



**WALLACE  
STATE**  
HANCEVILLE • OHIO

# Interact Communications

## Monthly Performance Report

03/01/2024 - 03/31/2024



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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:

708,388

### Total Visits:

21,219

### View-Through Ad Visits:

1858

### Completed Video Views:

296,442

### PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18-\$13 , **Your Average is \$0.16**

Average CTR is 6.21%, **Your Average is 51%**

Average Cost Per Contact is \$62, **Your Average is \$3.62**

### 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 2.21%**

### 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 \$10**

### Display Benchmarks , Industry Average & Your Average

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

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



# PPC



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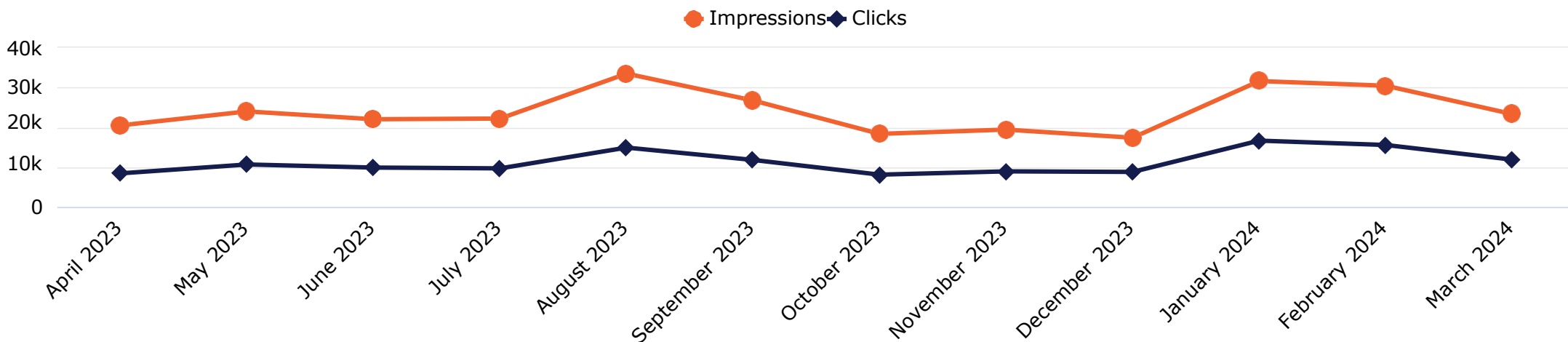
**REACHLOCAL**



# 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
	\$2,200.00	Feb-24	32,510	16,415	50.49	\$0.13	225	334	559	2,541	\$3.94
	\$2,200.00	Mar-24	26,383	13,632	51.67	\$0.16	280	328	608	2,557	\$3.62
<b>TOTALS:</b>	<b>\$20,700.00</b>		<b>235,673.00</b>	<b>112,803.00</b>	<b>47.86</b>	<b>\$0.18</b>	<b>1,902</b>	<b>3,027</b>	<b>4,929</b>	<b>17,001</b>	<b>\$4.20</b>

04/01/2023 - 03/31/2024





# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
community college Hanceville	57.86%
college Hanceville	59.24%
Wallace State College	55.29%
Wallace State dual enrollment	58.80%
community colleges program	17.94%
college university	16.77%
colleges degree	19.27%
college degrees	9.60%
local community colleges nearby	32.32%
university degrees	6.23%
community college classes	52.22%
college degree	15.04%
community college	17.09%
online degree programs	6.99%
community college programs	41.67%
find colleges	14.29%
college courses	9.02%
community colleges	23.33%
dual enrollment college classes	50.00%
colleges near me	10.00%

## WEB EVENTS - CONTINUED

03/01/2024 - 03/31/2024

Event Name	Event Count
*Apply & Register	613
*Program Finder	603
*Apply for Admission Clicked	251
*Register For Class	153
*Financial Aid	121
*Dual Enrollment	108
*Scholarships	82
*Tour Campus	67
*Adult Education	52
*Campus Map	31
*Request Info Clicked	26
*Schedule A Tour Clicked	16

