



Interact Communications

Monthly Performance Report

05/01/2024 - 05/31/2024



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REACHLOCAL®

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:

533,731

Total Visits:

Text

View-Through Ad Visits:

1,198

Completed Video Views:

156,665

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 55%**

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

Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$9**

Average CPC Custom Audience \$1 - \$2 , **Your Average is \$0.30**

Average CTR is 1%, **Your Average is 3.26%**

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

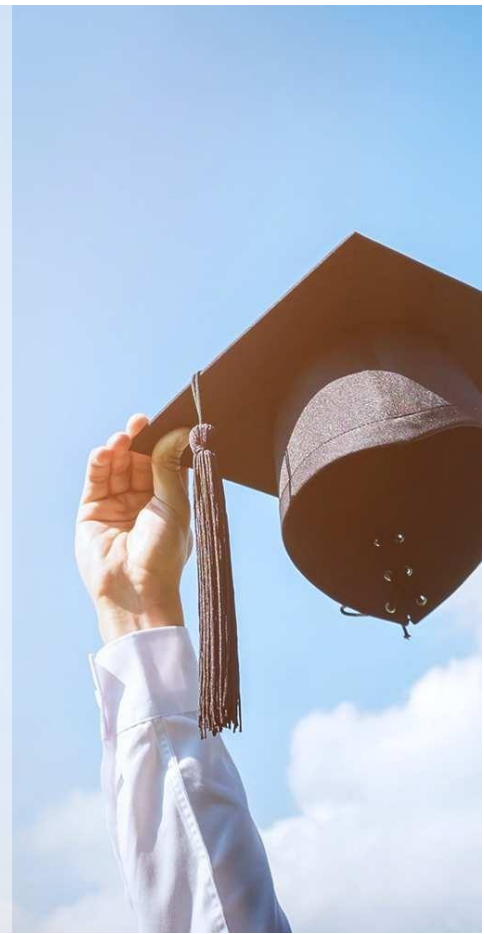
Average CPM is \$10-\$15, **Your Average is \$18**

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

Display Benchmarks , Industry Average & Your Average

Average CPM is \$15-\$20, **Your Average is \$14**

Average CTR is .17%, **Your Average is .13%**



PPC



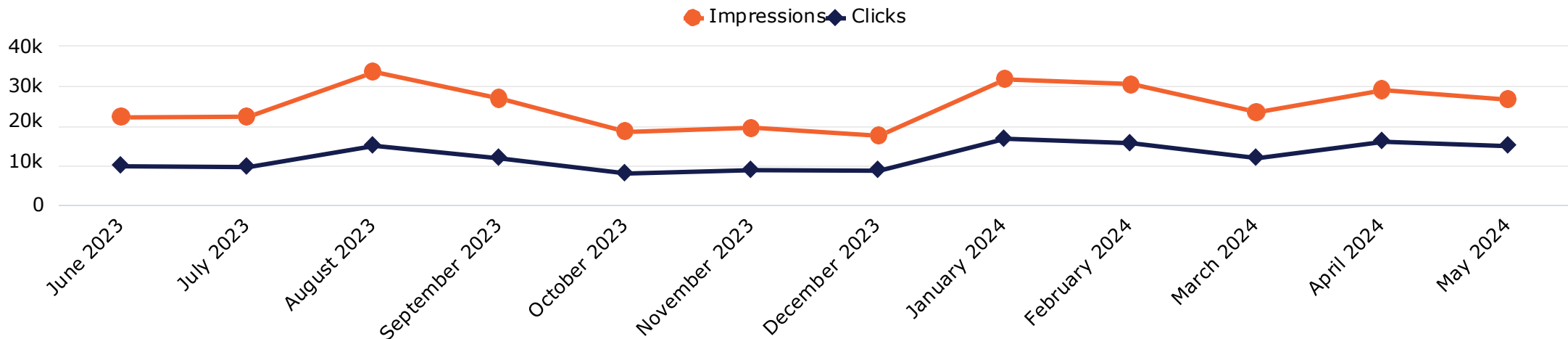
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PPC Performance

