28%
find colleges	30.70%
community college	21.59%
college degrees	7.29%
university degrees	7.87%
community college programs	32.86%
community colleges near me	18.39%
colleges near me	16.18%
community colleges	11.67%
community college Oneonta	23.81%
community college program	4.67%
college admissions	28.57%
college degree	9.52%
community colleges in	3.17%
dual enrollment college classes	66.67%

## WEB EVENTS - CONTINUED

02/01/2024 - 02/29/2024

Event Name	Event Count
*Program Finder	590
*Apply & Register	583
*Apply for Admission Clicked	258
*Scholarships	208
*Financial Aid	164
*Register For Class	146
*Dual Enrollment	100
*Tour Campus	79
*Campus Map	71
*Adult Education	67
*Request Info Clicked	39
*Schedule A Tour Clicked	14

## WEB EVENTS - CONTINUED

02/01/2024 - 02/29/2024

Event Name	Event Count
*Financial Aid Facts	11





## Top Performing Text Ads

## AD PERFORMANCE

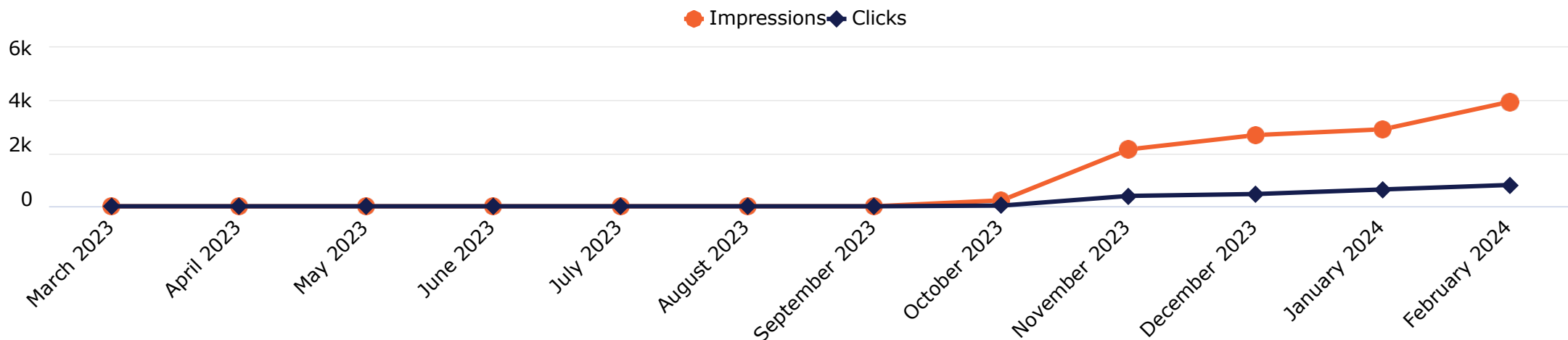
Ad Group	Impressions	Clicks	CTR
General Ad Group	29,734	15,173	51.03%
Dual Credit Ad Group	630	391	62.06%
<b>Total</b>	<b>30,364</b>	<b>15,564</b>	<b>51.26%</b>



# PPC Programs

	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>											
	\$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
<b>TOTALS:</b>	<b>\$6,000.00</b>		<b>12,068.00</b>	<b>2,357.00</b>	<b>19.53</b>	<b>\$2.55</b>	<b>54</b>	<b>100</b>	<b>154</b>	<b>235</b>	<b>\$38.96</b>

03/01/2023 - 02/29/2024





# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
top community colleges in	72.36%
registered nurse programs	24.39%
technical school	26.76%
sonography programs	19.10%
medical coding certificate	18.57%
welding certificates	45.45%
technical schools	9.72%
dental hygiene programs	29.33%
emt programs	24.72%
career college	12.57%
Technical Community College	39.58%
Accounting program	11.84%
culinary arts program	19.57%
Technical training	8.78%
business AS degree	14.94%
medical assistant programs	9.60%
medical coding programs	21.05%
dental assisting programs	25.71%
trade school programs	25.00%
business management program	12.12%

## WEB EVENTS - CONTINUED 02/01/2024 - 02/29/2024

Event Name	Event Count
*Apply & Register	31
*Financial Aid	23
*Dual Enrollment	5
*Register For Class	5
*Financial Aid Facts	3
*Request Info Clicked	3
*Scholarships	3
*Adult Education	2
*Apply For Admission Click...	2
*Campus Map	2
*Tour Campus	2