## WEB EVENTS - CONTINUED

03/01/2024 - 03/31/2024

Event Name	Event Count
*Financial Aid Facts	5



## Top Performing Text Ads

## AD PERFORMANCE

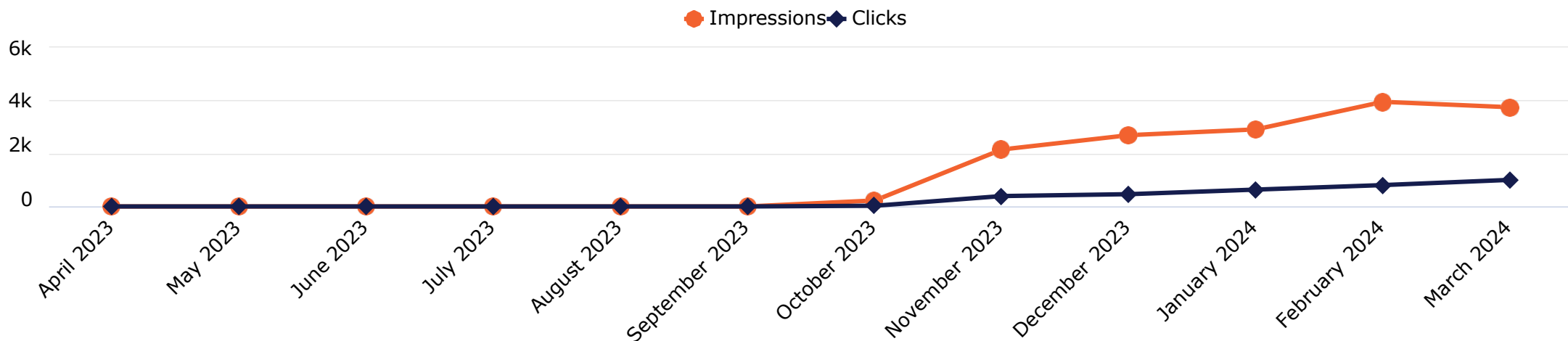
Ad Group	Impressions	Clicks	CTR
General Ad Group	21,669	10,845	50.05%
Dual Credit Ad Group	1,654	1,059	64.03%
<b>Total</b>	<b>23,323</b>	<b>11,904</b>	<b>51.04%</b>



# PPC Programs

	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
<b>TOTALS:</b>	<b>\$7,500.00</b>		<b>15,916</b>	<b>3,356</b>	<b>21.09</b>	<b>\$2.23</b>	<b>67</b>	<b>169</b>	<b>236</b>	<b>339</b>	<b>\$31.78</b>

04/01/2023 - 03/31/2024







# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
top community colleges in	66.49%
Technical Community College	44.07%
registered nurse programs	27.97%
sonography programs	33.33%
medical assistant programs	18.26%
nurse aide certificate	44.12%
culinary arts program	26.00%
practical nursing program	13.54%
welding certificates	41.38%
career college	8.33%
medical coding certificate	10.87%
Technical training	7.81%
trade school programs	23.81%
emt programs	18.75%
dental hygiene programs	21.62%
computer science program	14.58%
technical school	22.58%
technical schools	5.56%
technical training school	25.00%
business AS degree	10.34%

## WEB EVENTS - CONTINUED 03/01/2024 - 03/31/2024

Event Name	Event Count
*Apply & Register	61
*Financial Aid	14
*Scholarships	6
*Tour Campus	6
*Register For Class	5
*Apply For Admission Click...	4
*Adult Education	3
*Dual Enrollment	3
*Request Info Clicked	3
*Financial Aid Facts	2
*Login to myWallaceState t...	1



