

Interact Communications

Monthly Performance Report 02/01/2025 - 02/28/2025



Industry Benchmarks



REACHLOCAL



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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:

WALLACE

Total Impressions: 4 5 7 , 3 1 8 **Total Visits:** 2 8 , 0 3 2 **View-Through Ad Visits:** 2 0 4 0

Completed Video Views:

136,895

PPC Benchmarks, Industry Average & Your Average Average CPC is \$4.18-\$13 , Your Average is \$0.08

Average CTR is 6.21%, **Your Average is 47%** Average Cost Per Contact is \$62, **Your Average is \$1.00**

Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$14** Average CPC Custom Audience \$1 - \$2, **Your Average is \$0.58** Average CTR is 1%, **Your Average is 2.46%**

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 1.58%**

Display Benchmarks , Industry Average & Your Average Average CPM is \$15-\$20, **Your Average is \$16** Average CTR is .17%, **Your Average is .23%**





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Campaign Performance & Analysis



SEM

Feb continued very strong and was the best performing month since July 2024, with the lowest cost per click/cost per lead. The Programs campaign is doing well, we saw more competition for these keywords in Jan and this trend continued in Feb, so the cost per click went up sightly in Jan but we were able to bring it back down in Feb, and we are still beating all industry benchmarks. Top keywords searched were for welding, medical assistant, Hvac, trade schools and dual enrollment.

Facebook/IG Benchmarks

These campaign has a very high CTR and has maintained extremely well benchmarks, the CTR increased again in Jan and again in Feb! We saw more impressions and clicks, with a lower cost per click. The highest performing audiences are the CRM lists, Spanish and targeting competitor locations. Our CRM list is monopolizing 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 Feb, 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 29 leads in Feb, up from Jan! We paused the Spanish LAL and Gamer audience in the Leads campaign b/c it was not doing well and we doubled our leads. **We also recommend adding in an audience targeting adult edu interests/vocational/trade schools. Please let us know if approved.** We are in need of new creative, both English and Spanish. We will start to see a decline in interest with creative fatigue.

YouTube Benchmarks

Our YouTube campaign is doing very well with a completed video view rate of 58%, 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 that is still above average at .23%. We had over 2200 visits too the website. The best performing tactics were keyword retargeting, online learning and geofencing. We are in need of new creative, both English and Spanish. We will start to see a decline in interest with creative fatigue.

TikTok Benchmarks

Our TikTok campaign is doing very well. Our CPM came down significantly in Jan and we saw another decrease in Feb, from \$33 now down to just \$18. This is great and our engagement is still high and above industry average. We are in need of new creative, both English and Spanish. We will start to see a decline in interest with creative fatigue.





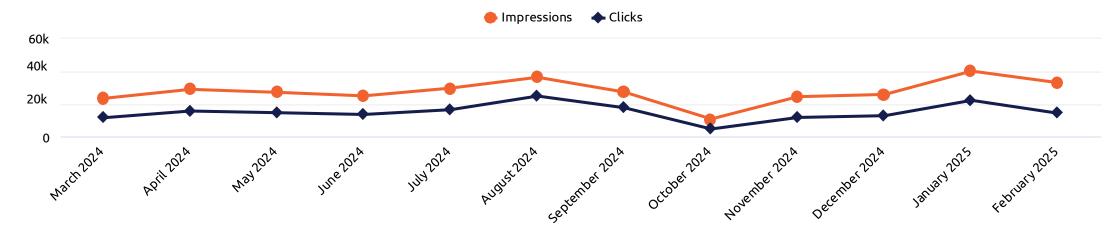
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PPC Performance