# Top Performing Text Ads

## AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	1,693	439	25.93%
Health Science (with Nursing focus) -	1,125	235	20.89%
Business	421	49	11.64%
Applied Tech (with Diesel/Welding/EV focus)	93	46	49.46%
Culinary/Hospitality	63	21	33.33%
General Studies (include Criminal Justice, Fine an...	38	7	18.42%
STEM (with Computer Science Focus)	37	5	13.51%
<b>Total</b>	<b>3,470</b>	<b>802</b>	<b>23.11%</b>



# Display



**interact** | 2-year college experts

**REACHLOCAL**



# Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display   Wallace Community College	150,268	247	\$11.32	0	\$1,701.62
<b>Total</b>	<b>150,268</b>	<b>247</b>	<b>\$11.32</b>	<b>0</b>	<b>\$1,701.62</b>

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough	Visits
Website Remarketing	37,145	82	0.22%		991
General Awareness	33,405	77	0.23%		48
Curated Audience_Online Learning_English	31,239	55	0.18%		41
Curated Audience_Online Learning_Spanish	26,346	29	0.11%		15
Website Remarketing_OTT_Large Screen	5,912	0	0.00%		765
Curated Audience_Large Screen_CTV	5,797	0	0.00%		59
Website Remarketing_OTT_Small Screen	5,667	1	0.02%		224
Curated Audience_Small Screen_OTT	4,413	3	0.07%		20
Display CRM Targeting Applied/Not Enrolled	708	0	0.00%		0
Display CRM Targeting Applied/Not Enrolled_OTT	448	0	0.00%		0
Display CRM Targeting Applied/Not Enrolled_CTV	447	0	0.00%		0
Curated Audience_Spanish_OTT_Small Screen	344	0	0.00%		0
Addressable Geofence Applied/Not Enrolled	215	0	0.00%		0
Addressable Geofence Applied/Not Enrolled_OTT	42	0	0.00%		0
Addressable Geofence Applied/Not Enrolled_CTV	2	0	0.00%		0
<b>Totals</b>	<b>152,130</b>	<b>247</b>	<b>0.18%</b>		<b>2,163</b>

Targeted Audience OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Website Remarketing_OTT_Large Screen	5,912	5,874	5,857	5,859	5,844	5,832	99.29%
Curated Audience_Large Screen_CTV	5,797	5,756	5,736	5,715	5,704	5,676	98.61%
Website Remarketing_OTT_Small Screen	5,667	5,576	5,198	4,988	4,814	4,545	81.51%
Curated Audience_Small Screen_OTT	4,413	4,346	4,012	3,811	3,632	3,532	81.27%
Display CRM Targeting Applied/Not Enrolled_OTT	448	445	445	445	443	443	99.55%
Display CRM Targeting Applied/Not Enrolled_CTV	447	446	445	445	443	442	99.10%
Curated Audience_Spanish_OTT_Small Screen	344	343	319	308	293	288	83.97%
Addressable Geofence Applied/Not Enrolled_OTT	42	42	39	39	39	39	92.86%
Addressable Geofence Applied/Not Enrolled_CTV	2	2	2	2	2	2	100.00%
<b>Totals</b>	<b>23,072</b>	<b>22,830</b>	<b>22,053</b>	<b>21,612</b>	<b>21,214</b>	<b>20,799</b>	<b>91.10%</b>