# Top Performing Text Ads

## AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	1,751	648	37.01%
Health Science (with Nursing focus) -	985	260	26.40%
Applied Tech (with Diesel/Welding/EV focus)	62	29	46.77%
Culinary/Hospitality	50	19	38.00%
Business	255	16	6.27%
STEM (with Computer Science Focus)	42	9	21.43%
General Studies (include Criminal Justice, Fine an...	52	7	13.46%
<b>Total</b>	<b>3,197</b>	<b>988</b>	<b>30.90%</b>

# Display



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# Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display   Wallace Community College   Apr-Se...	156,488	234	\$12.40	0	\$1,940.52

Targeted Audience	Impressions	Clicks	CTR	Viewthrough Visits
General Awareness	32,921	66	0.20%	78
Website Remarketing	32,630	60	0.18%	854
Curated Audience_Online Learning_English	32,025	55	0.17%	23
Curated Audience_Online Learning_Spanish	28,234	27	0.10%	9
Website Remarketing_OTT_Small Screen	12,328	20	0.16%	227
Website Remarketing_OTT_Large Screen	6,538	0	0.00%	627
Curated Audience_Large Screen_CTV	6,410	1	0.02%	39
Curated Audience_Small Screen_OTT	4,974	5	0.10%	1
Display CRM Targeting HS no College	243	0	0.00%	0
Curated Audience_Spanish_OTT_Small Screen	181	0	0.00%	0
Curated Audience_Spanish_OTT_Large Screen	4	0	0.00%	0
<b>Totals</b>	<b>156,488</b>	<b>234</b>	<b>0.17%</b>	<b>1,858</b>

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Website Remarketing_OTT_Small Screen	12,328	12,356	11,087	10,456	9,979	9,607	77.75%
Website Remarketing_OTT_Large Screen	6,538	6,513	6,493	6,481	6,472	6,466	99.28%
Curated Audience_Large Screen_CTV	6,410	6,383	6,376	6,355	6,348	6,337	99.28%
Curated Audience_Small Screen_OTT	4,974	5,021	4,550	4,274	4,027	3,950	78.67%
Curated Audience_Spanish_OTT_Small Screen	181	196	170	164	150	139	70.92%
Curated Audience_Spanish_OTT_Large Screen	4	4	4	4	4	4	100.00%
<b>Totals</b>	<b>30,435</b>	<b>30,473</b>	<b>28,680</b>	<b>27,734</b>	<b>26,980</b>	<b>26,503</b>	<b>86.97%</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