Online Marketing Initiative	s 2024-2025										
Ads running on Google, Yahoo and Bing											
					Click Through			Website	Total		Average Cos
	Budget	Date	Impressions	Clicks	Rate	СРС	Calls	Engagement	Leads	Web Events	Per Contact
Wallace State PPC 2024- 2025	Monthly Budget	Date Campaign Ran	Number of times text ad is shown when a search is being done on a search engine like Google	Number of times a person has clicked on the text ad, generating a visit to the site	Average click through rate on text ads for all keywords	Average cost per click across all keywords and publishers	Number of calls generated from the PPC campaign	Forms From Landing Page We Are Tracking Completed, or clicks to apply/register	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
	\$1,800.00	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
	\$1,800.00	Dec-24	31,183	15,468	49.60	\$0.12	327	628	955	3,970	\$1.88
	\$1,800.00	Jan-25	42,715	23,797	55.71	\$0.08	508	849	1,357	3,098	\$1.33
	\$1,800.00	Feb-25	45,084	21,398	47.46	\$0.08	305	1,503	1,808	10,273	\$1.00
TOTALS:	\$1,800.00		45,084	21,398	47.46	\$0.08	305	1,503	1,808	10,273	\$1.00

03/01/2024 - 02/28/2025



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Top Keywords & Page Visits



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TOP KEYWORDS	
Keyword	CTR
community college Hanceville	46.45%
Wallace State dual enrollment	48.26%
Wallace State College	33.49%
college Hanceville	13.73%
community college classes	38.75%
community college program	23.85%
local community colleges nearby	16.97%
community college	18.26%
college degrees	15.13%
colleges near me	20.56%
community colleges in	25.88%
dual enrollment college classes	24.44%
Wallace State College scholarships	50.00%
community college programs	24.24%
college classes	18.52%
community colleges	27.27%
community colleges classes	42.86%
online degree programs	7.06%
college admission	31.25%
colleges degree	44.44%

WEB EVENTS - CONTINUED Event Name	02/01/2025 - 02/28/2025 Event Count	WEB EVENTS - CC Event Name	NTINUED (Event Co
*Register Now Clicked	3,191	*Schedule A To	38
*Program Finder	567	*Financial Aid F	17
*Apply & Register	543		
*Apply for Admission Clicked	251		
*Scholarships	182		
*Financial Aid	166		
*Dual Enrollment	121		
*Tour Campus	61		
*Campus Map	60		
*Register For Class	56		
*Request Info Clicked	45		
*Adult Education	41		



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Top Performing Text Ads



AD PERFORMANCE			
Ad Group	Impressions	Clicks	CTR
General Ad Group	30,883	13,627	44.12%
Dual Credit Ad Group	1,944	923	47.48%
Total	32,827	14,550	44.32%



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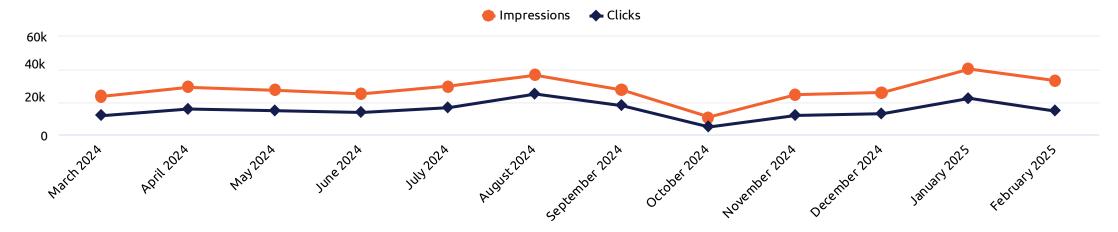
PPC Programs Performance



Online Marketing Initiatives 2024	-2025										
Ads running on Google, Yahoo and B	ing										
					Click Through			Website	Total		Average Cos
	Budget	Date	Impressions	Clicks	Rate	СРС	Calls	Engagement	Leads	Web Events	Per Contact
Wallace State PPC 2024-2025	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 pe contact (calls, end form submissions)
	\$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	1,060	1,189	\$1.42
	\$1,500.00	Dec-24	3,252	1,618	49.75	\$0.93	23	898	921	1,011	\$1.63
	\$1,500.00	Jan-25	2,446	1,022	41.78	\$1.47	14	531	545	627	\$2.75
	\$1,500.00	Feb-25	3,907	1,290	33.02	\$1.16	27	584	611	834	\$2.45
TOTALS:	\$1,500.00		3,907	1,290	33.02	\$1.16	27	584	611	834	\$2.45