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Website Engagement	Total Leads	Web Events	Average Cost Per Contact
	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed, or clicks to apply/register	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
Wallace State PPC 2023-2024											
	\$2,500.00	Jul-23	20,305	8,879	43.73	\$0.28	189	209	398	1,458	\$6.28
	\$2,500.00	Aug-23	25,972	11,409	43.93	\$0.22	296	257	553	1,810	\$4.52
	\$2,500.00	Sep-23	36,713	16,307	44.42	\$0.15	193	201	394	1,431	\$6.35
	\$2,200.00	Oct-23	20,277	9,108	44.92	\$0.24	102	351	453	1,538	\$4.86
	\$2,200.00	Nov-23	21,231	9,840	46.35	\$0.22	132	669	801	1,586	\$2.75
	\$2,200.00	Dec-23	21,047	10,661	50.65	\$0.21	231	362	593	1,731	\$3.71
	\$2,200.00	Jan-24	31,235	16,552	52.99	\$0.13	254	316	570	2,349	\$3.86
	\$1,800.00	Feb-24	32,510	16,415	50.49	\$0.11	225	334	559	2,541	\$3.22
	\$1,800.00	Mar-24	26,383	13,632	51.67	\$0.13	280	328	608	2,557	\$2.96
	\$1,800.00	Apr-24	29,220	16,328	55.88	\$0.11	383	451	834	3,224	\$2.16
	\$1,800.00	May-24	25,864	14,227	55.01	\$0.13	408	325	733	2,710	\$2.46
TOTALS:	\$23,500.00		290,757	143,358	49.31	\$0.16	2,693	3,803	6,496	22,935	\$3.62



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
community college Hanceville	59.83%
Wallace State College	65.83%
Wallace State dual enrollment	57.57%
college Hanceville	56.75%
college university	18.40%
local community colleges nearby	16.11%
community colleges classes	75.71%
college degrees	18.66%
community college programs	39.67%
community college classes	39.66%
community college to university	14.14%
community colleges program	11.44%
college courses	18.63%
university degrees	8.86%
community college	16.92%
online degree programs	4.76%
dual enrollment college classes	17.65%
get degree online	8.57%
technical college	4.65%
find colleges	20.00%

WEB EVENTS - CONTINUED

05/01/2024 - 05/31/2024

Event Name	Event Count
*Apply & Register	842
*Program Finder	791
*Apply for Admission Clicked	358
*Register For Class	256
*Financial Aid	211
*Dual Enrollment	91
*Campus Map	89
*Scholarships	67
*Adult Education	65
*Tour Campus	57
*Request Info Clicked	47
*Financial Aid Facts	26

WEB EVENTS - CONTINUED

05/01/2024 - 05/31/2024

Event Name	Event Count
*Schedule A Tour Clicked	20



Top Performing Text Ads

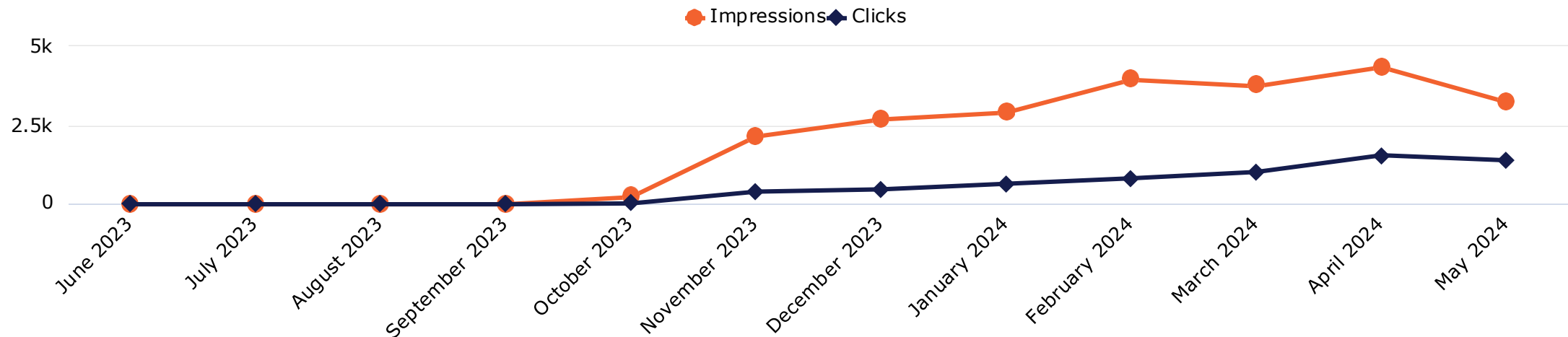
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	24,725	13,871	56.10%
Dual Credit Ad Group	1,642	945	57.55%
Total	26,367	14,816	56.19%