# Facebook & Instagram



**interact** | 2-year college experts

**REACHLOCAL**





## *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

207,687

Impressions  
▼ -55,720

\$2,072.90

Cost  
▼ \$-142.54

\$9.98

CPM  
▲ \$1.57

2,905

Clicks  
▼ -228

\$0.71

CPC  
▲ \$0.01

1.40%

Clicks (All) CTR  
▲ 17.60%

106

Post Reactions  
▲ 41.33%

3

Post Saves  
▼ -25.00%

505

Video 100% Views  
▲ 84.31%

5,235

Post Engagements  
▲ 37.44%

TOP-PERFORMING AD SETS

Ad Set Name	Impressions	Link Clicks	Clicks (All)	Clicks (All) CTR	Page Likes	Post Reactions	Post Saves	Video 100% Views	Post Comments	Post Engagements
CRM	66	0	1	1.52%	0	0	0	0	0	0
Education	111,881	856	1,635	1.46%	0	63	2	295	0	3,134
Education - Spanish	11,376	73	135	1.19%	0	5	0	16	0	161
Gamers	1,002	6	17	1.70%	0	2	0	0	0	10
Gamers - Spanish	101	1	1	0.99%	0	0	0	0	0	1
General	7,472	38	78	1.04%	0	3	0	1	0	59
General - Spanish	13	0	0	0.00%	0	0	0	0	0	0
LAL	39,545	294	558	1.41%	0	17	0	131	1	1,223
LAL - Spanish	4,873	29	51	1.05%	0	0	0	2	0	41
Online Learning/Adult Career Education	26,590	152	370	1.39%	0	15	1	59	0	576
Online Learning/Adult Career Education - Spanish	4,274	18	41	0.96%	0	0	0	1	0	28
<b>Total</b>	<b>207,193</b>	<b>1,467</b>	<b>2,887</b>	<b>1.39%</b>	<b>0</b>	<b>105</b>	<b>3</b>	<b>505</b>	<b>1</b>	<b>5,233</b>

# Facebook & Instagram Performance



**TOP PERFORMING ADS**

Adset Name	Ad Name	AdPreviewURL	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 2   Ad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	25,547	368	387	0	0	0	0	281	1.51%	2,511
Education	Static Ad   Trad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	20,266	107	327	0	8	0	0	0	1.61%	115
LAL	Video Ad 2   Ad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	12,108	164	168	0	0	0	0	130	1.39%	1,070
Education - Spanish	Static Ad 4   Sp...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	10,445	64	119	0	4	0	0	0	1.14%	68
LAL	Static Ad   Trad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	9,971	44	126	0	7	0	0	0	1.26%	52
Education	Static Ad 5   Ad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	9,157	47	112	0	5	0	0	0	1.22%	52
Online Learning/Adult Car...	Static Ad   Trad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	7,284	24	89	0	4	0	0	0	1.22%	28
Education	Static Ad 4   Sp...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	6,192	26	65	0	1	0	0	0	1.05%	28
Online Learning/Adult Car...	Static Ad 4   Sp...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	5,822	28	60	0	2	0	0	0	1.03%	30
Education	Static Ad 10   7...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	5,463	39	149	0	0	0	0	0	2.73%	39
LAL	Static Ad 10   7...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	4,912	27	97	0	2	0	0	0	1.97%	29
LAL - Spanish	Static Ad 4   Sp...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	4,714	28	49	0	0	0	0	0	1.04%	28
Education	Static Ad   Heal...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	4,684	20	102	0	4	0	0	0	2.18%	24
Online Learning/Adult Car...	Video Ad 2   Ad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	4,374	54	63	0	0	0	0	59	1.44%	462
Online Learning/Adult Car...	Static Ad 4   Sp...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	3,979	16	37	0	0	0	0	0	0.93%	16
Education	Static Ad   Elect...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	3,760	17	55	0	2	0	1	0	1.46%	20
Education	Carousel Ad 1   ...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	3,529	31	44	0	2	0	0	0	1.25%	33
General	Static Ad 4   Sp...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	3,425	15	29	0	0	0	0	0	0.85%	15
<b>Total</b>	--	--	<b>145,632</b>	<b>1,119</b>	<b>2,078</b>	<b>0</b>	<b>41</b>	<b>0</b>	<b>1</b>	<b>470</b>	<b>1.43%</b>	<b>4,620</b>



## TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	190,031	51	1	490	0	2,761	1.45%	4,997
Instagram	17,656	55	0	15	0	144	0.82%	238
<b>Total</b>	<b>207,687</b>	<b>106</b>	<b>1</b>	<b>505</b>	<b>0</b>	<b>2,905</b>	<b>1.40%</b>	<b>5,235</b>



# YouTube



**interact** | 2-year college experts

**REACHLOCAL**







## *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

**\$777.23**

Cost  
▲ 0.01%

**38,159**

Impressions  
▼ -16.80%

**22,654**

Views  
▼ -14.44%

**59.37%**

View rate  
▲ 2.83%

**19**

Clicks  
▼ -9.52%

**\$0.03**

CPV  
▲ 16.89%

**AD GROUP PERFORMANCE**

02/01/2024 - 02/29/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-44	38,159	22,654	59.37%	19	96.93%	75.85%	65.25%	59.77%
<b>Total</b>	<b>38,159</b>	<b>22,654</b>	<b>59.37%</b>	<b>19</b>	<b>96.93%</b>	<b>75.85%</b>	<b>65.25%</b>	<b>59.77%</b>

