



Interact Communications

Monthly Performance Report

11/01/2024 - 11/30/2024



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Industry Benchmarks



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Campaign Benchmarks



CPM = Cost Per Thousand Impressions

CPC = Cost Per Click

CTR = Click Through Rate On The Ad

Total Campaign Metrics:

Total Impressions:

378,375

Total Visits:

22,489

View-Through Ad Visits:

2272

Completed Video Views:

362,749

PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18-\$13, **Your Average is \$0.10**

Average CTR is 6.21%, **Your Average is 61%**

Average Cost Per Contact is \$62, **Your Average is \$2**

Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$20**

Average CPC Custom Audience \$1 - \$2, **Your Average is \$0.97**

Average CTR is 1%, **Your Average is 2.14%**

Average Cost Per Lead is \$61, **Your Average is \$85**

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 .04**

TikTok Benchmarks, Industry Average & Your Average

Average CPM is \$10-\$15, **Your Average is \$22**

Average CTR is 1%, **Your Average is 1.51%**

Display Benchmarks, Industry Average & Your Average

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

Average CTR is .17%, **Your Average is .22%**



Campaign Performance & Analysis

SEM

Oct continued the trend with a higher CTR, lower cost per click and lower cost per lead. The Programs campaign is optimizing very well – we started with cost per lead of \$34 and we are now down to under \$2! The General campaign is holding steady and fully optimized at this time with a low cost per click of just .11 cents and cost per lead of \$2 as well. No changes needed.

Facebook/IG Benchmarks

These campaign has a very high CTR and has maintained extremely well benchmarks. The highest performing audiences are the CRM lists, Spanish and targeting competitor locations. Our CRM list is starting to monopolize the campaign, Facebook/IG is pushing all impressions towards this audience b/c it's performing so well and other audiences are not receiving many impressions. This trend started in Aug and has continued through Nov, so at this point I recommend either pausing the CRM list or removing the CRM lists and putting it into its own campaign with additional budget to support them. We need to allow FB to reoptimize so other audiences get exposure. This campaign is doing great, no other changes needed. The leads campaign had 18 leads in Nov. I think we should do a creative refresh soon for the leads campaign.

YouTube Benchmarks

Our YouTube campaign is doing very well with a completed video view rate of 60%, beating the industry benchmark of 35%. Our average cost per completed video view is just .04 cents, compared to the industry average of .15 cents. Our videos are from 2023 so I would recommend a refresh soon.

Display & OTT Streaming Benchmarks

The Display campaign maintained a low CPM and above average CTR in Nov, increased to .22%. We had over 20k in completed OTT streaming video views, up from 10k in Oct and the total visits to the site (paid and organic visits to the website from those who have viewed the ad but not clicked on it) increased tremendously to over 2500, up from 1400 visits in Aug. The best performing audiences were geofencing and website. No changes needed at this time.

TikTok Benchmarks

Our TikTok campaign is doing very well. Our CPM came down significantly in Nov, from \$33 to \$22 and we still maintained an above average CTR at over 2%, beating the industry average of 1%. I would recommend a creative refresh soon.

PPC



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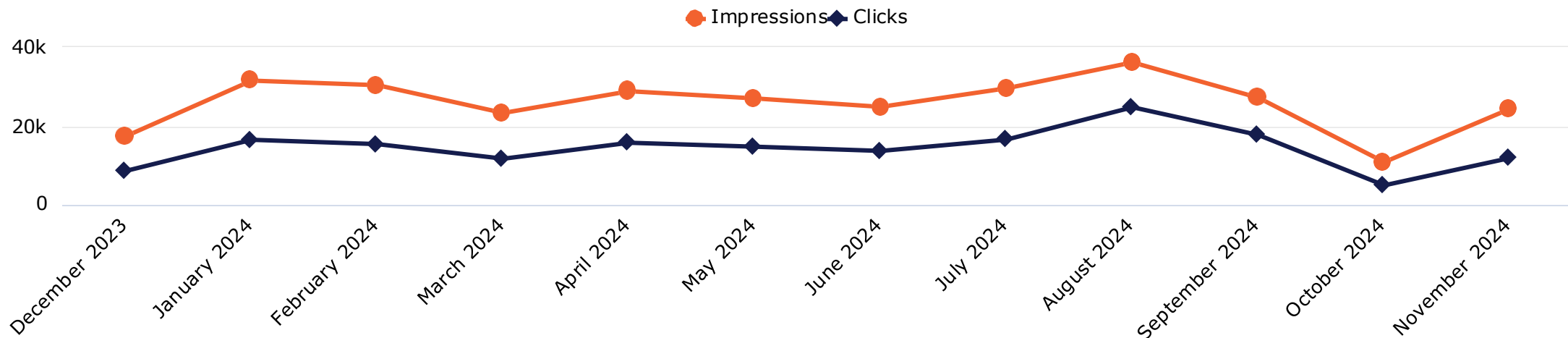
PPC Performance