216,153

Impressions  
▲ 8,466

\$2,219.92

Cost  
▲ \$147.02

\$10.27

CPM  
▲ \$0.29

4,776

Clicks  
▲ 1,871

\$0.46

CPC  
▼ \$-0.25

2.21%

Clicks (All) CTR  
▲ 57.97%

227

Post Reactions  
▲ 114.15%

2

Post Saves  
▼ -33.33%

2,006

Video 100% Views  
▲ 297.23%

26,297

Post Engagements  
▲ 402.33%

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	191	1	5	2.62%	0	0	0	3	0	39
Education	112,486	931	2,523	2.24%	0	104	2	1,081	6	14,178
Education - Spanish	6,325	30	79	1.25%	0	7	0	41	0	363
Gamers	7,307	78	222	3.04%	0	11	0	90	0	1,318
Gamers - Spanish	80	0	0	0.00%	0	0	0	0	0	2
General	6,629	38	90	1.36%	0	5	0	21	0	323
General - Spanish	30	0	2	6.67%	0	0	0	0	0	2
HS No College CRM List	384	4	11	2.86%	0	0	0	11	0	79
LAL	40,679	342	927	2.28%	0	41	0	410	3	5,293
LAL - Spanish	3,898	20	37	0.95%	0	2	0	5	0	101
Online Learning/Adult Career Education	30,492	207	661	2.17%	0	42	0	253	0	3,646
<b>Total</b>	<b>208,501</b>	<b>1,651</b>	<b>4,557</b>	<b>2.19%</b>	<b>0</b>	<b>212</b>	<b>2</b>	<b>1,915</b>	<b>9</b>	<b>25,344</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>	36,771	386	1,153	0	38	5	1	518	3.14%	7,248
Education	Static Ad   Trad...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	15,732	73	176	0	7	0	0	0	1.12%	80
LAL	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	14,518	150	483	0	16	3	0	216	3.33%	2,927
Online Learning/Adult Car...	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	12,090	92	312	0	17	0	0	119	2.58%	2,031
Education	Video Ad   Appli...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	10,007	95	251	0	9	0	0	131	2.51%	1,915
LAL	Static Ad   Trad...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	9,209	52	137	0	7	0	0	0	1.49%	59
Education	Video Ad   Heal...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	9,070	92	279	0	17	1	0	158	3.08%	1,764
Gamers	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	6,700	72	202	0	9	0	0	80	3.01%	1,229
Education	Static Ad   Heal...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	6,040	31	93	0	4	0	1	0	1.54%	36
Education	Video Ad 2   Ad...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	5,915	69	77	0	1	0	0	63	1.30%	591
Online Learning/Adult Car...	Static Ad   Trad...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	5,106	13	49	0	2	0	0	0	0.96%	15
Education	Video Ad   STE...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	4,928	30	110	0	5	0	0	44	2.23%	1,013
LAL	Video Ad   Appli...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	4,430	28	72	0	3	0	0	49	1.63%	811
Remarketing	Video Ad   Busi...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	3,931	37	145	0	7	0	0	65	3.69%	718
Online Learning/Adult Car...	Video Ad   Appli...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	3,917	28	95	0	6	0	0	49	2.43%	660
LAL	Video Ad   Heal...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	3,856	43	114	0	8	0	0	58	2.96%	707
Education - Spanish	Static Ad 4   Sp...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	3,442	15	39	0	1	0	0	0	1.13%	16
LAL - Spanish	Static Ad 4   Sp...	<a href="https://www.facebook.com/304167894">https://www.facebook.com/304167894</a>	3,179	15	25	0	2	0	0	0	0.79%	17
<b>Total</b>	--	--	<b>158,841</b>	<b>1,321</b>	<b>3,812</b>	<b>0</b>	<b>159</b>	<b>9</b>	<b>2</b>	<b>1,550</b>	<b>2.40%</b>	<b>21,837</b>



## TOP-PERFORMING AD SETS

Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	204,287	189	9	1,970	0	4,675	2.29%	25,898
Instagram	11,866	38	0	36	0	101	0.85%	399
<b>Total</b>	<b>216,153</b>	<b>227</b>	<b>9</b>	<b>2,006</b>	<b>0</b>	<b>4,776</b>	<b>2.21%</b>	<b>26,297</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

**\$899.90**

Cost  
▲ 15.78%

**42,924**

Impressions  
▲ 12.49%

**24,405**

Views  
▲ 7.73%

**56.86%**

View rate  
▼ -4.23%

**24**

Clicks  
▲ 26.32%

**\$0.04**

CPV  
▲ 7.47%

**AD GROUP PERFORMANCE**

03/01/2024 - 03/31/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-44	42,924	24,405	56.86%	24	96.70%	74.32%	63.38%	57.46%
<b>Total</b>	<b>42,924</b>	<b>24,405</b>	<b>56.86%</b>	<b>24</b>	<b>96.70%</b>	<b>74.32%</b>	<b>63.38%</b>	<b>57.46%</b>