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)
Wallace State PPC 2023-2024											
	\$1,500.00	Nov	2,220	396	17.84	\$3.79	16	17	33	27	\$45.45
	\$1,500.00	Dec	2,825	502	17.77	\$2.99	7	27	34	62	\$44.12
	\$1,500.00	Jan-24	2,903	617	21.25	\$2.43	13	19	32	63	\$46.88
	\$1,500.00	Feb-24	4,120	842	20.44	\$1.78	18	37	55	83	\$27.27
	\$1,500.00	Mar-24	3,848	999	25.96	\$1.50	13	69	82	104	\$18.29
	\$1,500.00	Apr-24	4,696	1,632	34.75	\$0.92	13	73	86	159	\$17.44
	\$1,500.00	May-24	3,527	1,611	45.68	\$0.93	24	40	64	152	\$23.44
TOTALS:	\$10,500.00		24,139	6,599	27.34	\$1.59	104	282	386	650	\$27.20

06/01/2023 - 05/31/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
top community colleges in	55.11 %
sonography programs	35.46%
registered nurse programs	37.23%
emt programs	29.87%
technical schools	32.31 %
dental hygiene programs	36.54%
trade school programs	27.14%
welding certification	30.00%
medical coding certificate	27.12%
respiratory therapy programs	46.43%
technical training school	21.67%
nurse aide certification	20.69%
medical assistant programs	21.57%
practical nursing program	22.00%
dental assisting programs	17.54%
career school	26.67%
culinary arts program	20.00%
physical therapist assistant programs	30.77%
welding associates colleges	44.44%
technical certifications	24.14%

WEB EVENTS - CONTINUED 05/01/2024 - 05/31/2024

Event Name	Event Count
*Apply & Register	59
*Apply For Admission Click...	27
*Financial Aid	17
*Register For Class	15
*Request Info Clicked	9
*Adult Education	6
*Tour Campus	6
*Scholarships	5
*Dual Enrollment	4
*Campus Map	3
*Login to myWallaceState t...	3
*Financial Aid Facts	1

WEB EVENTS - CONTINUED 05/01/2024 - 05/31/2024

Event Name	Event Count
*Schedule A Tour Clicked	1

Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	2,152	1,095	50.88%
Health Science (with Nursing focus) -	434	194	44.70%
Applied Tech (with Diesel/Welding/EV focus)	84	35	41.67%
Culinary/Hospitality	22	8	36.36%
General Studies (include Criminal Justice, Fine an...	5	2	40.00%
STEM (with Computer Science Focus)	5	1	20.00%
Business	4	0	0.00%
Total	2,706	1,335	49.33%

Display



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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display Wallace Community College Apr-Se...	115,277	145	\$14.34	1	\$1,653.10
Total	115,277	145	\$14.34	1	\$1,653.10

Targeted Audience OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Curated Audience_Large Screen_CTV	8,711	8,688	8,658	8,609	8,588	8,563	98.56%
Website Remarketing_OTT_Large Screen	8,493	8,441	8,413	8,384	8,371	8,341	98.82%
Website Remarketing_OTT_Small Screen	7,479	7,458	7,135	6,937	6,735	6,592	88.39%
Curated Audience_Small Screen_OTT	3,171	3,129	2,976	2,808	2,704	2,639	84.34%
CRM Email Targeting HS no College_CTV	490	487	487	487	487	487	100.00%
Curated Audience_Spanish_OTT_Small Screen	214	206	203	203	196	193	93.69%
CRM Email Targeting HS no College_OTT	4	4	4	4	4	4	100.00%
Totals	28,562	28,413	27,876	27,432	27,085	26,819	94.39%