**AD PERFORMANCE**

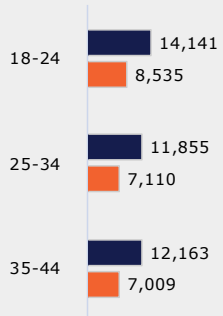
02/01/2024 - 02/29/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Pre-Roll (HS) :15 v1	17,993	10,388	57.73%	7	98.51%	75.17%	63.70%	57.88%
Wallace 2022 Pre-Roll (Adult/CTE) :15 v1	16,000	9,292	58.08%	10	97.38%	75.70%	64.39%	58.60%
Wallace 2022 Pre-Roll (HS) :30 v3	2,471	1,810	73.25%	2	89.11%	80.69%	76.87%	74.65%
Wallace 2022 Pre-Roll (Adult/CTE) :30 v4	1,695	1,164	68.67%	0	87.19%	77.45%	73.04%	69.51%
<b>Total</b>	<b>38,159</b>	<b>22,654</b>	<b>59.37%</b>	<b>19</b>	<b>96.92%</b>	<b>75.85%</b>	<b>65.26%</b>	<b>59.79%</b>

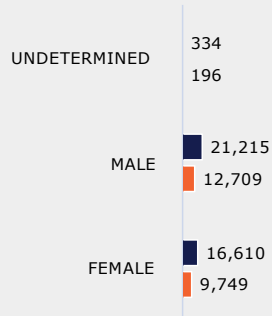


# YouTube Performance

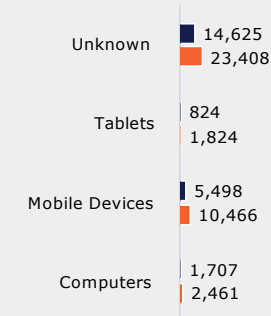
● Views ● Impressions



● Views ● Impressions



● Impressions ● Views



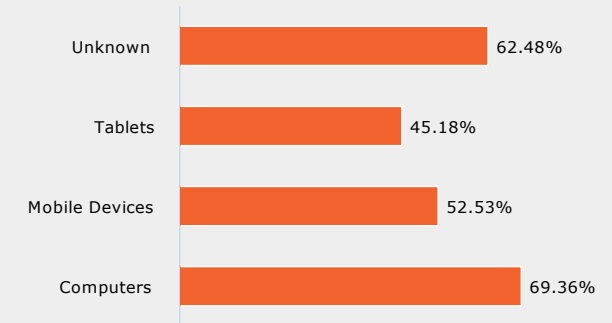
● View rate



● View rate



● View rate



Device Type	25%	50%	75%	100%
Computers	96.01%	83.04%	76.44%	71.84%
Mobile Devices	96.48%	72.21%	60.01%	52.92%
Tablets	96.17%	73.13%	55.33%	44.96%
Unknown	97.30%	76.94%	67.21%	62.76%

Age Range	25%	50%	75%	100%
18-24	96.79%	76.11%	66.36%	60.95%
25-34	96.69%	75.90%	65.60%	60.30%
35-44	97.33%	75.49%	63.60%	57.89%

Gender	25%	50%	75%	100%
FEMALE	97.41%	76.12%	64.53%	58.79%
MALE	96.60%	75.64%	65.77%	60.52%
UNDETERMI...	94.01%	75.24%	67.39%	60.82%



# YouTube Spanish

**\$735.69**

Cost  
▼ -0.02%

**36,552**

Impressions  
▼ -15.16%

**21,169**

Views  
▼ -18.64%

**57.91%**

View rate  
▼ -4.10%

**34**

Clicks  
▲ 41.67%

**\$0.03**

CPV  
▲ 22.89%

**AD GROUP PERFORMANCE**

02/01/2024 - 02/29/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	26,058	15,107	57.98%	22	95.48%	77.08%	65.55%	58.57%
Gamers	5,448	3,007	55.19%	5	95.69%	76.79%	63.73%	55.95%
Work Industries	5,046	3,055	60.54%	7	94.39%	77.64%	67.75%	62.04%
<b>Total</b>	<b>36,552</b>	<b>21,169</b>	<b>57.92%</b>	<b>34</b>	<b>95.36%</b>	<b>77.11%</b>	<b>65.58%</b>	<b>58.66%</b>

