

Interact Communications

Monthly Performance Report 01/01/2025 - 01/31/2025



Industry Benchmarks



interact | 2-year college experts

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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:

494,667

Total Visits:

31,416

View-Through Ad Visits:

2,662

Completed Video Views:

117,373

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 55%

Average Cost Per Contact is \$62, Your Average is \$1.33

Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$12**Average CPC Custom Audience \$1 - \$2, **Your Average is \$0.54**Average CTR is 1%, **Your Average is 2.25%**

YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 35%, **Your Average is 57%**Average cost per completed video view .20 cents, **Your Average is .04**

TikTok Benchmarks , Industry Average & Your Average

Average CPM is \$10-\$15, **Your Average is \$25**Average CTR is 1%, **Your Average is 3.25%**

Display Benchmarks, Industry Average & Your Average

Average CPM is \$15-\$20, **Your Average is \$13**Average CTR is .17%, **Your Average is .25%**





Campaign Performance & Analysis



SEM

Jan was the best performing month since July 2024, with an all time high XTR of 55% and lowest cost per click/cost per lead. The Programs campaign is doing well, we saw more competition for these keywords in Jan so the cost per click went up sightly, but 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 the CPM came down as well from \$18 to \$12. 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 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 Jan, 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 20 leads in Jan, more than double from the previous cycle. 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.**

YouTube Benchmarks

Our YouTube campaign is doing very well with a completed video view rate of 57%, 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 increased from .20 to .25 in Jan. We had over 2900 visits too the website, up from 2300 the previous cycle. The best performing tactics were keyword retargeting, online learning and geofencing. No changes needed at this time.

TikTok Benchmarks

Our TikTok campaign is doing very well. Our CPM came down significantly in Jan, from \$33 to \$25 and our engagement skyrocketed with a CTR at 3.42%, beating the industry average of 1%. I would recommend a creative refresh soon.

PPC





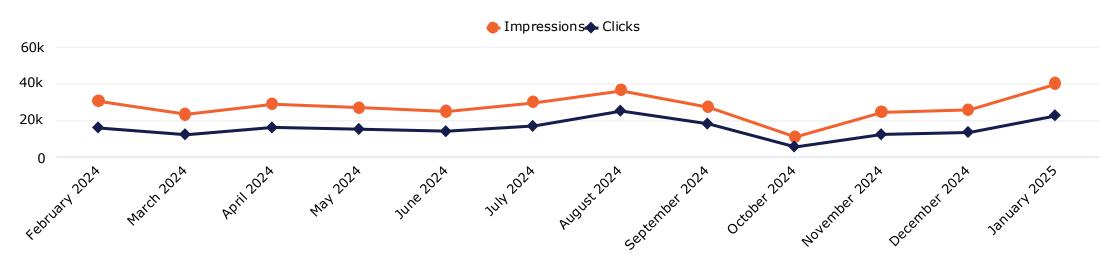


PPC Performance



Online Marketing Initiatives 20	24-2025										
Ads running on Google, Yahoo ar	nd Bing										
	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Website Engagement	Total Leads	Web Events	Average Cost 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	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
TOTALS:	\$1,800.00		42,715	23,797	55.71	\$0.08	508	849	1,357	3,098	\$1.33

02/01/2024 - 01/31/2025



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Top Keywords & Page Visits



TOP KEYWORDS Keyword	CTR
community college Hanceville	57.22%
Wallace State College	62.85%
Wallace State dual enrollment	61.59%
local community colleges nearby	44.02%
community college	29.83%
community college programs	44.81%
college Hanceville	25.70%
community college classes	37.25%
dual enrollment college classes	50.00%
college degrees	8.80%
community college program	21.74%
community colleges in	27.78%
Wallace State College scholarships	42.00%
technical college	69.23%
local community colleges	32.65%
college courses	9.52%
community colleges program	23.53%
universities near me	44.44%
community colleges	16.67%
college university	12.50%

WEB EVENTS - CONTINU	ED 01/01/2025 - 01/31/2025
Event Name	Event Count
*Apply & Register	836
*Program Finder	697
*Financial Aid	329
*Apply for Admission Clicked	274
*Scholarships	228
*Register For Class	135
*Campus Map	125
*Dual Enrollment	91
*Tour Campus	88
*Adult Education	71
*Request Info Clicked	39
*Financial Aid Facts	37

WEB EVENTS - CONTIN	UED 01/01/2025 - 01/31/202
Event Name	Event Count
*Schedule A Tour Clicked	26





Top Performing Text Ads



AD PERFORMANCE			
Ad Group	Impressions	Clicks	CTR
General Ad Group	37,599	20,849	55.45%
Dual Credit Ad Group	2,361	1,450	61.41%
Total	39,960	22,299	55.80%