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Geo Fence	40,967	65	0.16%	0
Curated Audience_Online Learning_Spanish	36,931	50	0.14%	18
Curated Audience_Large Screen_CTV	8,711	0	0.00%	86
Website Remarketing_OTT_Large Screen	8,493	2	0.02%	885
Website Remarketing_OTT_Small Screen	7,479	6	0.08%	81
Gefoence Event Targeting	3,522	7	0.20%	1
Curated Audience_Small Screen_OTT	3,171	0	0.00%	12
Curated Audience_Online Learning_English	1,791	3	0.17%	1
Keyword Search Retargeting	1,729	5	0.29%	14
Website Remarketing	1,549	6	0.39%	100
CRM Email Targeting HS no College_CTV	490	0	0.00%	0
CRM Email Targeting HS no College	226	1	0.44%	0
Curated Audience_Spanish_OTT_Small Screen	214	0	0.00%	0
CRM Email Targeting HS no College_OTT	4	0	0.00%	0
Totals	115,277	145	0.13%	1,198

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

166,728

 Impressions
 ▼ -73,327

\$1,623.46

 Cost
 ▼ \$-802.92

\$9.74

 CPM
 ▼ \$-0.37

5,443

 Clicks
 ▲ 248

\$0.30

 CPC
 ▼ \$-0.17

3.26%

 Clicks (All) CTR
 ▲ 50.85%

303

 Post Reactions
 ▲ 17.90%

1

 Post Saves
 ▼ -80.00%

805

 Video 100% Views
 ▼ -45.79%

11,850

 Post Engagements
 ▼ -53.92%

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	17,152	144	408	2.38%	0	13	0	71	1	864
CRM	140,086	1,560	4,845	3.46%	2	282	1	708	16	10,630
Education	7,101	39	129	1.82%	0	6	0	13	0	233
Education - Spanish	169	1	5	2.96%	0	0	0	1	0	22
Gamers	41	0	1	2.44%	0	0	0	0	0	4
Gamers - Spanish	5	0	1	20.00%	0	0	0	0	0	0
General	235	0	1	0.43%	0	0	0	4	0	14
HS No College CRM List	18	0	0	0.00%	0	0	0	0	0	0
LAL - Spanish	48	0	0	0.00%	0	0	0	0	0	1
RT/LAL	1,873	17	53	2.83%	1	2	0	8	0	82
Total	166,728	1,761	5,443	3.26%	3	303	1	805	17	11,850

Facebook & Instagram Performance

TOP PERFORMING ADS

Adset Name	Ad Name	Ad Preview URL	Impressions	Inline link clicks	Clicks	Action: Page Likes	Action: Post Reactions	Action: Post Comments	On-Site Conversion: Post Save	Video 100% Views	CTR	Post Engagements
CRM	Video Ad Busi...	https://www.facebook.com/304167894	79,547	1,021	2,780	2	111	10	0	98	3.49%	3,101
CRM	Static Ad Elect...	https://www.facebook.com/304167894	18,355	152	525	0	31	3	0	0	2.86%	188
Competitors	Video Ad Busi...	https://www.facebook.com/304167894	10,874	104	276	0	4	0	0	11	2.54%	264
CRM	Video Ad Appli...	https://www.facebook.com/304167894	10,472	96	344	0	21	0	0	147	3.28%	2,572
CRM	Carousel Ad P...	https://www.facebook.com/304167894	5,652	48	178	0	11	0	1	0	3.15%	63
CRM	Video Ad STE...	https://www.facebook.com/304167894	4,930	43	210	0	15	1	0	76	4.26%	1,343
CRM	Video Ad Gen...	https://www.facebook.com/304167894	4,140	46	184	0	18	1	0	126	4.44%	843
CRM	Video Ad STE...	https://www.facebook.com/304167894	3,805	37	151	0	11	0	0	112	3.97%	754
Education	Video Ad Busi...	https://www.facebook.com/304167894	3,667	25	70	0	2	0	0	4	1.91%	85
CRM	Video Ad Onli...	https://www.facebook.com/304167894	2,696	28	145	0	14	1	0	44	5.38%	753
Education	Static Ad Elect...	https://www.facebook.com/304167894	2,359	9	43	0	2	0	0	0	1.82%	11
CRM	Video Ad Heal...	https://www.facebook.com/304167894	2,007	21	79	0	10	0	0	32	3.94%	486
Competitors	Static Ad Elect...	https://www.facebook.com/304167894	1,989	12	42	0	2	0	0	0	2.11%	14
CRM	Static Ad Heal...	https://www.facebook.com/304167894	1,367	13	58	0	7	0	0	0	4.24%	20
RT/LAL	Video Ad Busi...	https://www.facebook.com/304167894	1,212	11	36	1	0	0	0	1	2.97%	21
Competitors	Video Ad Appli...	https://www.facebook.com/304167894	1,172	5	24	0	1	0	0	15	2.05%	190
CRM	Static Ad Heal...	https://www.facebook.com/304167894	1,138	7	26	0	3	0	0	0	2.28%	10
CRM	Carousel Ad S...	https://www.facebook.com/304167894	1,010	7	29	0	5	0	0	0	2.87%	12
Total	--	--	156,392	1,685	5,200	3	268	16	1	666	3.33%	10,730