**AD PERFORMANCE**

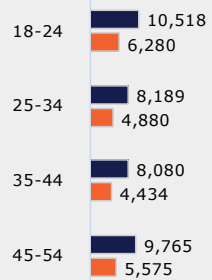
02/01/2024 - 02/29/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Spanish	30,456	16,836	55.28%	34	96.57%	76.47%	63.55%	55.85%
Wallace 2022 Spanish Pre Roll HS 30	3,552	2,580	72.63%	0	90.25%	81.85%	77.72%	75.09%
Wallace 2022 Spanish Pre Roll Adult CTE 30	2,544	1,753	68.91%	0	87.90%	78.29%	73.22%	69.65%
<b>Total</b>	<b>36,552</b>	<b>21,169</b>	<b>57.92%</b>	<b>34</b>	<b>95.35%</b>	<b>77.12%</b>	<b>65.60%</b>	<b>58.68%</b>

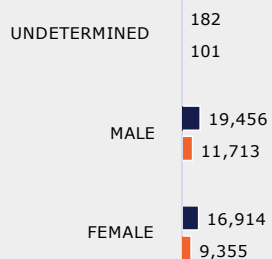


# YouTube Performance

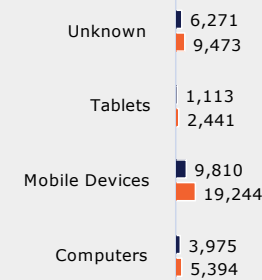
● Views ● Impressions



● Views ● Impressions



● Impressions ● Views



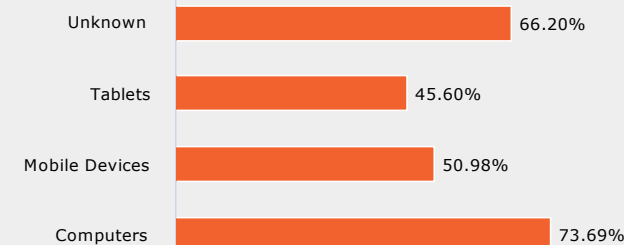
● View rate



● View rate



● View rate



Device Type	25%	50%	75%	100%
Computers	94.02%	86.75%	82.25%	77.98%
Mobile Devices	95.56%	73.70%	59.45%	51.16%
Tablets	96.60%	76.67%	58.10%	45.58%
Unknown	95.38%	78.83%	70.74%	66.55%

Age Range	25%	50%	75%	100%
18-24	94.59%	76.75%	67.10%	60.75%
25-34	95.66%	77.44%	66.62%	60.36%
35-44	95.81%	76.26%	63.27%	55.34%
45-54	95.59%	77.94%	64.98%	57.70%

Gender	25%	50%	75%	100%
FEMALE	96.07%	76.97%	63.93%	55.74%
MALE	94.73%	77.32%	67.08%	61.23%
UNDETERMIN...	96.70%	69.78%	59.89%	55.50%



# TIKTOK



**interact**

2-year college experts

**REACHLOCAL**



# TIKTOK

\$1,814.34

Total Cost  
▲ \$118.64

214,911

Impressions  
▼ -25,838

1,324

Clicks  
▲ 395

\$8.44

CPM  
▲ \$1.40

\$1.37

CPC  
▼ \$-0.45

0.62%

CTR  
▲ 59.65%

211,427

Video Views  
▼ -10.47%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycoll_DMA -	125,234	955	\$8.83	123,671
C4323418_wallacecommunitycoll_DMA - Spanish	89,677	369	\$7.90	87,756
<b>Total</b>	<b>214,911</b>	<b>1,324</b>	<b>\$8.44</b>	<b>211,427</b>

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycoll_DMA	Wallace 2022 Spanish TikTok.mp4	89,677	369	\$7.90	\$1.92	0.41%	87,756
C4323418_wallacecommunitycoll_DMA	Wallace 2022 TikTok.mp4	125,234	955	\$8.83	\$1.16	0.76%	123,671
<b>Total</b>	--	<b>214,911</b>	<b>1,324</b>	<b>\$8.44</b>	<b>\$1.37</b>	<b>0.62%</b>	<b>211,427</b>





**WALLACE  
STATE**

HANCEVILLE • OHIO

# Thank You



**interact** | 2-year college experts

**REACHLOCAL**<sup>®</sup>