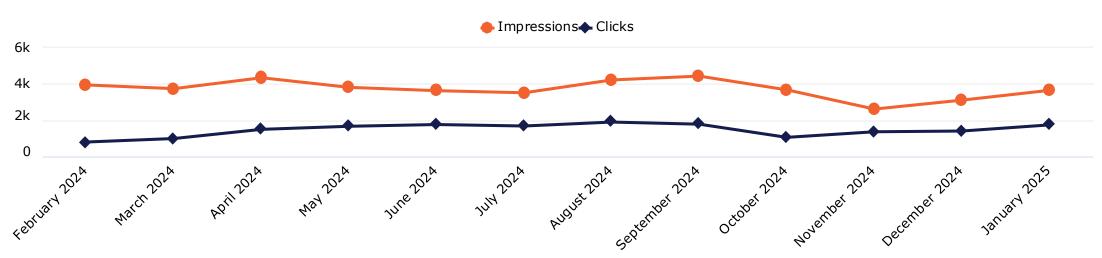


PPC Programs Performance



Online Marketing Initiatives 2024- Ads running on Google, Yahoo and E											
Aus running on Google, runoo unu L	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Website Engagement	Total Leads	Web Events	Average Cost 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
	\$1,500.00	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
TOTALS:	\$1,500.00		2,446	1,022	41.78	\$1.47	14	531	545	627	\$2.75

02/01/2024 - 01/31/2025



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Top Keywords & Page Visits



TOP KEYWORDS	
Keyword	CTR
top community colleges in	64.23%
technical school	59.84%
associate degree in nursing schools	50.50%
career college	42.11%
Technical Community College	22.22%
sonography programs	33.33%
emt programs	41.18%
technical schools	28.99%
trade school programs	31.25%
registered nurse programs	27.45%
welding certi cation	40.63%
dental hygiene programs	27.91%
technical training school	22.45%
medical assistant programs	40.00%
hvac certi cate	16.28%
trade school	38.89%
Wallace State Career programs	13.73%
practical nursing program	10.34%
career colleges	11.63%
vocational school	26.67%

WEB EVENTS - CONTINU	JED	01/01/2025 - 01/31/2025
Event Name	Event	Count
*Login to myWallaceState t	1,004	
*Apply & Register	63	
*Apply For Admission Click	. 21	
*Financial Aid	20	
*Schedule A Tour Clicked	20	
*Scholarships	18	
*Dual Enrollment	9	
*Tour Campus	7	
*Register For Class	6	
*Adult Education	5	
*Campus Map	4	
*Financial Aid Facts	1	





Top Performing Text Ads



AD PERFORMANCE			
Ad Group	Impressions	Clicks	CTR
Career Ad Group	2,841	1,574	55.40%
Health Science (with Nursing focus) -	375	154	41.07%
Applied Tech (with Diesel/Welding/EV focus)	48	20	41.67%
General Studies (include Criminal Justice, Fine an	. 15	4	26.67%
Business	15	2	13.33%
Culinary/Hospitality	14	1	7.14%
STEM (with Computer Science Focus)	11	1	9.09%
Total	3,319	1,756	52.91%

Display





Display Performance



Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display Wallace Community College Oct 202.	100,459	241	\$13.84	0	\$1,390.33
Total	100,459	241	\$13.84	0	\$1,390.33

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Geo Fence	16,636	66	0.40%	2
Keywrod Search Retargeting	14,738	62	0.42%	73
Curated Audience_Online Learning_English	14,224	26	0.18%	41
Website Remarketing	13,071	42	0.32%	1,021
Geofence Event Targeting	12,831	20	0.16%	23
Curated Audience_Online Learning_Spanish	12,157	21	0.17%	18
Website Remarketing _OTT_Large Screen	3,091	0	0.00%	1,106
Curated Audience_Large Screen_CTV	3,040	0	0.00%	278
Website Remarketing _OTT_Small Screen	2,972	1	0.03%	55
Curated Audience_Small Screen_OTT	2,584	2	0.08%	5
Curated Audience_Spanish_OTT_Large Screen	1,385	0	0.00%	39
Curated Audience_Spanish_OTT_Small Screen	718	1	0.14%	2
Display CRM Targeting HS no College	192	0	0.00%	0
Total	97,639	241	0.25%	2,663

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Website Remarketing _OTT_Large Screen	3,091	3,121	3,098	3,084	3,077	3,075	98.53%
Curated Audience_Large Screen_CTV	3,040	3,049	3,036	3,018	3,011	3,004	98.52%
Website Remarketing _OTT_Small Screen	2,972	2,977	2,880	2,853	2,832	2,797	93.95%
Curated Audience_Small Screen_OTT	2,584	2,596	2,523	2,445	2,395	2,344	90.29%
Curated Audience_Spanish_OTT_Large Screen	1,385	1,400	1,391	1,382	1,378	1,379	98.50%
Curated Audience_Spanish_OTT_Small Screen	718	718	500	471	453	438	61.00%
Totals	13,790	13,861	13,428	13,253	13,146	13,037	94.06%

Facebook & Instagram





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.