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	165,977	295	17	785	3	5,421	3.27%	11,724
Instagram	751	8	0	20	0	22	2.93%	126
Total	166,728	303	17	805	3	5,443	3.26%	11,850



Facebook & Instagram Leads

62,521

 Impressions
 ▲ 24,888

\$1,431.46

 Cost
 ▲ \$28.76

\$22.90

 CPM
 ▼ \$-14.38

1,294

 Clicks
 ▼ -433

\$1.11

 CPC
 ▲ \$0.29

2.07%

 Clicks (All) CTR
 ▼ -54.90%

79

 Post Reactions
 ▼ -24.04%

33

 Form Submission
 Leads

145

 Video 100% Views
 ▼ -75.21%

3,116

 Post Engagements
 ▼ -64.51%

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	117	0	2	1.71%	0	0	0	1	0	1
CRM	25,324	121	538	2.12%	0	34	0	43	0	1,115
Education	22,739	102	359	1.58%	0	23	1	30	0	691
Education - Spanish	41	0	1	2.44%	0	0	0	0	0	8
Gamers	26	0	0	0.00%	0	0	0	0	0	0
Gamers - Spanish	4	0	0	0.00%	0	0	0	0	0	2
General	161	2	2	1.24%	0	0	0	0	0	3
General - Spanish	12	0	1	8.33%	0	0	0	0	0	1
LAL	14,075	78	387	2.75%	0	21	4	70	4	1,288
LAL - Spanish	22	0	4	18.18%	0	1	0	1	0	7
Total	62,521	303	1,294	2.07%	0	79	5	145	4	3,116

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	StaticAd Heal...	https://www.facebook.com/30416789	13,574	72	203	0	12	0	0	0	1.50%	85
CRM	StaticAd Heal...	https://www.facebook.com/30416789	8,679	41	164	0	11	0	0	0	1.89%	54
CRM	Carousel Ad P...	https://www.facebook.com/30416789	5,571	32	121	0	6	0	0	0	2.17%	38
LAL	Video Ad Heal...	https://www.facebook.com/30416789	4,908	33	130	0	7	1	0	63	2.65%	1,173
LAL	Carousel Ad P...	https://www.facebook.com/30416789	3,714	21	103	0	5	0	3	0	2.77%	29
CRM	Video Ad Heal...	https://www.facebook.com/30416789	3,550	21	116	0	14	0	0	38	3.27%	945
Education	StaticAd Heal...	https://www.facebook.com/30416789	3,448	9	63	0	1	0	0	0	1.83%	10
CRM	StaticAd Rest...	https://www.facebook.com/30416789	2,917	8	37	0	0	0	0	0	1.27%	8
Education	Video Ad Heal...	https://www.facebook.com/30416789	2,709	7	43	0	4	0	0	27	1.59%	537
LAL	StaticAd Heal...	https://www.facebook.com/30416789	1,852	9	59	0	0	1	0	0	3.19%	10
CRM	StaticAd Heal...	https://www.facebook.com/30416789	1,731	12	49	0	0	0	0	0	2.83%	12
LAL	StaticAd Rest...	https://www.facebook.com/30416789	1,684	6	36	0	3	1	1	0	2.14%	11
Education	Carousel Ad P...	https://www.facebook.com/30416789	1,227	3	23	0	2	0	1	0	1.87%	6
CRM	StaticAd Elec...	https://www.facebook.com/30416789	902	2	15	0	0	0	0	0	1.66%	3
Education	StaticAd Rest...	https://www.facebook.com/30416789	683	3	8	0	1	0	0	0	1.17%	4
CRM	StaticAd Elec...	https://www.facebook.com/30416789	633	2	11	0	1	0	0	0	1.74%	3
LAL	StaticAd Elec...	https://www.facebook.com/30416789	529	2	8	0	1	0	0	0	1.51%	3
CRM	StaticAd Sum...	https://www.facebook.com/30416789	476	0	12	0	2	0	0	0	2.52%	2
Total	--	--	58,787	283	1,201	0	70	3	5	128	2.04%	2,933