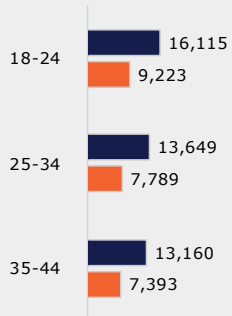
**AD PERFORMANCE**

03/01/2024 - 03/31/2024

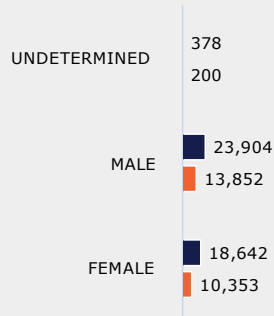
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Pre-Roll (HS) :15 v1	10,768	5,782	53.70%	7	98.25%	73.37%	60.67%	53.92%
Wallace 2022 Pre-Roll (Adult/CTE) :15 v1	10,368	5,861	56.53%	3	97.11%	74.83%	63.61%	57.51%
Discover the Lion Life!	10,086	5,719	56.70%	7	97.51%	74.73%	63.63%	57.44%
Wallace 2023 Pre Roll STEM 15	4,289	2,509	58.50%	3	98.05%	75.27%	64.30%	59.01%
<b>Total</b>	<b>35,511</b>	<b>19,871</b>	<b>55.96%</b>	<b>20</b>	<b>97.68%</b>	<b>74.41%</b>	<b>62.81%</b>	<b>56.58%</b>

# YouTube Performance

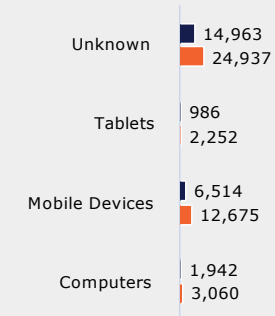
● Views ● Impressions



● Views ● Impressions



● Impressions ● Views



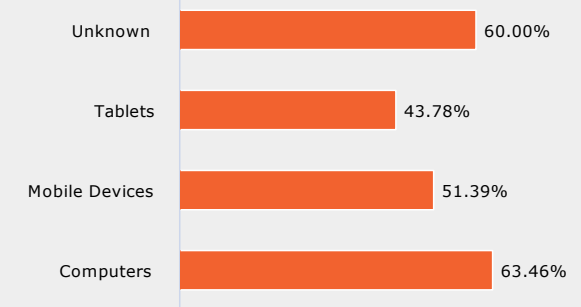
● View rate



● View rate



● View rate



Device Type	25%	50%	75%	100%
Computers	93.63%	79.62%	72.74%	67.38%
Mobile Devices	96.66%	71.15%	58.58%	51.54%
Tablets	95.98%	70.54%	54.01%	43.60%
Unknown	97.16%	75.62%	65.53%	60.51%

Age Range	25%	50%	75%	100%
18-24	96.59%	73.88%	63.76%	57.82%
25-34	96.99%	74.60%	63.48%	57.57%
35-44	96.54%	74.56%	62.79%	56.89%

Gender	25%	50%	75%	100%
FEMALE	97.23%	74.73%	62.50%	56.08%
MALE	96.33%	74.08%	64.11%	58.58%
UNDETERMI...	93.47%	69.15%	60.75%	54.96%



# YouTube Spanish

**\$735.82**

Cost  
▲ 0.02%

**35,781**

Impressions  
▼ -2.11%

**20,404**

Views  
▼ -3.61%

**57.02%**

View rate  
▼ -1.54%

**27**

Clicks  
▼ -20.59%

**\$0.04**

CPV  
▲ 3.77%

**AD GROUP PERFORMANCE**

03/01/2024 - 03/31/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	25,508	14,687	57.58%	11	95.20%	75.52%	64.30%	57.84%
Gamers	4,545	2,394	52.67%	7	96.19%	73.12%	60.84%	52.71%
Work Industries	5,728	3,323	58.01%	9	93.72%	76.71%	65.89%	58.99%
<b>Total</b>	<b>35,781</b>	<b>20,404</b>	<b>57.02%</b>	<b>27</b>	<b>95.09%</b>	<b>75.41%</b>	<b>64.12%</b>	<b>57.37%</b>