7 rows not shown

03/01/2024 - 02/28/2025



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Top Keywords & Page Visits



TOP KEYWORDS Keyword	CTR
top community colleges in	52.55%
Technical Community College	42.84%
technical schools	45.59%
career college	37.86%
registered nurse programs	34.92%
practical nursing program	38.89%
automotive technician school	21.43%
sonography programs	25.64%
welding certification	27.78%
dental hygiene programs	18.75%
hvac certificate	21.62%
emt programs	30.43%
medical assistant programs	25.93%
culinary arts program	16.67%
vocational schools	33.33%
Wallace State Career programs	13.64%
associates in sonography	12.50%
career colleges	40.00%
Diagnostic Imaging programs	28.57%
medical coding certificate	40.00%

WEB EVENTS - CONTINUED	02/01/2025 - 02/28/2025
Event Name	Event C
*Login to myWallaceState to re	egister 628
*Apply & Register	37
*Apply For Admission Clicked	23
*Scholarships	16
*Schedule A Tour Clicked	14
*Dual Enrollment	7
*Financial Aid	7
*Register For Class	6
*Tour Campus	5
*Adult Education	2
*Financial Aid Facts	1



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Top Performing Text Ads



AD PERFORMANCE			
Ad Group	Impressions	Clicks	CTR
Career Ad Group	2,426	1,101	45.38%
Health Science (with Nursing focus) -	207	71	34.30%
Applied Tech (with Diesel/Welding/EV focus)	84	29	34.52%
Culinary/Hospitality	15	4	26.67%
General Studies (include Criminal Justice, Fine and Performing Arts, etc.)	1	0	0.00%
STEM (with Computer Science Focus)	1	0	0.00%
Total	2,734	1,205	44.07%



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Display Performance



Campaign Name	Impressions	Clicks	СРМ	Calls	Spend
Targeted Display Wallace Community College Oct 2024-Sept 2025	89,502	190	\$16.08	0	\$1,438.81
Total	89,502	190	\$16.08	0	\$1,438.81

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Curated Audience_Spanish_OTT_Large Screen	2,849	2,850	2,833	2,819	2,814	2,812	98.67%
Website Remarketing _OTT_Large Screen	2,845	2,856	2,842	2,829	2,824	2,819	98.70%
Curated Audience_Large Screen_CTV	2,836	2,849	2,826	2,816	2,804	2,794	98.07%
Website Remarketing _OTT_Small Screen	2,717	2,731	2,661	2,641	2,633	2,616	95.79%
Curated Audience_Small Screen_OTT	2,153	2,130	2,085	2,045	2,011	1,979	92.91%
Curated Audience_Spanish_OTT_Small Screen	736	725	647	631	619	610	84.14%
Totals	14,136	14,141	13,894	13,781	13,705	13,630	96.39%

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Geo Fence	15,541	39	0.25%	0
Keyword Search Retargeting	14,135	65	0.46%	21
Curated Audience_Online Learning_English	13,452	31	0.23%	23
Geofencing Event Targeting	11,302	14	0.12%	27
Website Remarketing	11,245	40	0.36%	390
Curated Audience_Online Learning_Spanish	10,281	13	0.13%	10
Curated Audience_Spanish_OTT_Large Screen	2,849	0	0.00%	16
Website Remarketing _OTT_Large Screen	2,845	0	0.00%	1,396
Curated Audience_Large Screen_CTV	2,836	0	0.00%	151
Website Remarketing _OTT_Small Screen	2,717	1	0.04%	5
Curated Audience_Small Screen_OTT	2,153	1	0.05%	1
Curated Audience_Spanish_OTT_Small Screen	736	0	0.00%	0
CRM Email Targeting HS no College	110	0	0.00%	0
Totals	90,202	204	0.23%	2,040

Facebook & Instagram

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Facebook & Instagram Performance



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.