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	58,837	66	4	143	0	1,263	2.15%	3,064
Instagram	3,684	13	0	2	0	31	0.84%	52
Total	62,521	79	4	145	0	1,294	2.07%	3,116



YouTube



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YouTube *Why are these metrics important?*

Impressions – The number of times your ads were on screen.

Impressions help correlate and demonstrate the number of people who were exposed to your brand and content.

CPM – The average cost for 1,000 [impressions](#).

The lower a campaign's CPM, the more people you are showing your ad to for a lower cost overall.

View Rate – The percentage of completed video views from the total video impressions generated

Views – The total completed video views in which someone watched your video in full.

CPV – The average cost per completed video view. You only pay when someone watches your video in full, if they skip the video or skip partway through, you don't pay for the impression.

Clicks – Number of time your video was clicked on and someone went to your website. YouTube does not produce high volume clicks, our goal is completed video views

YouTube Performance

\$790.76

Cost
▼ -2.04%

32,724

Impressions
▲ 1.04%

19,049

Views
▲ 1.89%

58.21%

View rate
▲ 0.85%

21

Clicks
▲ 23.53%

\$0.04

CPV
▼ -3.86%

AD GROUP PERFORMANCE

05/01/2024 - 05/31/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-44	32,724	19,049	58.21%	21	96.46%	74.94%	64.09%	58.80%
Total	32,724	19,049	58.21%	21	96.46%	74.94%	64.09%	58.80%

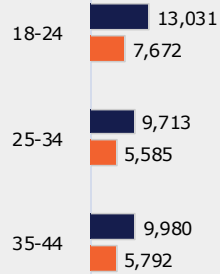
AD PERFORMANCE

05/01/2024 - 05/31/2024

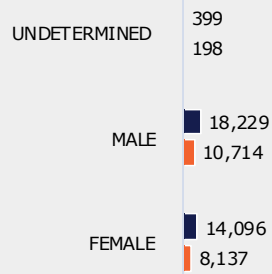
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Discover the Lion Life!	14,432	8,236	57.07%	11	96.79%	74.39%	63.17%	57.83%
Wallace 2023 Pre Roll STEM 15	7,331	4,405	60.09%	4	98.21%	76.03%	65.55%	60.23%
Wallace 2023 Pre Roll applied tech 15	4,519	2,516	55.68%	5	98.73%	75.05%	62.34%	56.32%
Wallace 2022 Pre-Roll (Adult/CTE) :15 v1	2,204	1,210	54.90%	1	98.00%	75.43%	61.42%	55.10%
Total	28,486	16,367	57.46%	21	97.55%	75.00%	63.51%	58.00%

YouTube Performance

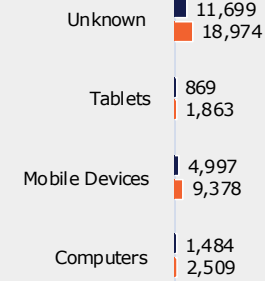
Views Impressions



Views Impressions



Impressions Views



View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	94.70%	76.14%	66.94%	62.16%
Mobile Devices	96.49%	71.79%	60.10%	53.55%
Tablets	97.21%	71.44%	55.49%	46.96%
Unknown	96.61%	76.71%	66.55%	62.15%

Age Range	25%	50%	75%	100%
18-24	96.51%	75.02%	64.57%	59.50%
25-34	96.34%	74.92%	63.72%	58.20%
35-44	96.51%	74.87%	63.81%	58.47%

Gender	25%	50%	75%	100%
FEMALE	97.08%	75.13%	63.65%	58.08%
MALE	96.00%	74.90%	64.51%	59.50%
UNDETERMI...	95.43%	70.10%	60.22%	52.39%