Facebook & Instagram Performance



146,395

Impressions ▲ 40,344 \$1,786.21

Cost ▼ \$-65.00

\$12.20

CPM ▼ \$-5.25 3,296

Clicks ▲ 953 \$0.54

CPC ▼ \$-0.25

2.25%

Clicks (All) CTR

1.91%

160

Post Reactions ▲ 44.14% 755

Video 100% Views ▲ 57.95% 8,913

Post Engagements

▲ 48.28%

6

On-Site Conversion: Post Save

100.00%

TOP-PERFORMING AD SETS

Ad Set Name	Impressions	Link Clicks	Clicks (All)	Clicks (All) CTR	Page Likes	Post Reactions	Video 100% Views	Post Comments	Post Engagements
Competitors	4,912	30	79	1.61%	0	15	17	0	266
CRM	134,185	1,480	3,084	2.30%	2	128	660	10	7,794
Education	2,558	17	37	1.45%	0	6	12	1	196
Education - Spanish	1,151	8	22	1.91%	0	1	14	0	189
Gamers	35	0	0	0.00%	0	2	0	0	7
General	380	2	8	2.11%	0	2	8	0	58
General - Spanish	5	0	0	0.00%	0	0	0	0	0
HS No College CRM List	4	0	0	0.00%	0	0	0	0	0
LAL - Spanish	810	4	8	0.99%	0	0	7	0	87
RT/LAL	2,355	20	58	2.46%	0	6	37	1	316
Total	146,395	1,561	3,296	2.25%	2	160	755	12	8,913



Facebook & Instagram Performance



TOP PERFORMING ADS									*** 1		
Adset Name	Ad Name	Ad Preview URL	Impressions	Inline link clicks	Clicks	Action: Page Likes	Action: Post Reactions	Action: Post Comments	Video 100% Views	CTR	Post Engagements
CRM	Carousel Ad Adult 2.8.24	https://www.fa	37,662	490	632	0	10	1	0	1.68%	502
CRM	Carousel Ad Programs 2.8.24	https://www.fa	33,808	338	637	2	20	3	0	1.88%	367
CRM	Video Ad General - 15 secs 3.8.24	https://www.fa	18,882	290	773	0	46	2	433	4.09%	3,481
CRM	Static Ad Electric Vehicle 2.8.24	https://www.fa	15,908	122	344	0	12	0	0	2.16%	135
CRM	Static Ad Restaurant - updated 2.8.24	https://www.fa	6,866	58	146	0	7	0	0	2.13%	66
CRM	Video Ad STEM 15sec 3.8.24	https://www.fa	4,500	45	144	0	11	0	106	3.20%	950
CRM	Static Ad Electrician 2.8.24	https://www.fa	3,315	18	43	0	2	0	0	1.30%	20
CRM	Video Ad Applied Tech 3.8.24	https://www.fa	3,216	27	80	0	4	0	27	2.49%	654
CRM	Video Ad Business 3.8.24	https://www.fa	2,864	33	71	0	3	3	24	2.48%	594
Competitors	Static Ad Electric Vehicle 2.8.24	https://www.fa	2,646	12	31	0	1	0	0	1.17%	13
CRM	Video Ad Online 3.8.24	https://www.fa	1,380	17	71	0	3	0	20	5.14%	370
CRM	Static Ad Adult 2.8.24	https://www.fa	1,374	6	14	0	1	0	0	1.02%	8
Education - Spanish	Video Ad Spanish General 3.8.24	https://www.fa	1,151	8	22	0	1	0	14	1.91%	189
CRM	Video Ad STEM 3.8.24	https://www.fa	918	7	41	0	2	0	12	4.47%	250
CRM	Video Ad Healthc are 3.8.24	https://www.fa	908	13	41	0	2	1	18	4.52%	256
RT/LAL	Video Ad General - 15 secs 3.8.24	https://www.fa	885	11	26	0	4	0	23	2.94%	143
CRM	Static Ad STEM 2.8.24	https://www.fa	878	8	12	0	0	0	0	1.37%	8
CRM	Static Ad Healthc are 6.1.24	https://www.fa	766	5	12	0	2	0	0	1.57%	8
Total			137,927	1,508	3,140	2	131	10	677	2.28%	8,014