Online Marketing Initiatives 2024-2025

Ads running on Google, Yahoo and Bing

	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 2024-2025											
	\$1,800.00	Jul-24	25,071	14,214	56.69	\$0.13	420	375	795	2,406	\$2.26
	\$1,800.00	Aug-24	33,257	23,017	69.21	\$0.08	737	203	940	2,666	\$1.91
	\$1,800.00	Sep-24	27,527	18,046	65.56	\$0.10	218	603	821	1,738	\$2.19
	\$1,800.00	Oct-24	28,138	17,396	61.82	\$0.10	235	659	894	2,182	\$2.01
	\$1,800.00	Nov-24	31,309	15,726	50.23	\$0.11	257	788	1,045	2,457	\$1.72
TOTALS:	\$1,800.00		31,309	15,726	50.23	\$0.11	257	788	1,045	2,457	\$1.72

12/01/2023 - 11/30/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
community college Hanceville	60.36%
Wallace State College	66.57%
Wallace State dual enrollment	62.98%
college Hanceville	53.71%
community college programs	42.71%
community college	14.21%
college university	12.75%
college degrees	8.15%
community college classes	31.87%
community colleges classes	55.81%
local community colleges nearby	2.63%
college courses	8.50%
Wallace State College scholarships	6.98%
online degree programs	0.38%
university degrees	0.89%
college Oneonta	66.67%
community colleges program	0.66%
dual enrollment college classes	33.33%
get degree online	2.50%
online college courses	0.18%

WEB EVENTS - CONTINUED

11/01/2024 - 11/30/2024

Event Name	Event Count
*Apply & Register	622
*Program Finder	605
*Apply for Admission Clicked	257
*Financial Aid	131
*Register For Class	91
*Scholarships	88
*Dual Enrollment	72
*Tour Campus	71
*Campus Map	48
*Adult Education	32
*Request Info Clicked	24
*Schedule A Tour Clicked	10

WEB EVENTS - CONTINUED

11/01/2024 - 11/30/202

Event Name	Event Count
*Financial Aid Facts	9

Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	23,299	11,446	49.13%
Dual Credit Ad Group	982	622	63.34%
Total	24,281	12,068	49.70%

