



**WALLACE  
STATE**

HANCEVILLE • OHIO

# Interact Communications

## Monthly Performance Report

01/01/2024 - 01/31/2024



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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:

8 1 7 , 2 3 1

### Total Visits:

2 1 , 5 6 3

### View-Through Ad Visits:

3 , 1 8 6

### Completed Video Views:

3 1 2 , 1 5 3

### 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 \$3**

### Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$8**

Average CPC Custom Audience \$1 - \$2 , **Your Average is \$0.71**

Average CTR is 1%, **Your Average is 1.29%**

### YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 35%, **Your Average is 60%**

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 \$7**

### Display Benchmarks , Industry Average & Your Average

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

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



# Campaign Notes

**Jan was a very strong month with over 200k more impressions, 100k more video views and 6k more visits to the website compared to Dec!**

## PPC Recommendations

Both the General and Program Specific campaign are doing very well, all metrics are above average with both campaigns. Three months ago we separated out the ad groups that are program specific from the main campaign. This allowed these keywords to have more exposure and their own dedicated budget. By splitting up the keywords into two campaigns we now have better performance and exposure for all keywords.

## Display Recommendations

The Display campaign is doing excellent, driving VERY high traffic to the site, which is not quite the norm for this campaign,. In addition, OTT streaming is doing very well too. We had over 3300 visits to the website and over 23k completed video views just in Jan alone. I would recommend removing the audience for Geofencing applied/not enrolled houses. We are already targeting this audience with the CRM list and we have 16 audiences within this campaign, so the budget is spread a little thin.

## Facebook/IG Recommendations

This campaign is doing excellent with above average engagement, a very low CPM of \$8 and low cost per click of \$0.71 cents! The audience with the highest engagement are the online gamers and Spanish audience. For next fiscal year, I would recommend adding in an additional Facebook/IG Leads campaign. We are seeing excellent results with this type of campaign and typically a low cost per lead between \$15-\$35.

## YouTube Recommendations

YouTube has a completed video view rate of 60%, with the industry benchmark at 35%. Campaign is doing excellent, no changes recommended.

## TikTok Recommendations

TikTok has a very low CPM of just \$7 (industry average is \$10-\$15), with over 236k completed video views and almost 1000 visits to the website in Jan. I would recommend adding in additional creative so we can A/B test more ads.