R		Industry Benchmarks • PPC • Display	• Facebook	& Instagram •	Snapchat • Y	′ouTube •	Spotify • Par	idora • TIKTO	ĸ		
in	interact / Facebook & Instagram Performance								e 💧	WALLACE	
		The second s	Ter.		112		-	-		ert, Nordan	
	113,537 Impressions ▼ -32,858	\$1,624.70 Cost \$-161.51	\$14.31 CPM \$2.11		31	2,792 Clicks • -504		2	\$0.58 CPC ▲ \$0.04		
	2.46% Clicks (All) CTR ▲ 9.23%	151 Post Reactions ▼ -5.63%	Γ	823 Video 100% V • 9.01%			9,968 Post Engageme 11.84%			25 Post Shares	
a L	10.0										
	TOP-PERFORMING AD SETS	i									
	Ad Set Name	Impressions	Link Clicks	Clicks (All)	Clicks (All) CTR	Page Likes	Post Reactions	Video 100% Views	Post Comments	Post Engagements	
	Competitors	1,331	7	25	1.88%	0	4	4	0	121	
	CRM	102,448	1,188	2,583	2.52%	3	122	753	1	8,962	
	Education	4,951	38	93	1.88%	0	10	19	0	256	
	Education - Spanish	695	5	12	1.73%	0	2	7	0	95	

Education - Spanish	695	5	12	1.73%	0	2	7	0	95
Gamers	38	0	0	0.00%	0	0	0	0	2
General	234	2	6	2.56%	0	1	1	0	30
General - Spanish	1	0	0	0.00%	0	0	0	0	0
HS No College CRM List	10	0	0	0.00%	0	0	0	0	0
LAL - Spanish	423	2	6	1.42%	0	1	5	0	63
RT/LAL	3,406	26	67	1.97%	0	11	34	0	439

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Facebook & Instagram Performance



TOP PERFORMING ADS

Adset Name	Ad Name	Ad Preview URL	Impressions	Inline link clicks	Clicks	Action: Page Likes	Action: Post Reaction	Action: Post Comment	Video 100% Views	CTR	Post Engagement
CRM	Carousel Ad Adult 2.8.24	https://www	29,044	398	492	0	6	0	0	1.69%	404
CRM	Carousel Ad Programs 2.8.24	https://www	20,485	233	366	0	10	0	0	1.79%	244
CRM	Video Ad General - 15 secs 3.8.24	https://www	14,594	202	573	0	35	0	334	3.93%	2,669
CRM	Video Ad Business 3.8.24	https://www	10,133	107	302	2	21	0	58	2.98%	1,427
CRM	Static Ad Electric Vehicle 2.8.24	https://www	7,980	69	152	0	8	1	0	1.90%	78
CRM	Video Ad STEM 15sec 3.8.24	https://www	5,893	60	214	0	12	0	217	3.63%	1,580
CRM	Video Ad Online 3.8.24	https://www	4,900	40	241	1	14	0	69	4.92%	1,503
Education	Static Ad Electric Vehicle 2.8.24	https://www	2,899	15	38	0	0	0	0	1.31%	15
RT/LAL	Video Ad Business 3.8.24	https://www	1,928	16	34	0	3	0	14	1.76%	180
CRM	Static Ad Restaurant - updated 2.8.24	https://www	1,898	19	42	0	1	0	0	2.21%	20
CRM	Video Ad Applied Tech 3.8.24	https://www	1,048	9	23	0	3	0	13	2.19%	252
CRM	Static Ad STEM 2.8.24	https://www	1,008	7	18	0	1	0	0	1.79%	8
CRM	Video Ad General 3.8.24	https://www	2861	7	31	0	4	0	28	3.60%	193
CRM	Video Ad STEM 3.8.24	https://www	2833	9	27	0	2	0	13	3.24%	238
CRM	Video Ad Healthcare 3.8.24	https://www	829	7	41	0	2	0	12	4.95%	236
CRM	Static Ad Electrician 2.8.24	https://www	799	6	14	0	1	0	0	1.75%	7
CRM	Static Ad Healthcare 6.1.24	https://www	733	8	26	0	1	0	0	3.55%	9
Education - Spanish	Video Ad Spanish General 3.8.24	https://www	2 695	5	12	0	2	0	7	1.73%	95
Total			106,560	1,217	2,646	3	126	1	765	2.48%	9,158