YouTube Spanish Performance

\$837.11
 Cost
 ▼ -39.31%
29,916
 Impressions
 ▼ -35.12%
17,859
 Views
 ▼ -33.95%
59.70%
 View rate
 ▲ 1.80%
24
 Clicks
 ▼ -44.19%
\$0.04
 CPV
 ▼ -8.11%
AD GROUP PERFORMANCE

05/01/2024 - 05/31/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	23,111	13,902	60.15%	19	95.87%	76.62%	66.33%	60.28%
Gamers	2,288	1,372	59.97%	4	96.60%	78.59%	67.04%	59.91%
Work Industries	4,517	2,585	57.23%	1	95.61%	77.51%	65.36%	58.07%
Total	29,916	17,859	59.70%	24	95.88%	76.91%	66.24%	59.92%

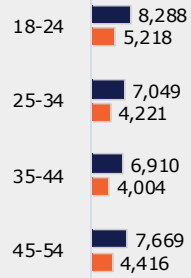
AD PERFORMANCE

05/01/2024 - 05/31/2024

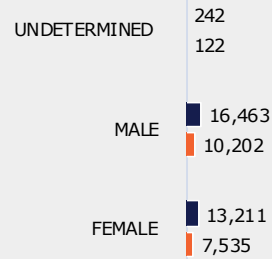
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	24,709	14,232	57.60%	23	97.48%	76.57%	64.66%	57.74%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	2,687	1,867	69.48%	0	88.51%	78.73%	73.53%	70.13%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,325	937	70.72%	1	88.11%	78.53%	74.15%	71.12%
Wallace 2022 Spanish Pre Roll HS 30	1,195	823	68.87%	0	87.84%	78.29%	74.03%	70.32%
Total	29,916	17,859	59.70%	24	95.87%	76.92%	66.25%	59.94%

YouTube Performance

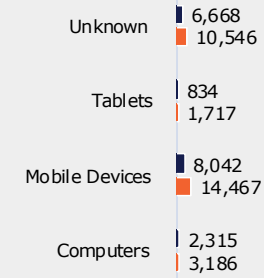
Views Impressions



Views Impressions



Impressions Views



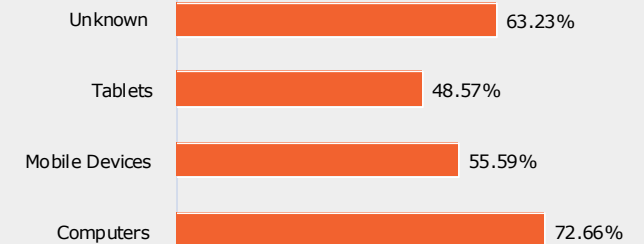
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	94.80%	85.96%	79.85%	75.97%
Mobile Devices	95.86%	74.73%	62.82%	55.43%
Tablets	97.40%	77.22%	60.70%	48.31%
Unknown	96.00%	77.24%	67.89%	63.33%

Age Range	25%	50%	75%	100%
18-24	95.74%	77.57%	68.28%	63.01%
25-34	96.29%	76.82%	66.59%	60.27%
35-44	95.92%	76.37%	64.93%	58.22%
45-54	95.62%	76.71%	64.83%	57.77%

Gender	25%	50%	75%	100%
FEMALE	96.27%	76.46%	64.34%	57.25%
MALE	95.55%	77.36%	67.85%	62.18%
UNDETERMINED	96.69%	69.83%	59.81%	52.27%

TIKTOK



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TIKTOK

\$1,750.20

Total Cost
▲ \$82.10

97,174

Impressions
▼ -28,850

1,347

Clicks
▲ 138

\$18.01

CPM
▲ \$4.77

\$1.30

CPC
▼ \$-0.08

1.39%

CTR
▲ 44.50%

92,998

Video Views
▼ -24.02%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycol_DMA -	36,065	764	\$24.40	34,401
C4323418_wallacecommunitycol_DMA - Spanish	61,109	583	\$14.24	58,597
Total	97,174	1,347	\$18.01	92,998

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycol_DMA	Wallace 2022 Spanish TikTok.mp4	61,109	583	\$14.24	\$1.49	0.95%	58,597
C4323418_wallacecommunitycol_DMA	Wallace 2022 TikTok.mp4	36,065	764	\$24.40	\$1.15	2.12%	34,401
Total	--	97,174	1,347	\$18.01	\$1.30	1.39%	92,998



Thank You



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