# Cumulative Chart

Platform	Jan	Feb	Mar	Apr	May	June	July	Sept	Oct	Nov	Dec	January	TOTAL
<b>Social Media: Facebook &amp; Instagram</b>	<b>\$2,024.86</b>	<b>\$1,745.96</b>	<b>\$2,429.40</b>	<b>\$1,951.56</b>	<b>\$2,047.70</b>	<b>\$2,085.42</b>	<b>\$1,989.32</b>	<b>\$1,734.86</b>	<b>\$2,799.04</b>	<b>\$2,350.66</b>	<b>\$2,216.96</b>	<b>\$2,215.44</b>	
Impressions	289,499	244,141	307,600	264,683	317,757	309,555	338,296	197,903	254,105	182,682	210,039	263,407	3,390,572
Engagements	3,913	2,514	2,467	3,751	3,498	3,194	3,014	1,128	2,079	1,702	1,487	3,809	32,759
Clicks	2,669	1,834	2,156	2,163	2,230	2,149	4,428	2,948	3,097	2,141	2,634	3,133	34,540
Completed Video Views	275	172	167	375	267	256	216	20	70	58	51	274	2,487
CPM	\$6.99	\$7.15	\$7.90	\$7.37	\$6.44	\$6.74	\$5.88	\$8.77	\$11.02	\$12.87	\$10.55	\$8.41	\$8.44
<b>Digital Marketing - Display Ads</b>	<b>\$1,500.00</b>	<b>\$1,358.80</b>	<b>\$1,354.62</b>	<b>\$1,431.00</b>	<b>\$1,421.78</b>	<b>\$1,436.87</b>	<b>\$1,526.47</b>	<b>\$1,524.42</b>	<b>\$1,879.47</b>	<b>\$1,621.07</b>	<b>\$1,904.86</b>	<b>\$1,849.39</b>	
Impressions	137,726	130,996	138,764	140,870	137,723	135,740	135,865	124,993	150,016	125,242	161,852	163,883	1,813,611
Clicks	289	382	379	210	201	197	200	208	172	160	229	260	3,090
Cost Per Thousand Impressions (CPM)	\$10.89	\$10.37	\$9.76	\$10.16	\$10.32	\$11.02	\$11.24	\$12.16	\$12.53	\$12.94	\$11.54	\$11.28	\$11.21
Completed Video Views	17,987	12,381	12,365	16,154	17,578	16,449	17,770	18,145	25,747	21,626	22,482	23,227	229,101
<b>Pay Per Click</b>	<b>\$2,500.00</b>	<b>\$2,500.00</b>	<b>\$2,500.00</b>	<b>\$2,500.00</b>	<b>\$2,500.00</b>	<b>\$2,500.00</b>	<b>\$2,500.00</b>	<b>\$2,500.00</b>	<b>\$2,200.00</b>	<b>\$2,200.00</b>	<b>\$2,200.00</b>	<b>\$2,200.00</b>	
Impressions	20,030	25,139	23,523	17,286	25,122	22,028	20,305	36,713	20,277	21,231	21,047	31,235	289,431
Visits to Websites (Clicks)	9,102	10,929	10,179	7,243	11,092	9,894	8,879	16,307	9,108	9,840	10,661	16,552	131,576
Calls	212	163	156	163	239	190	189	193	102	132	231	254	2,272
Average Cost per Visit (CPC)	\$0.27	\$0.23	\$0.25	\$0.35	\$0.23	\$0.25	\$0.28	\$0.15	\$0.24	\$0.22	\$0.21	\$0.13	\$0.32
Average Cost per Contact	\$7.69	\$7.08	\$6.41	\$7.12	\$5.05	\$6.60	\$6.28	\$6.35	\$4.86	\$2.75	\$3.71	\$3.86	\$7.12
Click Thru Rate	45.44%	43.47%	43.27%	41.90%	44.15%	44.92%	43.73%	44.42%	44.92%	46.35%	50.65%	52.99%	44.52%
<b>Pay Per Click - Programs</b>										<b>\$1,500.00</b>	<b>\$1,500.00</b>	<b>\$1,500.00</b>	
Impressions										2,220	2,825	2,903	7,948
Visits to Websites (Clicks)										396	502	617	1,515
Calls										16	7	13	36
Average Cost per Visit (CPC)										\$3.79	\$2.99	\$2.43	\$3.07
Average Cost per Contact										\$45.45	\$44.12	\$46.88	\$45.48
Click Thru Rate										17.84%	17.77%	21.25%	18.95%
<b>YouTube Marketing - English</b>	<b>\$1,017.01</b>	<b>\$973.39</b>	<b>\$973.36</b>	<b>\$970.26</b>	<b>\$971.32</b>	<b>\$971.19</b>	<b>\$970.98</b>	<b>\$970.91</b>	<b>\$1,046.55</b>	<b>\$782.89</b>	<b>\$777.11</b>	<b>\$777.14</b>	
Impressions	71,032	59,036	57,446	47,035	47,125	43,203	48,854	42,219	46,742	31,813	34,639	45,882	627,611
Completed Views	42,214	32,253	31,986	29,105	28,351	25,342	28,583	25,507	28,400	19,162	20,509	26,478	366,453
Clicks	48	42	32	25	22	23	26	33	19	15	16	21	348
Cost Per View	\$0.02	\$0.03	\$0.03	\$0.03	\$0.03	\$0.04	\$0.03	\$0.04	\$0.04	\$0.04	\$0.04	\$0.03	\$0.03
<b>Tik Tok (English)</b>	<b>\$899.16</b>	<b>\$899.24</b>	<b>\$871.38</b>	<b>\$871.54</b>	<b>\$898.85</b>	<b>\$1,712.44</b>	<b>\$1,688.12</b>	<b>\$1,755.70</b>	<b>\$1,715.98</b>	<b>\$1,722.36</b>	<b>\$1,657.34</b>	<b>\$1,695.70</b>	
Impressions	99,182	94,458	79,919	101,645	95,911	94,238	92,949	183,860	174,096	179,487	\$161,942.00	\$240,749.00	1,667,111
Reach	24,996	24,885	20,932	19,796	20,998								132,658
Cost Per Thousand Impressions (CPM)	\$8.96	\$9.52	\$10.92	\$8.58	\$9.38	\$4.85	\$9.29	\$9.55	\$9.86	\$9.60	\$10.23	\$7.04	\$9.33
Cost Per Contact (CPC)	\$1.08	\$1.34	\$1.40	\$2.13	\$1.35	\$0.67	\$1.50	\$1.79	\$2.02	\$1.80	\$1.99	\$1.83	\$1.59