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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	112,187	113	1	795	3	2,765	2.46%	9,662
Instagram	1,350	38	0	28	0	27	2.00%	306
Total	113,537	151	1	823	3	2,792	2.46%	9,968



Steract Facebook & Instagram Leads 54,109 \$1,271.88 \$23.51 908 \$1,40 Porressions \$ \$6.72 \$ \$1.12 \$ 908 \$ \$1.40 1,68% 47 29 \$ \$1.12 \$ \$207 \$ \$2,351 10.36% 47 29 \$ \$207 \$ \$2,381 Post Reactions * 11.32% \$ \$29 \$ \$207 \$ \$2,381 Video 100% Views \$ \$ 33% \$ \$ \$23.55% \$ \$ \$ \$3.17% TOP-PERFORMING AD SETS Ad Set Name Impressions Link Clicks Clicks (All) Cit Rise Post Reactions Y \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	R		try Benchmarks • I	PPC • Display	play • Facebook & Instagram • Snapchat • YouTube • Spotify • Pandora • TIKTOK							
Impressions ▼ -6,590 Cost ▼ \$-86.72 CPM ▲ \$1.12 Clicks ▼ -15 CPC ▼ \$-0.07 1.68% Clicks (All) CTR ▲ 10.36% 47 Post Reactions ▼ -11.32% 29 Action: Leads (Form) ▼ -3.33% 207 Video 100% Views ▼ -33.65% 2,3881 Post Engagements ▼ -33.17% TOP-PERFORMING AD SETS Ad Set Name Impressions Link Clicks Clicks (All) Clicks (All) Clicks (All) Clicks Reactions ▼ -33.65% Video 100% Post ▼ -33.17% Post Engagements ▼ -33.17%	in	oteract	Fac	eboo	ok & I	nsta	agr	am l	_ead	S		WALLACE
Clicks (All) CTR Post Reactions Action: Leads (Form) Video 100% Views Post Engagements ▲ 10.36% ▼ -11.32% ▼ -3.33% ▼ -33.65% ▼ -33.17% TOP-PERFORMING AD SETS Impressions Link Clicks Clicks (All) Clicks Post Post Action: Comments Engagement Leads (Form)		Impressions	Со	st		CPM	1		Clicks	Т	CP	C
Ad Set Name Impressions Link Clicks Clicks (All) Clicks Page Post Video 100% Post Post Action: (All) CTR Likes Reactions Views CommentsEngagement Leads (Form)		Clicks (All) CTR				n: Leads (Fori	m)				Post Enga	gements
Competitors 2,872 12 38 1.32% 0 1 1 0 26 2			Impressions	Link Clicks	Clicks (All)		-					
		Competitors	2,872	12	38	1.32%	0	1	1	0	26	2

Ad Set Name	Impressions	Link Clicks	Clicks (All)	Clicks (All) CTR	Page Likes	Post Reactions	Video 100% Views		Post sEngagement	Action: Leads (Form)
Competitors	2,872	12	38	1.32%	0	1	1	0	26	2
CRM	10,603	52	197	1.86%	2	10	13	1	265	7
Education	17,866	58	214	1.20%	5	13	42	0	429	7
Education - Spanish	1,208	6	16	1.32%	0	1	1	0	30	1
LAL	21,485	128	441	2.05%	5	21	150	1	1,616	12
LAL - Spanish	75	0	2	2.67%	0	1	0	0	15	0
Total	54,109	256	908	1.68%	12	47	207	2	2,381	29

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Facebook & Instagram Performance



