



Interact Communications

Monthly Performance Report

09/01/2024 - 09/30/2024



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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:

4 3 2 , 1 3 6

Total Visits:

2 5 , 4 7 2

View-Through Ad Visits:

3 2 9 5

Completed Video Views:

9 9 , 9 1 6

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 65%**

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 \$15**

Average CPC Custom Audience \$1 - \$2 , **Your Average is \$0.57**

Average CTR is 1% , **Your Average is 2.70%**

Average Cost Per Lead is \$61 , **Your Average is \$68**

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 \$34**

Average CTR is 1% , **Your Average is 2.35%**

Display Benchmarks , Industry Average & Your Average

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

Average CTR is .17% , **Your Average is .20%**



Campaign Performance & Analysis

SEM

SEM saw a big increase in performance in Aug for both the General and Program specific campaign and Sept continued the trend with a higher CTR, lower cost per click and lower cost per lead. We are holding steady and fully optimized at this time. 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 and targeting competitor locations. In addition, the Spanish audiences are very strong as well. 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 continued in Aug and in Sept, 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 19 leads in Sept, a dip from Aug. 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% and an increase in Aug. 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 Sept. Completed OTT video views went up to over 15k 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 3500, up from 1400 visits in Aug. The best performing audiences were geofencing and keyword search retargeting. No changes needed at this time.

TikTok Benchmarks

Our TikTok campaign is doing very well. Our CPM continues to be a bit high for industry averages but we are optimizing towards traffic to the site and this tends to have a higher CPM, but higher engagement as well. No changes recommended at this time, our CTR is at 2.34%, beating the industry average of 1%.

PPC



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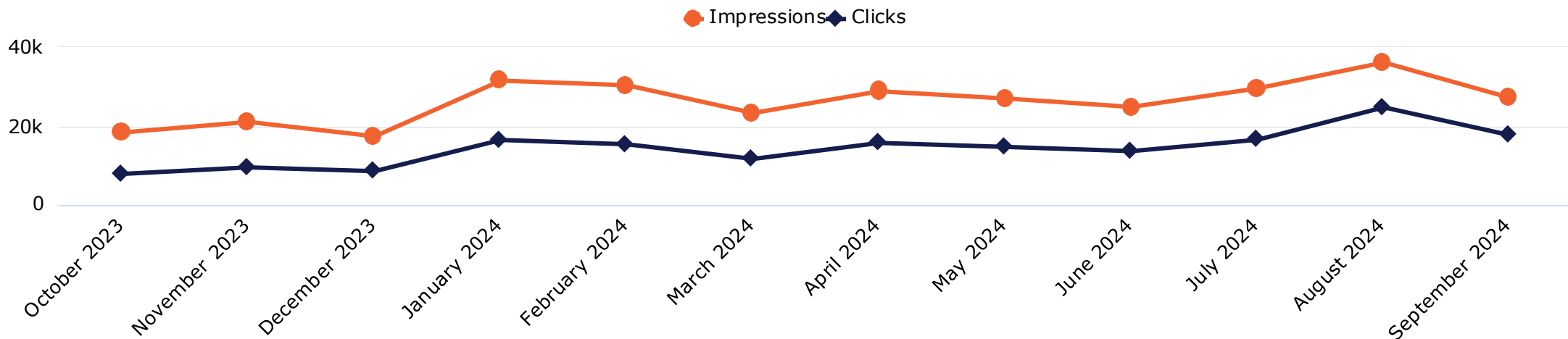
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PPC Performance

	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 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
TOTALS:	\$1,800.00		27,527	18,046	65.56	\$0.10	218	603	821	1,738	\$2.19

10/01/2023 - 09/30/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
community college Hanceville	73.35%
Wallace State College	77.94%
college Hanceville	69.54%
Wallace State dual enrollment	75.73%
college university	35.89%
local community colleges nearby	29.25%
community colleges program	15.95%
community college programs	50.00%
community colleges classes	55.77%
college degrees	11.63%
colleges near me	19.69%
dual enrollment college classes	45.45%
community college	10.31%
college courses	8.27%
university degrees	9.09%
online degree programs	0.68%
Wallace State College courses	41.67%
college admissions	25.00%
community colleges	20.00%
2 year college	42.86%