# PPC



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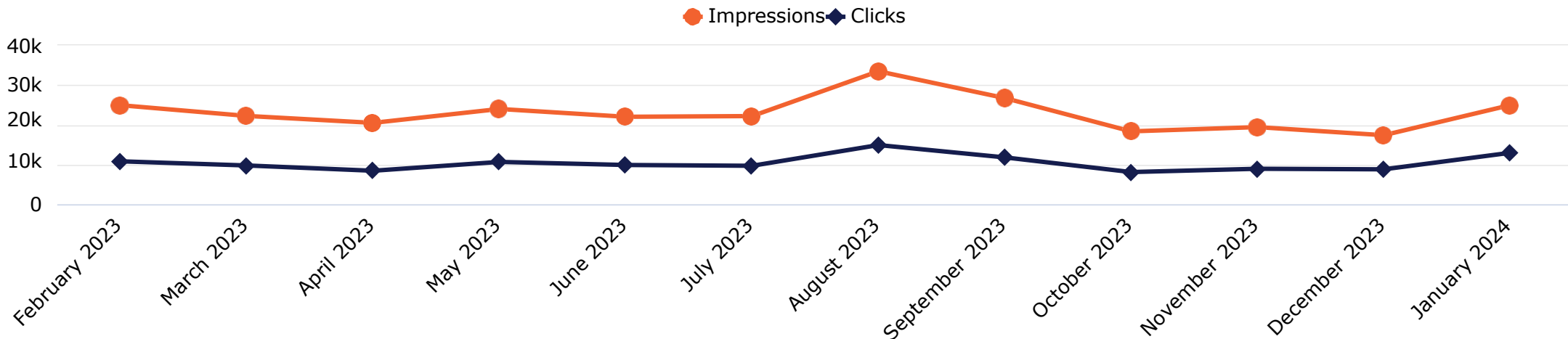


# PPC Performance



	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)
<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
<b>TOTALS:</b>	<b>\$2,200.00</b>		<b>31,235.00</b>	<b>16,552.00</b>	<b>52.99</b>	<b>\$0.13</b>	<b>254</b>	<b>316</b>	<b>570</b>	<b>2,349</b>	<b>\$3.86</b>

02/01/2023 - 01/31/2024





# Top Keywords & Page Visits

**TOP KEYWORDS**

Keyword	CTR
community college Hanceville	57.02%
Wallace State College	53.94%
college university	26.24%
community college	32.86%
college Hanceville	52.04%
find colleges	22.60%
Wallace State dual enrollment	48.46%
college class	29.87%
community colleges in	16.03%
community college program	18.11%
local community colleges	13.49%
college degrees	8.02%
community colleges	9.76%
community college programs	23.53%
community college Oneonta	45.45%
college admissions	30.77%
colleges near me	7.02%
community college classes	15.38%
dual enrollment college classes	75.00%
colleges degree	13.33%

**WEB EVENTS - CONTINUED**

01/01/2024 - 01/31/2024

Event Name	Event Count
*Program Finder	629
*Apply & Register	620
*Apply for Admission Clicked	269
*Financial Aid	183
*Scholarships	157
*Register For Class	132
*Campus Map	122
*Dual Enrollment	98
*Tour Campus	80
*Adult Education	52
*Request Info Clicked	43
*Financial Aid Facts	20