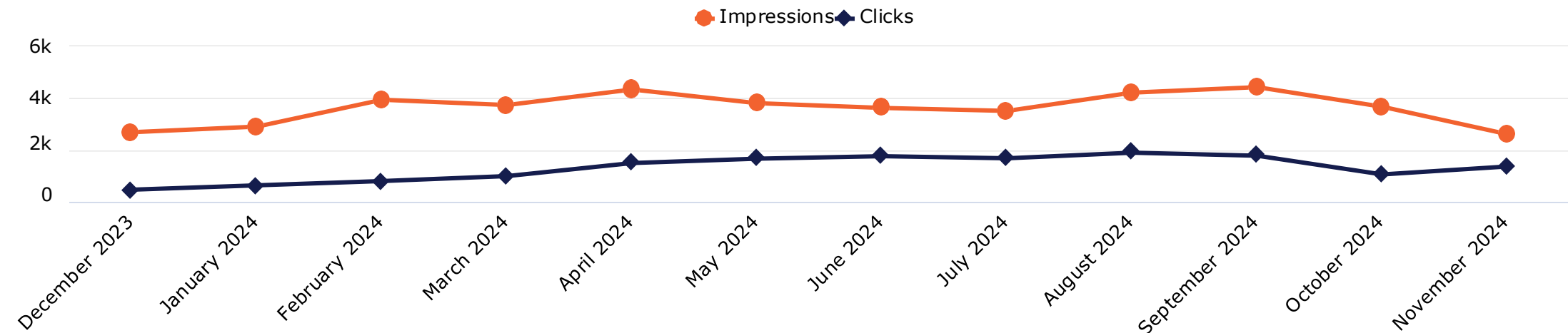
PPC Programs Performance

Online Marketing Initiatives 2024-2025

Ads running on Google, Yahoo and Bing

	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 2024-2025											
	\$1,500.00	Jul-24	3,535	1,735	49.08	\$0.86	18	25	43	166	\$34.88
	\$1,500.00	Aug-24	4,348	2,000	46.00	\$0.75	31	32	63	139	\$23.81
	\$1,500.00	Sep-24	5,337	2,099	39.33	\$0.71	25	367	392	466	\$3.83
	\$1,500.00	Oct-24	4,789	1,852	38.67	\$0.81	24	1,038	1,062	1,184	\$1.41
	\$1,500.00	Nov-24	4,789	1,852	38.67	\$0.81	22	1,038	1,121	1,189	\$1.34
TOTALS:	\$1,500.00		4,789	1,852	38.67	\$0.81	22	1,038	1,121	1,189	\$1.34

12/01/2023 - 11/30/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
top community colleges in	65.01 %
sonography programs	32.69%
registered nurse programs	34.78%
welding certification	48.28%
career school	24.44%
practical nursing program	37.04%
associate degree in nursing schools	37.50%
culinary arts program	24.00%
dental hygiene programs	26.32%
career college	10.26%
Diagnostic Imaging programs	30.77%
technical programs Wallace State	44.44%
career colleges	6.98%
emt programs	75.00%
career college course programs	50.00%
career colleges Hanceville	100.00%
diagnostic sonography programs	25.00%
medical lab technician programs	40.00%
technical certifications	25.00%
trade school programs	66.67%

WEB EVENTS - CONTINUED

11/01/2024 - 11/30/2024

Event Name	Event Count
*Login to myWallaceState t...	785
*Apply & Register	46
*Apply For Admission Click...	17
*Schedule A Tour Clicked	17
*Scholarships	11
*Adult Education	9
*Financial Aid	8
*Register For Class	5
*Dual Enrollment	2
*Tour Campus	2
*Campus Map	1
*Financial Aid Facts	1

Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	2,171	1,285	59.19%
Health Science (with Nursing focus) -	167	63	37.72%
Applied Tech (with Diesel/Welding/EV focus)	38	17	44.74%
Culinary/Hospitality	17	7	41.18%
Business	4	1	25.00%
General Studies (include Criminal Justice, Fine an...	7	1	14.29%
STEM (with Computer Science Focus)	3	0	0.00%
Total	2,407	1,374	57.08%

Display



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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display Wallace Community College Oct 202...	135,235	321	\$15.43	1	\$2,086.18
Total	135,235	321	\$15.43	1	\$2,086.18

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough	Visits
Geo Fence	46,561	111	0.24%		5
Website Remarketing	23,091	92	0.40%		945
Keyword Search Retargeting	22,346	77	0.34%		63
Curated Audience_Online Learning_English	22,111	38	0.17%		43
Curated Audience_Online Learning_Spanish	20,492	31	0.15%		28
Geofencing Event Targeting	19,833	34	0.17%		8
Website Remarketing_OTT_Large Screen	7,940	0	0.00%		977
Curated Audience_Large Screen_CTV	4,681	0	0.00%		146
Website Remarketing_OTT_Small Screen	4,486	3	0.07%		53
Curated Audience_Small Screen_OTT	4,035	1	0.02%		0
Curated Audience_Spanish_OTT_Small Screen	503	0	0.00%		0
CRM Email Targeting HS no College	270	4	1.48%		0
Curated Audience_Spanish_OTT_Large Screen	198	0	0.00%		4
CRM Email Targeting HS no College_CTV	28	0	0.00%		0
CRM Email Targeting HS no College_OTT	6	0	0.00%		0
Totals	176,581	391	0.22%		2,272