WEB EVENTS - CONTINUED

09/01/2024 - 09/30/2024

Event Name	Event Count
*Program Finder	572
*Apply & Register	426
*Apply for Admission Clicked	172
*Financial Aid	156
*Adult Education	74
*Dual Enrollment	70
*Scholarships	61
*Tour Campus	59
*Campus Map	47
*Register For Class	42
*Schedule A Tour Clicked	19
*Request Info Clicked	14

WEB EVENTS - CONTINUED

09/01/2024 - 09/30/202

Event Name	Event Count
*Financial Aid Facts	13

Top Performing Text Ads

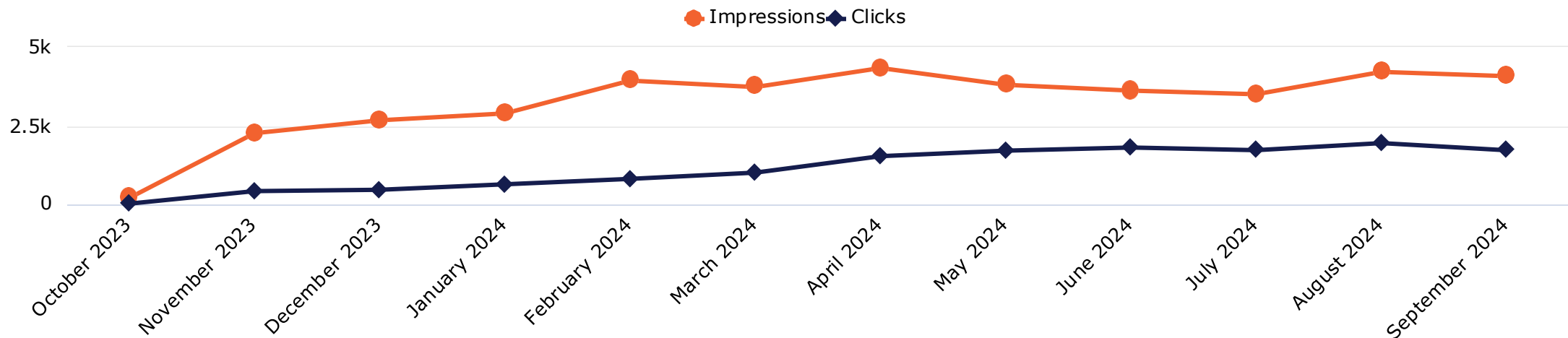
AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General Ad Group	25,953	17,019	65.58%
Dual Credit Ad Group	1,118	814	72.81%
Total	27,071	17,833	65.87%

PPC Performance 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)
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
TOTALS:	\$1,500.00		5,337	2,099	39.33	\$0.71	25	367	392	466	\$3.83

10/01/2023 - 09/30/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
top community colleges in	56.93%
registered nurse programs	47.31%
sonography programs	33.04%
technical schools	38.46%
associate degree in nursing schools	57.69%
welding certification	57.89%
medical coding certificate	30.91%
practical nursing program	47.06%
technical programs Wallace State	69.57%
automotive technician school	36.59%
dental hygiene programs	31.25%
technical training course	23.44%
emt programs	17.50%
nurse aide certificate	24.49%
career colleges	14.10%
vocational schools	61.11%
culinary arts program	20.93%
respiratory therapy programs	47.06%
medical assistant programs	14.89%
dental assisting programs	13.79%

WEB EVENTS - CONTINUED

09/01/2024 - 09/30/2024

Event Name	Event Count
*Login to myWallaceState t...	249
*Apply & Register	27
*Schedule A Tour Clicked	19
*Financial Aid	13
*Adult Education	9
*Apply For Admission Click...	7
*Scholarships	6
*Dual Enrollment	5
*Tour Campus	2
*Register For Class	1



Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	2,764	1,352	48.91%
Health Science (with Nursing focus) -	678	196	28.91%
Applied Tech (with Diesel/Welding/EV focus)	68	36	52.94%
Culinary/Hospitality	31	9	29.03%
STEM (with Computer Science Focus)	12	2	16.67%
Business	12	0	0.00%
General Studies (include Criminal Justice, Fine an...	6	0	0.00%
Total	3,571	1,595	44.67%

Display



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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display Wallace Community College Apr-Se...	123,066	248	\$11.84	0	\$1,456.90
Total	123,066	248	\$11.84	0	\$1,456.90