**WEB EVENTS - CONTINUED**

01/01/2024 - 01/31/2024

Event Name	Event Count
*Schedule A Tour Clicked	12





## Top Performing Text Ads

## AD PERFORMANCE

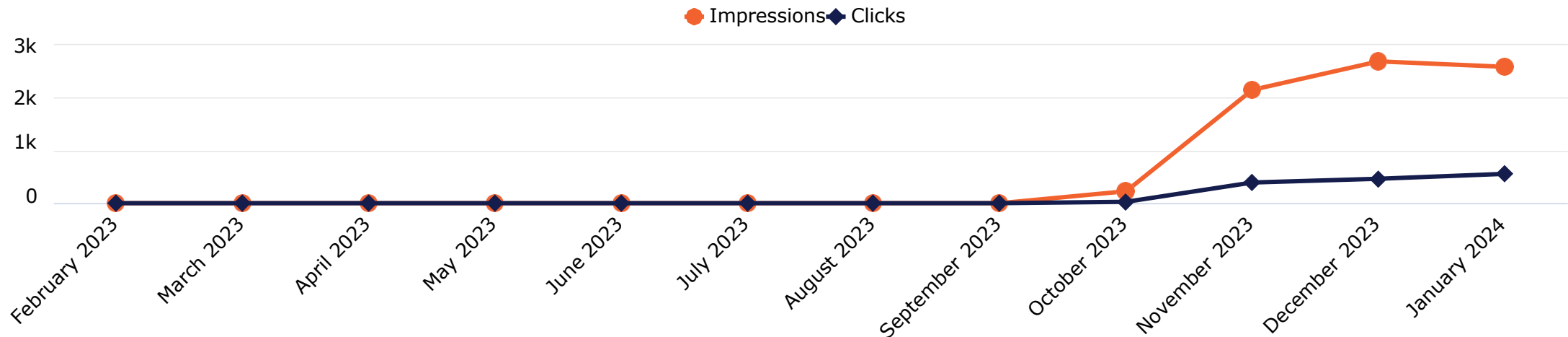
Ad Group	Impressions	Clicks	CTR
General Ad Group	19,052	9,452	49.61%
Dual Credit Ad Group	87	42	48.28%
<b>Total</b>	<b>19,139</b>	<b>9,494</b>	<b>49.61%</b>



# PPC Programs Performance

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Website Engagement	Total Leads	Web Events	Average Cost Per Contact
<b>Wallace State PPC 2023-2024</b>	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)
	\$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
<b>TOTALS:</b>	<b>\$4,500.00</b>		<b>7,948.00</b>	<b>1,515.00</b>	<b>19.06</b>	<b>\$2.97</b>	<b>36</b>	<b>63</b>	<b>99</b>	<b>152</b>	<b>\$45.45</b>

02/01/2023 - 01/31/2024







# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
technical school	67.22%
technical schools	18.48%
top community colleges in	62.00%
sonography programs	26.79%
registered nurse programs	17.24%
medical coding certificate	16.67%
Technical Community College	41.03%
dental hygiene programs	29.55%
trade school	25.00%
nurse aide certificate	40.00%
emt programs	23.40%
career schools	10.31%
Technical training	7.25%
trade schools near me	40.91%
medical assistant programs	12.50%
practical nursing program	8.45%
Accounting program	7.69%
career college	5.95%
career programs	12.82%
culinary arts program	11.63%

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

Event Name	Event Count
*Apply & Register	20
*Apply For Admission Click...	12
*Financial Aid	7
*Scholarships	7
*Dual Enrollment	4
*Request Info Clicked	4
*Adult Education	3
*Register For Class	3
*Financial Aid Facts	2
*Login to myWallaceState t...	2
*Tour Campus	1