OTT Streaming Performance

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Website Remarketing_OTT_Large Screen	7,940	7,976	7,946	7,916	7,902	7,873	98.71%
Curated Audience_Large Screen_CTV	4,681	4,712	4,681	4,655	4,642	4,624	98.13%
Website Remarketing_OTT_Small Screen	4,486	4,476	4,214	4,068	3,984	3,885	86.80%
Curated Audience_Small Screen_OTT	4,035	4,029	3,868	3,738	3,646	3,489	86.60%
Curated Audience_Spanish_OTT_Small Screen	503	508	499	491	490	490	96.46%
Curated Audience_Spanish_OTT_Large Screen	198	197	202	198	197	197	100.00%
CRM Email Targeting HS no College_CTV	28	29	29	28	28	28	96.55%
CRM Email Targeting HS no College_OTT	6	6	6	6	6	6	100.00%
Totals	21,877	21,933	21,445	21,100	20,895	20,592	93.89%

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

123,264

 Impressions
 ▲ 72,574

\$2,543.95

 Cost
 ▲ \$1,463.88

\$20.64

 CPM
 ▼ \$-0.67

2,632

 Clicks
 ▲ 1,305

\$0.97

 CPC
 ▲ \$0.15

2.14%

 Clicks (All) CTR
 ▼ -18.43%

115

 Post Reactions
 ▲ 88.52%

5

 Post Saves
 ▲ N/A

302

 Video 100% Views
 ▲ 277.50%

5,879

 Post Engagements
 ▲ 206.20%

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	10,513	74	124	1.18%	1	17	0	55	0	790
CRM	95,115	1,495	2,189	2.30%	7	60	5	139	1	3,480
Education	10,511	104	181	1.72%	0	12	0	44	0	764
Education - Spanish	620	8	14	2.26%	0	1	0	10	0	84
Gamers	568	6	12	2.11%	0	5	0	11	0	102
General	1,280	17	25	1.95%	0	4	0	10	0	226
General - Spanish	4	0	0	0.00%	0	0	0	0	0	0
HS No College CRM List	17	0	0	0.00%	0	0	0	0	0	2
LAL - Spanish	296	0	4	1.35%	0	1	0	1	0	12
RT/LAL	4,340	31	83	1.91%	0	15	0	32	0	419
Total	123,264	1,735	2,632	2.14%	8	115	5	302	1	5,879

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	Carousel Ad A...	https://www.facebook.com/304167894	58,866	1,123	1,306	2	10	0	2	0	2.22%	1,135
CRM	Static Ad Elect...	https://www.facebook.com/304167894	9,792	71	220	2	11	1	0	0	2.25%	84
CRM	Carousel Ad P...	https://www.facebook.com/304167894	9,031	155	201	1	2	0	0	0	2.23%	157
CRM	Video Ad Busi...	https://www.facebook.com/304167894	5,762	51	119	1	11	0	0	28	2.07%	716
Education	Carousel Ad A...	https://www.facebook.com/304167894	5,095	62	70	0	0	0	0	0	1.37%	62
Competitors	Static Ad Elect...	https://www.facebook.com/304167894	3,324	16	33	0	2	0	0	0	0.99%	18
Competitors	Video Ad Busi...	https://www.facebook.com/304167894	3,215	19	37	1	7	0	0	38	1.15%	518
CRM	Video Ad Gen...	https://www.facebook.com/304167894	2,652	33	112	0	3	0	1	60	4.22%	380
Competitors	Carousel Ad P...	https://www.facebook.com/304167894	2,040	24	27	0	1	0	0	0	1.32%	25
CRM	Video Ad Heal...	https://www.facebook.com/304167894	1,822	14	72	1	4	0	0	22	3.95%	439
Education	Video Ad Appli...	https://www.facebook.com/304167894	1,813	16	44	0	2	0	0	18	2.43%	328
RT/LAL	Video Ad Busi...	https://www.facebook.com/304167894	1,710	11	25	0	5	0	0	17	1.46%	219
RT/LAL	Static Ad Elect...	https://www.facebook.com/304167894	1,651	11	32	0	0	0	0	0	1.94%	11
CRM	Static Ad Elect...	https://www.facebook.com/304167894	1,429	10	34	0	2	0	0	0	2.38%	12
CRM	Video Ad Appli...	https://www.facebook.com/304167894	1,338	10	26	0	6	0	0	13	1.94%	256
General	Video Ad Busi...	https://www.facebook.com/304167894	921	11	18	0	3	0	0	8	1.95%	158
Education	Video Ad Busi...	https://www.facebook.com/304167894	891	6	16	0	3	0	0	9	1.80%	147
CRM	Static Ad Adul...	https://www.facebook.com/304167894	886	6	18	0	2	0	0	0	2.03%	8
Total	--	--	112,238	1,649	2,410	8	74	1	3	213	2.15%	4,673