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Curated Audience_Large Screen_CTV	4,292	4,278	4,258	4,247	4,243	4,236	99.02%
Website Remarketing_OTT_Large Screen	4,285	4,251	4,245	4,226	4,221	4,213	99.11%
Website Remarketing_OTT_Small Screen	4,032	4,021	3,947	3,905	3,870	3,831	95.28%
Curated Audience_Small Screen_OTT	2,166	2,146	2,057	2,013	1,971	1,942	90.49%
Curated Audience_HS no College_CTV	553	553	552	550	551	548	99.10%
Curated Audience_Spanish_OTT_Small Screen	109	111	106	103	101	100	90.09%
Curated Audience_Spanish_OTT_Large Screen	102	99	100	97	99	97	97.98%
Display CRM Targeting HS no College_OTT	35	35	35	35	34	34	97.14%
Totals	15,574	15,494	15,300	15,176	15,090	15,001	96.82%

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Geo Fence	24,144	65	0.27%	4
Curated Audience_Online Learning_English	20,946	45	0.21%	20
Keyword Search Retargeting	20,780	52	0.25%	28
Curated Audience_Online Learning_Spanish	19,425	25	0.13%	11
Website Remarketing	19,310	50	0.26%	512
Geofence Event Targeting	7,241	16	0.22%	11
Curated Audience_Large Screen_CTV	4,292	0	0.00%	168
Website Remarketing_OTT_Large Screen	4,285	0	0.00%	2,504
Website Remarketing_OTT_Small Screen	4,032	5	0.12%	23
Curated Audience_Small Screen_OTT	2,166	1	0.05%	1
Display CRM Targeting HS no College_CTV	553	0	0.00%	0
Curated Audience_Spanish_OTT_Small Screen	109	0	0.00%	0
Curated Audience_Spanish_OTT_Large Screen	102	0	0.00%	13
Display CRM Targeting HS no College	85	0	0.00%	0
Display CRM Targeting HS no College_OTT	35	0	0.00%	0
Totals	127,505	259	0.20%	3,295

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

112,183

 Impressions
 ▼ -28,715

\$1,720.52

 Cost
 ▼ \$-16.08

\$15.34

 CPM
 ▲ \$3.01

3,030

 Clicks
 ▼ -778

\$0.57

 CPC
 ▲ \$0.11

2.70%

 Clicks (All) CTR
 ▼ -0.07%

180

 Post Reactions
 ▼ -47.06%

2

 Post Saves
 ● 0.00%

431

 Video 100% Views
 ▼ -52.27%

6,796

 Post Engagements
 ▼ -41.69%

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	12,857	116	267	2.08%	0	24	0	34	0	708
CRM	90,806	1,345	2,571	2.83%	4	129	2	361	2	5,526
Education	4,335	37	80	1.85%	0	9	0	9	0	230
Education - Spanish	304	3	11	3.62%	0	0	0	6	0	45
Gamers	169	1	1	0.59%	0	0	0	0	0	6
General	643	3	12	1.87%	0	2	0	4	0	50
General - Spanish	4	0	0	0.00%	0	0	0	0	0	0
HS No College CRM List	42	0	0	0.00%	0	0	0	0	0	2
LAL - Spanish	424	6	23	5.42%	0	1	0	1	0	12
RT/LAL	2,599	18	65	2.50%	0	15	0	16	1	217
Total	112,183	1,529	3,030	2.70%	4	180	2	431	3	6,796

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	27,792	310	695	4	41	0	0	44	2.50%	2,077
CRM	Carousel Ad A...	https://www.facebook.com/304167894	21,551	579	680	0	15	1	0	0	3.16%	596
CRM	Video Ad Gen...	https://www.facebook.com/304167894	13,607	203	557	0	25	1	0	258	4.09%	1,841
Competitors	Video Ad Busi...	https://www.facebook.com/304167894	9,596	81	185	0	10	0	0	24	1.93%	515
CRM	Carousel Ad P...	https://www.facebook.com/304167894	6,786	115	196	0	6	0	0	0	2.89%	125
CRM	Static Ad Elect...	https://www.facebook.com/304167894	5,911	33	102	0	8	0	0	0	1.73%	42
CRM	Static Ad Elect...	https://www.facebook.com/304167894	4,541	31	69	0	5	0	1	0	1.52%	38
CRM	Static Ad Heal...	https://www.facebook.com/304167894	3,456	28	109	0	4	0	0	0	3.15%	33
CRM	Static Ad Adul...	https://www.facebook.com/304167894	2,075	13	47	0	7	0	0	0	2.27%	20
Education	Video Ad Busi...	https://www.facebook.com/304167894	1,409	15	25	0	1	0	0	2	1.77%	78
Education	Carousel Ad A...	https://www.facebook.com/304167894	980	13	13	0	0	0	0	0	1.33%	13
Competitors	Carousel Ad P...	https://www.facebook.com/304167894	929	15	19	0	2	0	0	0	2.05%	17
RT/LAL	Video Ad Busi...	https://www.facebook.com/304167894	911	9	20	0	3	0	0	2	2.20%	62
CRM	Video Ad Gen...	https://www.facebook.com/304167894	865	6	21	0	1	0	0	17	2.43%	166
RT/LAL	Video Ad Gen...	https://www.facebook.com/304167894	814	5	25	0	4	0	0	10	3.07%	99
Education	Video Ad Gen...	https://www.facebook.com/304167894	690	3	19	0	3	0	0	5	2.75%	71
Competitors	Static Ad Elect...	https://www.facebook.com/304167894	666	6	17	0	0	0	0	0	2.55%	6
CRM	Video Ad Tech...	https://www.facebook.com/304167894	621	5	20	0	6	0	0	14	3.22%	119
Total	--	--	103,200	1,470	2,819	4	141	2	1	376	2.73%	5,918