# Top Performing Text Ads

## AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	1,230	352	28.62%
Health Science (with Nursing focus) -	624	123	19.71%
Applied Tech (with Diesel/Welding/EV focus)	38	15	39.47%
Business	124	8	6.45%
General Studies (include Criminal Justice, Fine an...	29	7	24.14%
Culinary/Hospitality	12	3	25.00%
STEM (with Computer Science Focus)	18	3	16.67%
<b>Total</b>	<b>2,075</b>	<b>511</b>	<b>24.63%</b>



# Display



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# Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display   Wallace Community College	163,883	260	\$11.28	0	\$1,849.39
<b>Total</b>	<b>163,883</b>	<b>260</b>	<b>\$11.28</b>	<b>0</b>	<b>\$1,849.39</b>

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Curated Audience_Online Learning_English	37,924	58	0.15%	39
General Community Awareness	35,706	79	0.22%	48
Website Remarketing	33,474	49	0.15%	1,494
Curated Audience_Online Learning_Spanish	29,593	48	0.16%	3
Website Remarketing_OTT_Large Screen	6,369	0	0.00%	1,308
Website Remarketing_OTT_Small Screen	6,226	16	0.26%	193
Curated Audience_Large Screen_OTT	6,174	0	0.00%	86
Curated Audience_Small Screen_OTT	5,197	7	0.13%	15
Display CRM Targeting Applied/Not Enrolled	1,112	3	0.27%	0
Display CRM Targeting Applied/Not Enrolled_OTT	709	0	0.00%	0
Display CRM Targeting Applied/Not Enrolled_OTT	652	0	0.00%	0
Curated Audience_Spanish_OTT_Small Screen	629	0	0.00%	0
Addressable Geofence Applied/Not Enrolled	171	0	0.00%	0
Curated Audience_Spanish_OTT_Large Screen	44	0	0.00%	0
Addressable Geofence Applied/Not Enrolled_OTT	15	0	0.00%	0
Addressable Geofence Applied/Not Enrolled_OTT	6	0	0.00%	0
<b>Totals</b>	<b>164,001</b>	<b>260</b>	<b>0.18%</b>	<b>3,186</b>



# OTT Connected TV Streaming

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Website Remarketing _OTT_ Large Screen	6,369	6,498	6,470	6,448	6,442	6,434	99.02%
Website Remarketing _OTT_ Small Screen	6,226	6,115	5,545	5,256	5,012	4,641	75.90%
Curated Audience_ Large Screen_OTT	6,174	6,219	6,191	6,167	6,139	6,122	98.44%
Curated Audience_ Small Screen_OTT	5,197	5,068	4,699	4,482	4,312	4,145	81.79%
Display CRM Targeting Applied/Not Enrolled_OTT	709	706	703	704	702	702	99.43%
Display CRM Targeting Applied/Not Enrolled_OTT	652	650	647	637	633	626	96.31%
Curated Audience_ Spanish_OTT_ Small Screen	629	643	597	557	532	496	77.14%
Curated Audience_ Spanish_OTT_ Large Screen	44	44	44	44	42	40	90.91%
Addressable Geofence Applied/Not Enrolled_OTT	15	15	15	15	15	15	100.00%
Addressable Geofence Applied/Not Enrolled_OTT	6	6	6	6	6	6	100.00%
<b>Totals</b>	<b>26,021</b>	<b>25,964</b>	<b>24,917</b>	<b>24,316</b>	<b>23,835</b>	<b>23,227</b>	<b>89.46%</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