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	115,675	52	1	197	8	2,509	2.17%	4,424
Instagram	7,589	63	0	105	0	123	1.62%	1,455
Total	123,264	115	1	302	8	2,632	2.14%	5,879



Facebook & Instagram Leads

65,014

 Impressions
 ▲ 33,665

\$1,967.84

 Cost
 ▲ \$1,127.30

\$30.27

 CPM
 ▲ \$3.46

784

 Clicks
 ▲ 335

\$2.51

 CPC
 ▲ \$0.64

1.21%

 Clicks (All) CTR
 ▼ -15.81%

54

 Post Reactions
 ▲ 200.00%

18

Form Submits/Leads

171

 Video 100% Views
 ▲ 714.29%

2,123

 Post Engagements
 ▲ 476.90%

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	9,174	42	112	1.22%	0	4	0	0	0	47
CRM	15,443	80	245	1.59%	0	16	0	70	0	712
Education	8,521	24	58	0.68%	0	4	0	18	0	302
Education - Spanish	1,615	4	15	0.93%	0	0	0	0	0	4
Gamers	7,545	22	59	0.78%	1	5	0	0	0	27
Gamers - Spanish	19	0	0	0.00%	0	0	0	0	0	0
General	5,905	24	44	0.75%	3	1	0	0	0	26
General - Spanish	24	0	0	0.00%	0	0	0	0	0	0
LAL	16,684	70	251	1.50%	1	24	1	82	2	995
LAL - Spanish	84	0	0	0.00%	0	0	0	1	0	10
Total	65,014	266	784	1.21%	5	54	1	171	2	2,123

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
Competitors	StaticAd Heal...	https://www.facebook.com/30416789	9,174	42	112	0	4	0	0	0	1.22%	47
LAL	Carousel Ad P...	https://www.facebook.com/30416789	8,134	37	122	1	7	1	1	0	1.50%	46
Gamers	StaticAd Heal...	https://www.facebook.com/30416789	7,545	22	59	1	5	0	0	0	0.78%	27
CRM	StaticAd Heal...	https://www.facebook.com/30416789	5,898	30	75	0	1	0	0	0	1.27%	31
General	StaticAd Heal...	https://www.facebook.com/30416789	5,678	23	43	3	1	0	0	0	0.76%	25
Education	StaticAd Heal...	https://www.facebook.com/30416789	5,011	18	36	0	1	0	0	0	0.72%	19
CRM	Carousel Ad P...	https://www.facebook.com/30416789	3,100	21	57	0	6	0	0	0	1.84%	27
LAL	StaticAd Elec...	https://www.facebook.com/30416789	2,960	5	26	0	2	0	0	0	0.88%	7
LAL	Video Ad Heal...	https://www.facebook.com/30416789	2,734	17	64	0	9	1	0	47	2.34%	715
CRM	StaticAd Elec...	https://www.facebook.com/30416789	2,278	5	25	0	1	0	0	0	1.10%	7
CRM	Video Ad Heal...	https://www.facebook.com/30416789	1,659	8	34	0	3	0	0	20	2.05%	388
Education - Spanish	StaticAd 5 Sp...	https://www.facebook.com/30416789	1,615	4	15	0	0	0	0	0	0.93%	4
Education	StaticAd Elec...	https://www.facebook.com/30416789	1,242	2	3	0	0	0	0	0	0.24%	2
CRM	Video Ad Gen...	https://www.facebook.com/30416789	1,240	10	26	0	3	0	0	34	2.10%	162
Education	Video Ad Heal...	https://www.facebook.com/30416789	898	1	7	0	1	0	0	12	0.78%	196
LAL	StaticAd Rest...	https://www.facebook.com/30416789	793	2	9	0	0	0	0	0	1.13%	2
LAL	Video Ad Tech...	https://www.facebook.com/30416789	731	4	14	0	4	0	0	24	1.92%	163
LAL	StaticAd Elec...	https://www.facebook.com/30416789	629	3	8	0	2	0	0	0	1.27%	5
Total	--	--	61,319	254	735	5	50	2	1	137	1.20%	1,873