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	110,742	137	3	415	4	2,988	2.70%	6,452
Instagram	1,441	43	0	16	0	42	2.91%	344
Total	112,183	180	3	431	4	3,030	2.70%	6,796



Facebook & Instagram Leads

53,739

Impressions

▼ -10,257

\$1,331.48

Cost

▲ \$9.12

\$24.78

CPM

▲ \$4.11

850

Clicks

▼ -159

\$1.57

CPC

▲ \$0.26

1.58%

Clicks (All) CTR

▲ 0.32%

64

Post Reactions

▼ -9.86%

19

Form Submits/Leads

61

Video 100% Views

▼ -21.79%

929

Post Engagements

▲ 14.41%

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	4,099	15	57	1.39%	1	1	0	0	0	16
CRM	14,548	73	285	1.96%	3	25	0	20	3	241
Education	15,852	54	179	1.13%	0	8	0	12	0	204
Education - Spanish	2,749	7	42	1.53%	0	2	0	0	0	9
Gamers	1,499	2	11	0.73%	2	0	0	0	0	2
Gamers - Spanish	19	0	0	0.00%	0	0	0	0	0	0
General	1,805	2	11	0.61%	2	0	0	0	0	2
General - Spanish	7	1	1	14.29%	0	0	0	0	0	1
LAL	13,063	66	259	1.98%	2	28	2	28	0	436
LAL - Spanish	98	1	5	5.10%	0	0	0	1	0	18
Total	53,739	221	850	1.58%	10	64	2	61	3	929

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	Static Ad Heal...	https://www.facebook.com/30416789	11,221	41	128	0	3	0	0	0	1.14%	44
CRM	Static Ad Heal...	https://www.facebook.com/30416789	8,582	39	156	2	7	1	0	0	1.82%	48
LAL	Static Ad Rest...	https://www.facebook.com/30416789	4,577	13	63	0	4	0	0	0	1.38%	17
Competitors	Static Ad Heal...	https://www.facebook.com/30416789	4,099	15	57	1	1	0	0	0	1.39%	16
LAL	Static Ad Elec...	https://www.facebook.com/30416789	3,450	17	61	1	5	0	0	0	1.77%	22
LAL	Carousel Ad P...	https://www.facebook.com/30416789	3,225	26	78	1	9	0	2	0	2.42%	37
Education - Spanish	Static Ad 5 Sp...	https://www.facebook.com/30416789	2,749	7	42	0	2	0	0	0	1.53%	9
CRM	Carousel Ad P...	https://www.facebook.com/30416789	1,884	12	52	0	7	1	0	0	2.76%	20
Education	Static Ad Elec...	https://www.facebook.com/30416789	1,823	5	20	0	1	0	0	0	1.10%	6
CRM	Static Ad Rest...	https://www.facebook.com/30416789	1,565	9	32	1	6	1	0	0	2.04%	16
Gamers	Static Ad Heal...	https://www.facebook.com/30416789	1,499	2	11	2	0	0	0	0	0.73%	2
CRM	Static Ad Elec...	https://www.facebook.com/30416789	1,212	2	9	0	1	0	0	0	0.74%	3
General	Static Ad Heal...	https://www.facebook.com/30416789	1,176	2	8	2	0	0	0	0	0.68%	2
Education	Static Ad Rest...	https://www.facebook.com/30416789	1,169	1	10	0	3	0	0	0	0.86%	4
LAL	Video Ad Heal...	https://www.facebook.com/30416789	962	7	37	0	4	0	0	22	3.85%	271
CRM	Video Ad Gen...	https://www.facebook.com/30416789	821	9	25	0	3	0	0	13	3.05%	89
General	Static Ad Rest...	https://www.facebook.com/30416789	629	0	3	0	0	0	0	0	0.48%	0
Education	Carousel Ad P...	https://www.facebook.com/30416789	607	3	10	0	0	0	0	0	1.65%	3
Total	--	--	51,250	210	802	10	56	3	2	35	1.56%	609