263,407

Impressions  
▲ 53,368

\$2,215.44

Cost  
▼ \$-1.52

\$8.41

CPM  
▼ \$-2.14

3,133

Clicks  
▲ 499

\$0.71

CPC  
▼ \$-0.13

1.29%

Clicks (All) CTR  
▼ -5.16%

75

Post Reactions  
▲ 31.58%

4

Post Saves  
▲ N/A

274

Video 100% Views  
▲ 437.25%

3,809

Post Engagements  
▲ 156.15%

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	143	0	0	0.00%	0	0	0	0	0	0
Education	130,117	735	1,554	1.19%	0	37	0	168	2	2,091
Education - Spanish	16,190	87	182	1.12%	0	6	0	17	0	214
Gamers	3,482	20	53	1.52%	0	6	0	1	0	52
Gamers - Spanish	257	0	2	0.78%	0	0	0	0	0	0
General	12,751	59	116	0.91%	0	6	0	2	0	94
General - Spanish	120	1	2	1.67%	0	0	0	0	0	1
LAL	59,570	393	743	1.25%	0	9	2	74	1	982
LAL - Spanish	9,876	50	106	1.07%	0	5	0	4	0	100
Online Learning/Adult Career Education	24,531	136	285	1.16%	0	4	1	7	0	224
Online Learning/Adult Career Education - Spanish	6,117	43	83	1.36%	0	2	0	0	0	48
<b>Total</b>	<b>263,154</b>	<b>1,524</b>	<b>3,126</b>	<b>1.19%</b>	<b>0</b>	<b>75</b>	<b>3</b>	<b>273</b>	<b>3</b>	<b>3,806</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	Static Ad 4   Sp...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	26,828	91	245	0	4	0	0	0	0.91%	95
Education	Static Ad 5   Ad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	20,246	80	214	0	7	0	0	0	1.06%	87
Education	Static Ad 10   7...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	17,798	80	320	0	4	0	0	0	1.80%	85
LAL	Static Ad 9   7....	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	16,116	130	157	0	0	0	0	0	0.97%	130
Education	Video Ad 2   Ad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	14,726	194	207	0	3	0	0	150	1.41%	1,447
LAL	Static Ad 10   7...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	14,555	57	227	0	1	0	2	0	1.56%	60
Education - Spanish	Static Ad 4   Sp...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	11,430	62	127	0	2	0	0	0	1.11%	64
Education	Carousel Ad 1   ...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	9,777	56	101	0	6	0	0	0	1.03%	62
Education	Static Ad 9   7....	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	8,920	70	99	0	2	0	0	0	1.11%	72
LAL	Static Ad 4   Sp...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	8,860	30	84	0	2	1	0	0	0.95%	33
LAL	Video Ad 2   Ad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	6,514	100	102	0	1	0	0	73	1.57%	656
Education	Static Ad 1   Ad...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	6,493	27	86	0	1	1	0	0	1.32%	29
Education	Carousel Ad   S...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	5,487	37	48	0	4	0	0	0	0.87%	41
LAL - Spanish	Static Ad 4   Sp...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	5,221	27	58	0	2	0	0	0	1.11%	29
Online Learning/Adult Car...	Static Ad 10   7...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	5,086	16	68	0	0	0	0	0	1.34%	16
Online Learning/Adult Car...	Carousel Ad 1   ...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	5,064	25	48	0	2	0	1	0	0.95%	28
Education	Carousel Ad 2   ...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	4,823	27	49	0	0	0	0	0	1.02%	27
General	Carousel Ad 2   ...	<a href="https://www.facebook.com/3041678941">https://www.facebook.com/3041678941</a>	4,520	28	37	0	1	0	0	0	0.82%	29
<b>Total</b>	--	--	192,464	1,137	2,277	0	42	2	3	223	1.18%	2,990

## TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	231,631	46	3	268	0	2,858	1.23%	3,466
Instagram	31,776	29	0	6	0	275	0.87%	343
<b>Total</b>	<b>263,407</b>	<b>75</b>	<b>3</b>	<b>274</b>	<b>0</b>	<b>3,133</b>	<b>1.19%</b>	<b>3,809</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



**\$777.14**

Cost  
▲ 0.00%

**45,862**

Impressions  
▲ 32.40%

**26,478**

Views  
▲ 29.10%

**57.73%**

View rate  
▼ -2.49%

**21**

Clicks  
▲ 31.25%

**\$0.03**

CPV  
▼ -22.54%

**AD GROUP PERFORMANCE**

01/01/2024 - 01/31/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-44	45,862	26,478	57.73%	21	96.43%	74.31%	63.28%	58.14%
<b>Total</b>	<b>45,862</b>	<b>26,478</b>	<b>57.73%</b>	<b>21</b>	<b>96.43%</b>	<b>74.31%</b>	<b>63.28%</b>	<b>58.14%</b>