**AD PERFORMANCE**

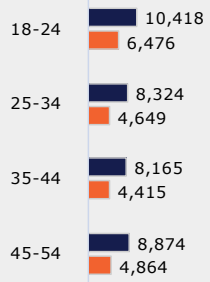
03/01/2024 - 03/31/2024

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	28,655	15,277	53.31%	25	96.83%	74.36%	61.17%	53.59%
Wallace 2022 Spanish Pre Roll Adult CTE 30	2,856	2,073	72.58%	1	88.87%	80.64%	76.80%	73.32%
Wallace 2022 Spanish Pre Roll HS 30	2,303	1,627	70.65%	0	86.94%	78.01%	74.50%	71.17%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	1,967	1,427	72.55%	1	88.10%	79.93%	76.31%	72.98%
<b>Total</b>	<b>35,781</b>	<b>20,404</b>	<b>57.02%</b>	<b>27</b>	<b>95.08%</b>	<b>75.40%</b>	<b>64.11%</b>	<b>57.37%</b>

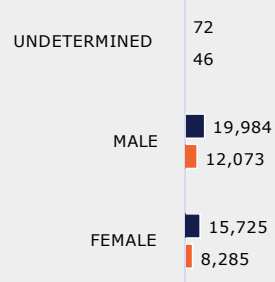


# YouTube Performance

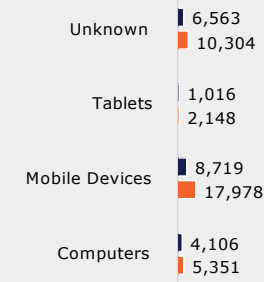
● Views ● Impressions



● Views ● Impressions



● Impressions ● Views



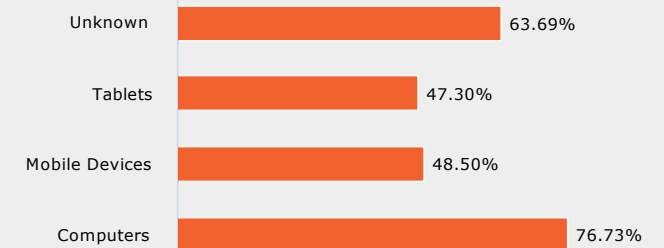
● View rate



● View rate



● View rate



Device Type	25%	50%	75%	100%
Computers	92.84%	86.80%	82.26%	78.50%
Mobile Devices	95.45%	70.94%	56.89%	48.63%
Tablets	97.49%	76.11%	59.49%	47.32%
Unknown	95.14%	77.19%	68.34%	63.82%

Age Range	25%	50%	75%	100%
18-24	94.41%	76.86%	68.07%	62.36%
25-34	95.40%	73.67%	62.68%	56.16%
35-44	95.78%	75.14%	62.15%	54.48%
45-54	94.96%	75.52%	62.58%	55.23%

Gender	25%	50%	75%	100%
FEMALE	96.06%	74.28%	60.87%	52.99%
MALE	94.35%	76.26%	66.62%	60.77%
UNDETERMIN...	90.28%	80.56%	69.44%	65.28%

# TIKTOK



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# TIKTOK

**\$2,471.62**

Total Cost  
▲ \$657.28

**226,811**

Impressions  
▲ 11,900

**1,527**

Clicks  
▲ 203

**\$10.90**

CPM  
▲ \$2.45

**\$1.62**

CPC  
▲ \$0.25

**0.67%**

CTR  
▲ 9.27%

**223,124**

Video Views  
▲ 5.53%

**TOP-PERFORMING AD SETS**

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycoll_DMA -	104,337	924	\$11.88	103,074
C4323418_wallacecommunitycoll_DMA - Spanish	122,474	603	\$10.06	120,050
<b>Total</b>	<b>226,811</b>	<b>1,527</b>	<b>\$10.90</b>	<b>223,124</b>

**TOP PERFORMING ADS**

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycoll_DMA	Wallace 2022 Spanish TikTok.mp4	122,474	603	\$10.06	\$2.04	0.49%	120,050
C4323418_wallacecommunitycoll_DMA	Wallace 2022 TikTok.mp4	104,337	924	\$11.88	\$1.34	0.89%	103,074
<b>Total</b>	--	<b>226,811</b>	<b>1,527</b>	<b>\$10.90</b>	<b>\$1.62</b>	<b>0.67%</b>	<b>223,124</b>



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# Thank You



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