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	50,292	60	3	56	10	835	1.66%	888
Instagram	3,447	4	0	5	0	15	0.44%	41
Total	53,739	64	3	61	10	850	1.58%	929



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

\$667.61

Cost

▲ 0.02%

31,117

Impressions

▼ -3.46%

19,175

Views

▼ -0.10%

61.62%

View rate

▲ 3.48%

15

Clicks

▲ 36.36%

\$0.03

CPV

▲ 0.12%

AD GROUP PERFORMANCE

09/01/2024 - 09/30/2024

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-44	31,117	19,175	61.62%	15	96.65%	76.94%	67.16%	62.03%
Total	31,117	19,175	61.62%	15	96.65%	76.94%	67.16%	62.03%

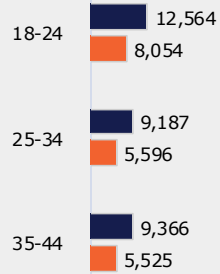
AD PERFORMANCE

09/01/2024 - 09/30/2024

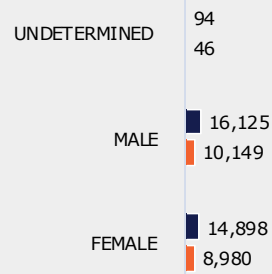
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Discover the Lion Life!	14,195	8,596	60.56%	10	97.22%	76.41%	66.23%	60.87%
Wallace 2023 Pre Roll STEM 15	9,567	5,864	61.29%	5	98.27%	77.65%	67.02%	61.62%
Wallace 2023 Pre Roll applied tech 15	4,096	2,498	60.99%	0	98.50%	77.95%	67.12%	61.61%
Wallace 2023 Pre Roll STEM 30	903	649	71.87%	0	89.15%	77.20%	74.64%	72.72%
Total	28,761	17,607	61.22%	15	97.50%	77.06%	66.88%	61.60%

YouTube Performance

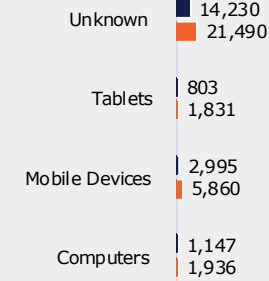
Views Impressions



Views Impressions



Impressions Views



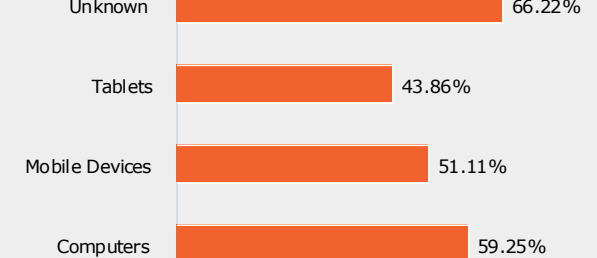
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	96.49%	73.47%	64.66%	59.75%
Mobile Devices	95.62%	69.62%	57.69%	50.90%
Tablets	97.38%	71.28%	56.63%	45.26%
Unknown	96.88%	79.75%	70.89%	66.74%

Age Range	25%	50%	75%	100%
18-24	96.79%	78.53%	69.65%	64.73%
25-34	96.58%	76.25%	66.57%	61.19%
35-44	96.51%	75.47%	64.40%	59.24%

Gender	25%	50%	75%	100%
FEMALE	96.90%	76.22%	66.06%	60.60%
MALE	96.41%	77.68%	68.26%	63.44%
UNDETERMI...	97.87%	63.12%	52.48%	49.29%