**AD PERFORMANCE**

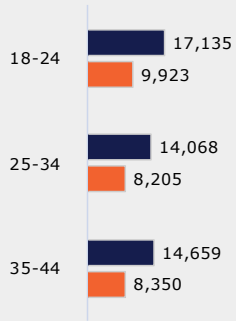
01/01/2024 - 01/31/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Pre-Roll (HS) :15 v1	20,930	12,199	58.28%	6	98.16%	74.65%	63.55%	58.56%
Wallace 2022 Pre-Roll (Adult/CTE) :15 v1	20,429	11,321	55.42%	12	97.23%	74.16%	61.72%	55.86%
Wallace 2022 Pre-Roll (HS) :30 v3	2,307	1,532	66.41%	3	85.84%	74.58%	70.35%	67.41%
Wallace 2022 Pre-Roll (Adult/CTE) :30 v4	2,196	1,426	64.94%	0	83.42%	72.26%	67.89%	65.73%
<b>Total</b>	<b>45,862</b>	<b>26,478</b>	<b>57.73%</b>	<b>21</b>	<b>96.42%</b>	<b>74.31%</b>	<b>63.28%</b>	<b>58.15%</b>

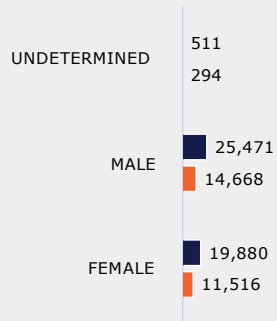


# YouTube Performance

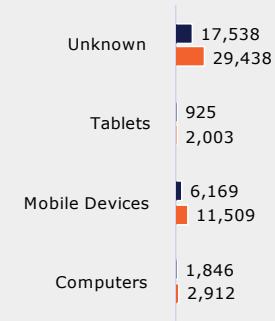
Views Impressions



Views Impressions



Impressions Views



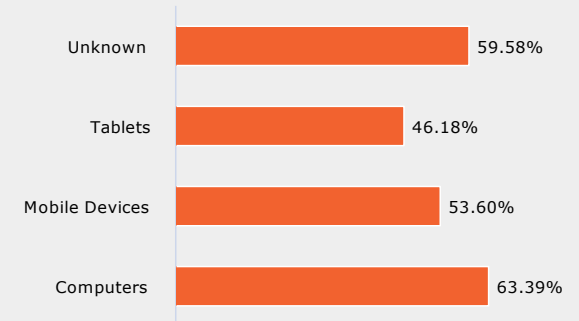
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	94.22%	77.27%	70.24%	66.07%
Mobile Devices	95.85%	72.41%	60.06%	53.67%
Tablets	96.65%	71.69%	56.02%	46.13%
Unknown	96.85%	74.95%	64.36%	59.94%

Age Range	25%	50%	75%	100%
18-24	96.15%	73.85%	63.15%	58.46%
25-34	96.55%	75.24%	64.24%	58.63%
35-44	96.63%	73.97%	62.51%	57.30%

Gender	25%	50%	75%	100%
FEMALE	97.01%	75.05%	63.59%	58.16%
MALE	96.03%	73.81%	63.07%	58.14%
UNDETERMI...	93.55%	70.88%	61.91%	57.45%



# YouTube Spanish Performance

**\$735.82**

Cost  
▼ -0.01%

**43,083**

Impressions  
▲ 35.84%

**26,019**

Views  
▲ 32.74%

**60.39%**

View rate  
▼ -2.28%

**24**

Clicks  
▼ -7.69%

**\$0.03**

CPV  
▼ -24.68%

**AD GROUP PERFORMANCE**

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	30,819	18,583	60.30%	15	94.98%	77.54%	67.06%	60.77%
Gamers	5,531	3,311	59.86%	3	94.30%	78.10%	68.19%	61.01%
Work Industries	6,733	4,125	61.27%	6	92.12%	77.77%	68.97%	62.37%
<b>Total</b>	<b>43,083</b>	<b>26,019</b>	<b>60.39%</b>	<b>24</b>	<b>94.44%</b>	<b>77.65%</b>	<b>67.51%</b>	<b>61.05%</b>