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	58,488	49	2	166	5	754	1.29%	2,081
Instagram	6,526	5	0	5	0	30	0.46%	42
Total	65,014	54	2	171	5	784	1.21%	2,123



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 English Performance

\$1,004.27

Cost

▲ 132.30%

40,168

Impressions

▲ 146.29%

24,367

Views

▲ 162.92%

60.66%

View rate

▲ 6.75%

11

Clicks

▼ -8.33%

\$0.04

CPV

▼ -11.65%

AD GROUP PERFORMANCE

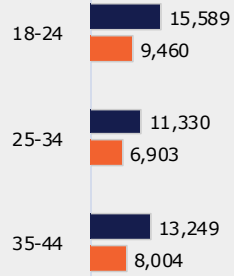
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	11/01/2024 - 11/30/2024 Video 100%
18-44	40,168	24,367	60.66%	11	96.21%	76.08%	66.11%	61.03%
Total	40,168	24,367	60.66%	11	96.21%	76.08%	66.11%	61.03%

AD PERFORMANCE

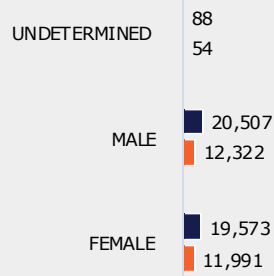
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	11/01/2024 - 11/30/2024 Video 100%
Discover the Lion Life!	16,215	9,923	61.20%	6	97.06%	76.34%	66.41%	61.51%
Wallace 2023 Pre Roll STEM 15	14,066	8,326	59.19%	5	98.02%	76.55%	65.10%	59.48%
Wallace 2023 Pre Roll applied tech 15	5,704	3,473	60.89%	0	98.27%	77.51%	66.95%	61.29%
Wallace 2023 Pre Roll applied tech 30	1,470	931	63.33%	0	83.96%	70.86%	67.56%	64.03%
Total	37,455	22,653	60.48%	11	97.09%	76.38%	66.05%	60.81%

YouTube Performance

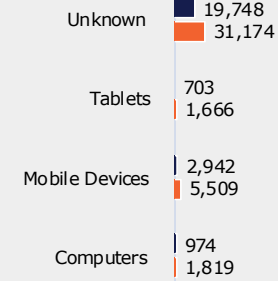
Views Impressions



Views Impressions



Impressions Views



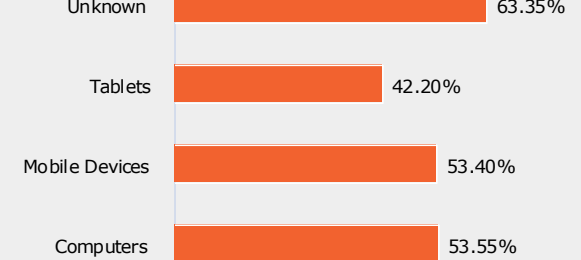
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	95.20%	74.89%	60.86%	54.06%
Mobile Devices	95.27%	71.93%	59.89%	53.37%
Tablets	95.75%	68.19%	52.20%	42.23%
Unknown	96.46%	77.31%	68.27%	63.82%

Age Range	25%	50%	75%	100%
18-24	96.16%	76.49%	66.72%	61.25%
25-34	96.12%	75.59%	65.79%	61.20%
35-44	96.34%	75.99%	65.66%	60.64%

Gender	25%	50%	75%	100%
FEMALE	96.62%	76.78%	66.63%	61.52%
MALE	95.84%	75.41%	65.62%	60.57%
UNDETERMI...	89.77%	73.86%	63.64%	60.23%

YouTube Spanish Performance

\$950.02

Cost
▲ 89.44%

41,656

Impressions
▲ 87.64%

22,733

Views
▲ 90.17%

54.57%

View rate
▲ 1.35%

35

Clicks
▲ 20.69%

\$0.04

CPV
▼ -0.38%

AD GROUP PERFORMANCE

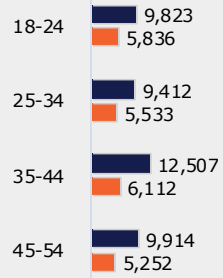
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	11/01/2024 - 11/30/2024 Video 100%
Education	27,412	16,053	58.56%	15	96.41%	76.11%	64.96%	58.61%
Gamers	4,448	2,307	51.87%	6	97.95%	73.47%	60.11%	52.06%
Work Industries	9,796	4,373	44.64%	14	97.35%	69.91%	54.19%	44.83%
Total	41,656	22,733	54.57%	35	96.80%	74.37%	61.91%	54.67%