YouTube Performance Spanish

\$667.86

 Cost
 ▲ 0.00%

29,856

 Impressions
 ▼ -8.64%

18,131

 Views
 ▼ -4.77%

60.73%

 View rate
 ▲ 4.23%

24

 Clicks
 ▼ -14.29%

\$0.04

 CPV
 ▲ 5.02%

AD GROUP PERFORMANCE

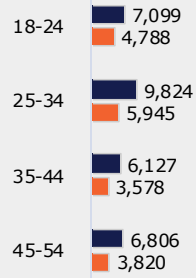
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	09/01/2024 - 09/30/2024 Video 100%
Education	21,918	13,805	62.98%	13	96.16%	78.09%	68.10%	62.95%
Gamers	3,234	1,950	60.30%	1	98.77%	77.82%	65.88%	60.18%
Work Industries	4,704	2,376	50.51%	10	96.41%	74.02%	59.10%	50.43%
Total	29,856	18,131	60.73%	24	96.48%	77.42%	66.44%	60.68%

AD PERFORMANCE

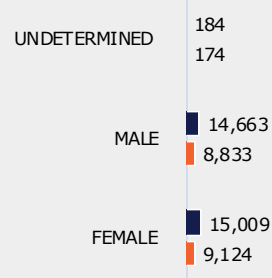
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	09/01/2024 - 09/30/2024 Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	24,840	14,459	58.21%	21	98.12%	76.94%	64.51%	58.13%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	2,090	1,419	67.90%	1	85.24%	75.36%	71.63%	67.89%
Wallace 2022 Spanish Pre Roll HS 30	1,517	1,209	79.70%	1	90.64%	84.25%	80.88%	79.75%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,409	1,044	74.10%	1	90.65%	81.60%	77.31%	74.46%
Total	29,856	18,131	60.73%	24	96.48%	77.42%	66.44%	60.68%

YouTube Performance

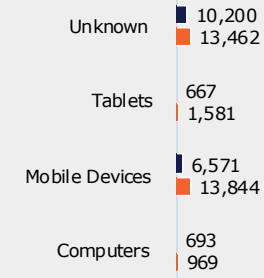
Views Impressions



Views Impressions



Impressions Views



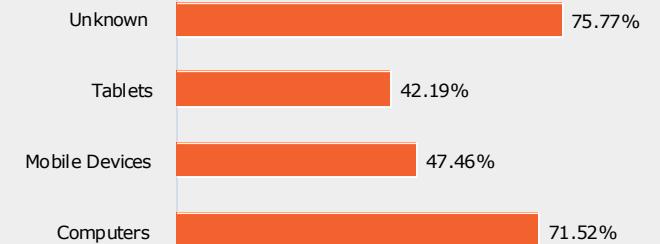
View rate



View rate



View rate



Device Type	25%	50%	75%	100%
Computers	96.24%	83.60%	77.54%	72.75%
Mobile Devices	96.21%	70.22%	55.13%	47.35%
Tablets	96.77%	74.01%	54.82%	41.91%
Unknown	96.76%	84.78%	78.63%	75.72%

Age Range	25%	50%	75%	100%
18-24	97.03%	80.64%	72.25%	67.58%
25-34	97.55%	77.62%	65.68%	60.31%
35-44	95.31%	74.93%	64.15%	58.38%
45-54	95.43%	75.99%	63.53%	56.08%

Gender	25%	50%	75%	100%
FEMALE	96.71%	78.38%	66.68%	60.71%
MALE	96.20%	76.22%	65.84%	60.24%
UNDETERMINED	99.46%	94.27%	92.64%	91.01%

TIKTOK



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TIKTOK

\$1,680.00

Total Cost

▲ \$8.52

49,311

Impressions

▼ -7,175

1,160

Clicks

▼ -152

\$34.07

CPM

▲ \$4.48

\$1.45

CPC

▲ \$0.17

2.35%

CTR

▲ 1.28%

47,117

Video Views

▼ -11.36%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycol_DMA -	18,941	624	\$44.35	17,926
C4323418_wallacecommunitycol_DMA - Spanish	30,370	536	\$27.66	29,191
Total	49,311	1,160	\$34.07	47,117

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycol_DMA	Wallace 2022 Spanish TikTok.mp4	30,370	536	\$27.66	\$1.57	1.76%	29,191
C4323418_wallacecommunitycol_DMA	Wallace 2022 TikTok.mp4	18,941	624	\$44.35	\$1.35	3.29%	17,926
Total	--	49,311	1,160	\$34.07	\$1.45	2.35%	47,117



Thank You



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