TOP PERFORMING ADS

Adset Name	Ad Name	Ad Preview Impression URL	Inline link clicks	Clicks	Action: Page Likes	Post	Action: Post Commen	100%	CTR	Post Engagemen
Education	Static Ad Healthcare 6.1.24 - Copy	<u>https://ww</u> 14,378	48	174	5	9	0	0	1.21%	57
LAL	Carousel Ad Programs 2.8.24	<u>https://ww</u> 9,557	52	183	3	6	0	0	1.91%	61
CRM	Carousel Ad Programs 2.8.24	<u>https://ww</u> 4,996	31	104	1	6	1	0	2.08%	38
CRM	Static Ad Healthcare 6.1.24 - Copy	<u>https://ww</u> 4,303	12	63	1	1	0	0	1.46%	14
LAL	Static Ad Electrician 2.8.24	<u>https://ww</u> 2,946	8	48	0	3	0	0	1.63%	11
LAL	Video Ad Healthcare 3.8.24	<u>https://ww</u> 2,938	26	77	1	5	1	36	2.62%	815
Competitors	Static Ad Healthcare 6.1.24 - Copy	<u>https://ww</u> 2,695	11	36	0	1	0	0	1.34%	12
LAL	Static Ad Restaurant - updated 2	<u>https://ww</u> 1,859	10	27	0	1	0	0	1.45%	11
LAL	Video Ad STEM 15sec 3.8.24	https://ww1,786	15	51	1	1	0	51	2.86%	303
LAL	Video Ad Tech - 15 secs 3.8.24	<u>https://ww</u> 1,598	12	42	0	5	0	56	2.63%	319
Education	Video Ad Tech - 15 secs 3.8.24	<u>https://ww</u> 1,158	5	15	0	1	0	31	1.30%	174
Education - Spanish	Static Ad 5 Spanish 1 v2 3.11.24	<u>https://ww</u> 1,068	6	15	0	1	0	0	1.40%	7
Education	Carousel Ad Programs 2.8.24	<u>https://ww</u> 651	2	6	0	0	0	0	0.92%	2
Education	Static Ad Electrician 2.8.24	<u>https://ww</u> 449	0	2	0	0	0	0	0.45%	0
Education	Video Ad Business 3.8.24	<u>https://ww</u> 430	1	11	0	2	0	6	2.56%	103
LAL	Video Ad Business 3.8.24	<u>https://ww</u> 347	3	5	0	0	0	6	1.44%	85
Education	Video Ad Healthcare 3.8.24	https://ww287	1	4	0	0	0	2	1.39%	76
CRM	Video Ad Healthcare 3.8.24	https://ww274	1	9	0	1	0	3	3.28%	72
Total		51,720	244	872	12	43	2	191	1.69%	2,160

interact

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	49,726	41	2	195	12	884	1.78%	2,330
Instagram	4,383	6	0	12	0	24	0.55%	51
Total	54,109	47	2	207	12	908	1.68%	2,381



YouTube



REACHLOCAL





*i*Nteract

YouTube Performance



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

/			You	Tube	Рег	fori	manc	:e		WALLACE STATE
\$653.82 Cost ▲ N/A	Imp	1,674 pressions N/A		18,553 Views ▲ N/A	3	58.5 View • N/	rate	13 Click ▲ N/A	s	\$0.04 CPV N/A
AD GROUP PERFORM Ad Group Name		essions	Views	View rate	e Cli	icks	Video 25%	Video 50%		2/01/2025 - 02/28/2025 % Video 100%
18-44	31,6	74	18,553	58.58%	13		94.55%	74.05%	63.90%	59.03%
Total	31,6	74	18,553	58.58%	13	1	94.55%	74.05%	63.90%	59.03%
AD PERFORMANCE Video Title	Impressions	Views	Vi	iew rate	Clicks	Video	25% Vic	leo 50%	Video 75%	02/01/2025 - 02/28/2025 Video 100%
	Impressions 11,449	Views 7,000			<u>Clicks</u> 1	Video 96.07%		leo 50% 11%		
Video Title			61	.14%			76.		Video 75%	Video 100%
Video Title Discover the Lion Life! Wallace 2023 Pre Roll	11,449	7,000	61 55	.14% 5.62%	1	96.07%	76. 74.	11%	Video 75% 66.15%	Video 100% 61.59%
Video Title Discover the Lion Life! Wallace 2023 Pre Roll STEM 15 Wallace 2023 Pre Roll	11,449 10,242	7,000 5,697	61 55 55	.14% 5.62% 5.73%	1 5	96.07% 98.16%	76. 74. 73.	11% 22%	Video 75% 66.15% 61.62%	Video 100% 61.59% 56.00%
Video Title Discover the Lion Life! Wallace 2023 Pre Roll STEM 15 Wallace 2023 Pre Roll applied tech 15 Wallace 2023 Pre Roll	11,449 10,242 5,006	7,000 5,697 2,790	61 55 55 62		1 5 7	96.07% 98.16% 95.03%	76. 74. 73. 70.	11% 22% 29%	Video 75% 66.15% 61.62% 61.71%	Video 100% 61.59% 56.00% 55.99%