AD PERFORMANCE

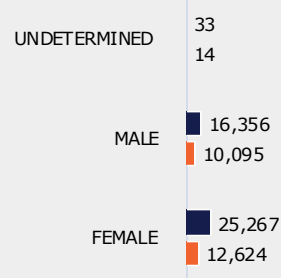
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	11/01/2024 - 11/30/2024 Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	35,840	18,795	52.44%	32	98.39%	74.10%	60.39%	52.49%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	2,357	1,608	68.22%	0	86.82%	76.41%	71.65%	68.46%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,977	1,413	71.47%	2	88.14%	78.66%	74.70%	71.66%
Wallace 2022 Spanish Pre Roll HS 30	1,482	917	61.88%	1	85.48%	71.81%	66.09%	62.61%
Total	41,656	22,733	54.57%	35	96.79%	74.36%	61.90%	54.66%

YouTube Performance

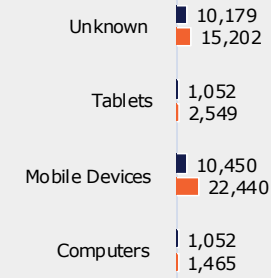
Views Impressions



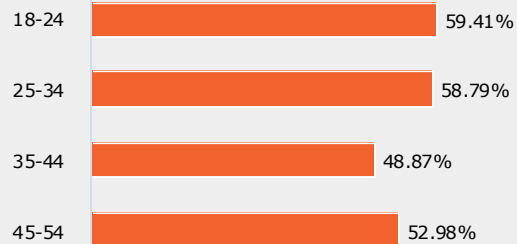
Views Impressions



Impressions Views



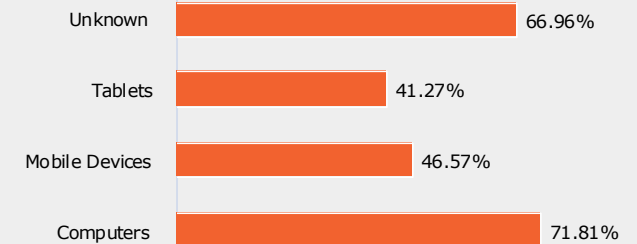
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	95.50%	83.98%	76.43%	72.37%
Mobile Devices	97.43%	70.19%	55.62%	46.67%
Tablets	97.66%	75.60%	54.61%	41.05%
Unknown	95.84%	79.39%	71.02%	67.04%

Age Range	25%	50%	75%	100%
18-24	96.42%	75.66%	65.69%	59.61%
25-34	97.40%	77.55%	65.68%	58.92%
35-44	97.10%	71.43%	57.06%	48.83%
45-54	96.21%	73.80%	60.73%	53.12%

Gender	25%	50%	75%	100%
FEMALE	97.22%	72.21%	58.30%	50.02%
MALE	96.13%	77.72%	67.52%	61.87%
UNDETERMINED	96.97%	66.67%	51.52%	42.42%

TIKTOK



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TIKTOK

\$1,678.48

Total Cost
▲ \$59.40

74,691

Impressions
▲ 26,584

1,128

Clicks
▼ -26

\$22.47

CPM
▼ \$-11.18

\$1.49

CPC
▲ \$0.08

1.51%

CTR
▼ -37.04%

72,584

Video Views
▲ 55.18%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycol_DMA -	30,133	605	\$27.88	29,233
C4323418_wallacecommunitycol_DMA - Spanish	44,558	523	\$18.82	43,351
Total	74,691	1,128	\$22.47	72,584

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycol_DMA	Wallace 2022 Spanish TikTok.mp4	44,558	523	\$18.82	\$1.60	1.17%	43,351
C4323418_wallacecommunitycol_DMA	Wallace 2022 TikTok.mp4	30,133	605	\$27.88	\$1.39	2.01%	29,233
Total	--	74,691	1,128	\$22.47	\$1.49	1.51%	72,584



Thank You



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