01/01/2024 - 01/31/2024

**AD PERFORMANCE**

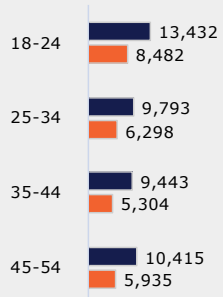
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Spanish	36,128	21,175	58.61%	23	95.68%	77.53%	66.22%	59.24%
Wallace 2022 Spanish Pre Roll Adult CTE 30	3,765	2,644	70.23%	1	88.04%	78.99%	74.96%	71.10%
Wallace 2022 Spanish Pre Roll HS 30	3,190	2,200	68.97%	0	87.92%	77.50%	73.43%	69.94%
<b>Total</b>	<b>43,083</b>	<b>26,019</b>	<b>60.39%</b>	<b>24</b>	<b>94.44%</b>	<b>77.65%</b>	<b>67.52%</b>	<b>61.07%</b>

01/01/2024 - 01/31/2024

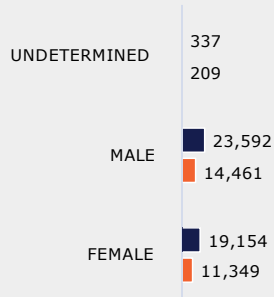


# YouTube Performance

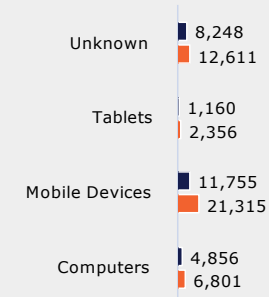
Views Impressions



Views Impressions



Impressions Views



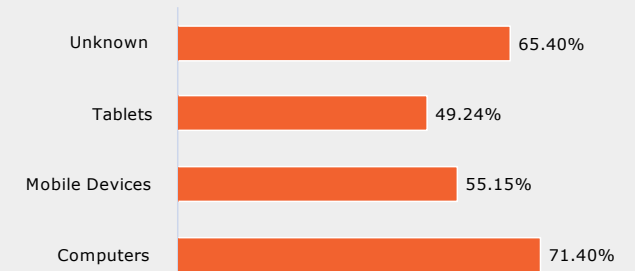
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	92.76%	84.05%	78.72%	74.01%
Mobile Devices	94.30%	75.11%	63.10%	55.63%
Tablets	96.37%	78.15%	61.51%	49.04%
Unknown	95.21%	78.43%	70.12%	65.60%

Age Range	25%	50%	75%	100%
18-24	94.07%	78.64%	70.18%	64.41%
25-34	94.93%	79.38%	70.04%	64.25%
35-44	94.45%	75.46%	63.97%	56.79%
45-54	94.44%	76.69%	64.83%	57.52%

Gender	25%	50%	75%	100%
FEMALE	95.69%	78.47%	67.13%	59.94%
MALE	93.41%	77.02%	67.81%	61.93%
UNDETERMIN...	94.98%	74.08%	66.36%	61.91%

# TIKTOK



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# TIKTOK

\$1,695.70

Total Cost  
▲ \$38.36

240,749

Impressions  
▲ 78,807

929

Clicks  
▲ 98

\$7.04

CPM  
▼ \$-3.19

\$1.83

CPC  
▼ \$-0.17

0.39%

CTR  
▼ -24.79%

236,155

Video Views  
▲ 49.11%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycoll_DMA - Spanish	240,749	929	\$7.04	236,155
<b>Total</b>	<b>240,749</b>	<b>929</b>	<b>\$7.04</b>	<b>236,155</b>

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycoll_DMA	Wallace 2022 Spanish TikTok.mp4	240,749	929	\$7.04	\$1.83	0.39%	236,155
<b>Total</b>	--	<b>240,749</b>	<b>929</b>	<b>\$7.04</b>	<b>\$1.83</b>	<b>0.39%</b>	<b>236,155</b>





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# Thank You



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