Industry Benchmarks • PPC • Display • Facebook & Instagram • Snapchat • YouTube • Spotify • Pandora • TIKTOK

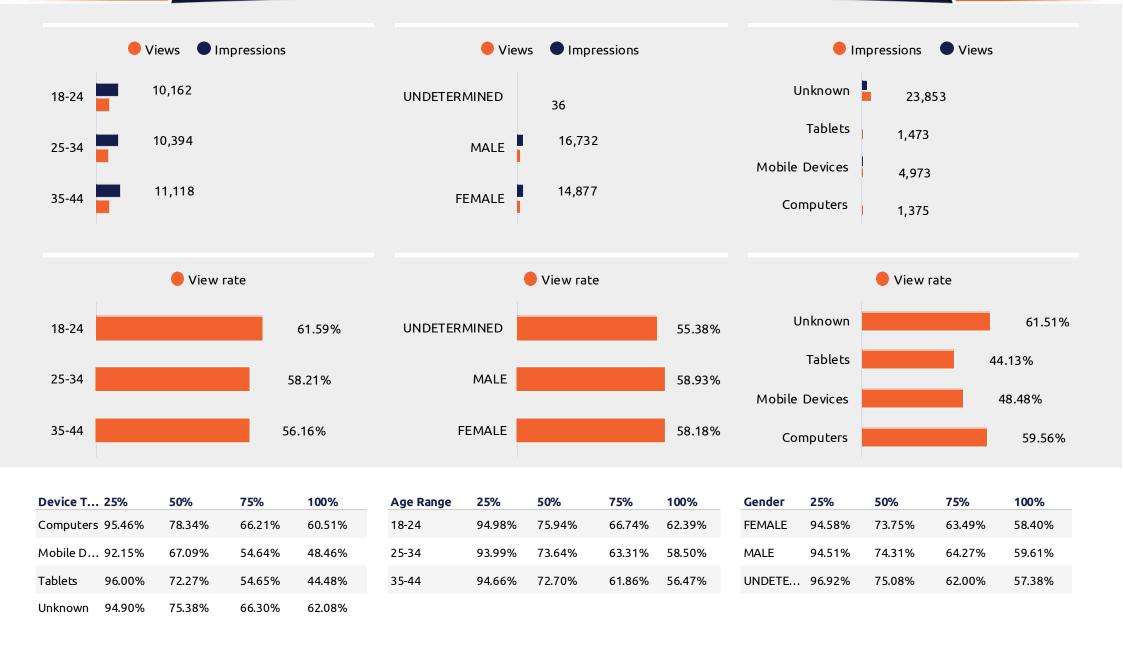
REACH



*i*Nteract

YouTube Performance



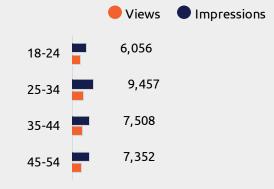


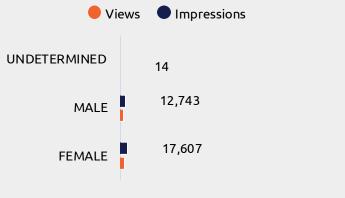
REACHLOCAL	Industry Benchr	narks • PPC •	Display • Facebook &	Instagram •	Snapchat • YouTube	• Spotify • Pandora •	тікток	
interact	Yo	uTub	e Span	ish F	Perfori	mance		WALLACE
								440TT
\$630.70 Cost N/A	30,3 Impressi ▲ N/A		17,222 Views N/A	2	56.70% View rate ▲ N/A	B 3 Clia ∧ N/	cks	\$0.04 CPV ^ N/A
AD GROUP PERFORMANC	E Impression	ns Views	View rate	e Cli	icks Video	25% Video 50%	6 Video 75	02/01/2025 - 02/28/2025 % Video 100%
Education	23,840	14,521	60.91%	20	95.08%	76.15%	66.45%	61.00%
Gamers	2,422	925	38.19%	8	98.07%	66.15%	46.85%	38.10%
Work Industries	4,111	1,776	43.20%	5	95.34%	68.11%	52.01%	43.33%
Total	30,373	17,222	56.70%	33	95.35%	54.26%	62.93%	56.79%
AD PERFORMANCE Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	02/01/2025 - 02/28/2025 Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	24,562	13,443	54.73%	29	97.78%	74.55%	61.54%	54.74%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	2,803	1,813	64.68%	2	84.29%	72.51%	68.51%	64.85%
Wallace 2022 Spanish Pre Roll HS 30	1,808	1,214	67.15%	2	86.36%	74.87%	70.75%	67.79%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,200	752	62.67%	0	84.83%	71.43%	66.48%	63.21%
Total	30,373	17,222	56.70%	33	95.35%	74.26%	62.93%	56.78%
				Page 26 of 53	2			

*i*Nteract

YouTube Performance

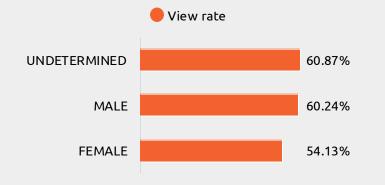


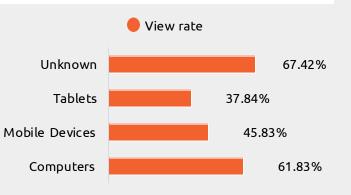






View rate 18-24 61.81% 25-34 52.81% 35-44 58.63% 45-54 55.54%





Device T	25%	50%	75%	100%	Age Range	25%	50%	75%	100%	Gender	25%	50%	75%	100%
Computers	93.64%	78.52%	69.48%	62.08%	18-24	95.91%	76.94%	66.98%	61.95%	FEMALE	96.03%	73.13%	60.68%	54.25%
Mobile D	95.12%	67.70%	53.45%	45.94%	25-34	96.01%	72.02%	59.32%	52.91%	MALE	94.40%	75.84%	66.03%	60.28%
Tablets	96.12%	73.50%	52.16%	37.70%	35-44	94.88%	75.84%	65.29%	58.73%	UNDET	100.00%	69.57%	65.22%	60.87%
Unknown	95.53%	79.49%	71.57%	67.53%	45-54	94.53%	73.32%	61.83%	55.53%					

ΤΙΚΤΟΚ



rea int	eract	lustry Benchmarks • PPC • Display • Fa	acebook & Instagram · Snapchat ·	YouTube • Spotify • Pandora • TIKTO	K WALLACE STATE	
	\$1,619.00 Total Cost \$-55.76	89,132 Impressions 24,081	1,408 Clicks • -703	\$18.16 ^{CPM} ▼ \$-7.58	\$1.15 CPC ▲ \$0.36	
	1.58% CTR ▼ -51.32%	86,460 Video Views ▲ 43.17%				

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TOP-PERFORMING AD SETS

Ad Group Name		Impressions	Clicks	СРМ		Video V	Views	
C4323418_wallacecomm	ınitycoll_DMA - English	35,245	770	\$22.94		34,058		
C4323418_wallacecommu Spanish	ınitycoll_DMA -	53,887	638	\$15.04		52,402		
Total		89,132	1,408	\$18.16		86,460		
TOP PERFORMING ADS								
Campaign Name	Ad Name		Impressions	Clicks	СРМ	СРС	CTR	Video Views
C4323418_wallace.communityc oll_DMA	Wallace 2022 Spanish Tik	kTok.mp4	53,887	638	\$15.04	\$1.27	1.18%	52,402
C4323418_wallacecommunityc oll_DMA	Wallace 2022 TikTok.mp4	4	35,245	770	\$22.94	\$1.05	2.18%	34,058
Total			89,132	1,408	\$18.16	\$1.15	1.58%	86,460



Thank You