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

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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	143,239	121	12	693	2	3,240	2.26%	8,318
Instagram	3,156	39	0	62	0	56	1.77%	595
Total	146,395	160	12	755	2	3,296	2.25%	8,913





Facebook & Instagram Leads



60,699

Impressions

▲ 15,414

\$1,358.60

Cost ▼ \$-86.05

\$22.38

CPM ▼ \$-9.52 923

Clicks

358

\$1.47

CPC ▼ \$-1.08

1.52%

Clicks (All) CTR

▲ 21.87%

53

Post Reactions

▲ 35.90%

30

Action: Leads (Form)

• 76.47%

312

Video 100% Views ▲ 136.36% 3,563

Post Engagements 67.51%

TOP-PERFORMING AD SETS

Ad Set Name	Impressions	Link Clicks	Clicks (All)	Clicks (All) CTR	Page Likes	Post Reactions	Video 100% Views	Post Comments	Post Engagements	Action: Leads (Form)
Competitors	5,791	28	93	1.61%	4	1	2	0	78	1
CRM	9,258	35	128	1.38%	3	11	37	0	555	2
Education	18,129	72	247	1.36%	1	8	90	1	771	11
Education - Spanish	894	0	9	1.01%	0	0	1	0	41	0
Gamers	532	2	5	0.94%	0	0	0	0	2	0
Gamers - Spanish	5	0	0	0.00%	0	0	0	0	0	0
General	423	0	1	0.24%	0	0	0	0	0	0
General - Spanish	3	0	0	0.00%	0	0	0	0	0	0
LAL	25,596	117	440	1.72%	7	33	180	0	2,104	16
LAL - Spanish	68	0	0	0.00%	0	0	2	0	12	0
Total	60,699	254	923	1.52%	15	53	312	1	3,563	30



Facebook & Instagram Performance



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TOP PERFORMING ADS Adset Name	Ad Name	Ad Preview Impression URL	Inline link S clicks	Clicks	Action: Page Likes	Action: Post Reactions	Action: Post Comments	Video 100% Views	CTR	Post Engagements
LAL	Carousel Ad Programs 2.8.24	https://www13,725	61	219	3	12	0	0	1.60%	74
Education	Static Ad Healthc are 6.1.24 - Copy	https://www12,586	47	173	1	5	1	0	1.37%	53
Competitors	Static Ad Healthc are 6.1.24 - Copy	https://www.5,013	23	80	3	1	0	0	1.60%	24
LAL	Video Ad Healthcare 3.8.24	https://www4,293	28	96	1	8	0	58	2.24%	1,106
CRM	Static Ad Healthc are 6.1.24 - Copy	https://www3,612	7	43	2	2	0	0	1.19%	10
LAL	Video Ad Tech - 15 secs 3.8.24	https://www3,548	14	68	1	7	0	98	1.92%	675
Education	Video Ad Tech - 15 secs 3.8.24	https://www3,076	17	45	0	1	0	73	1.46%	518
CRM	Carousel Ad Programs 2.8.24	https://www2,371	13	39	1	4	0	0	1.64%	18
LAL	Static Ad Restaurant - updated 2.8.24	https://www1,573	3	21	1	0	0	0	1.33%	3
CRM	Video Ad Healthcare 3.8.24	https://www1,217	7	25	0	1	0	13	2.05%	308
Education - Spanish	Static Ad 5 Spanish 1 v2 3.11.24	https://www691	0	5	0	0	0	0	0.72%	0
Education	Static Ad Electrician 2.8.24	https://www.661	2	6	0	0	0	0	0.91%	2
LAL	Video Ad STEM 15sec 3.8.24	https://www.533	7	12	0	1	0	15	2.25%	105
Gamers	Static Ad Healthc are 6.1.24 - Copy	https://www.532	2	5	0	0	0	0	0.94%	2
LAL	Video Ad General - 15 secs 3.8.24	https://www.507	1	6	0	2	0	5	1.18%	44
Education	Video Ad Healthcare 3.8.24	https://www494	3	6	0	1	0	6	1.21%	117
LAL	Static Ad Electric Vehicle 2.8.24	https://www.457	0	2	0	0	0	0	0.44%	0
LAL	Static Ad Electrician 2.8.24	https://www.421	1	2	0	1	0	0	0.48%	2
Total		55,310	236	853	13	46	1	268	1.54%	3,061



Facebook & Instagram Performance



TOP-PERFO	RMING AD SETS							
Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	55,608	45	1	298	15	879	1.58%	3,482
Instagram	5,091	8	0	14	0	44	0.86%	81
Total	60,699	53	1	312	15	923	1.52%	3,563



YouTube



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YouTube Performance





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



Total

YouTube Performance



\$656.65 Cost

▲ N/A

39,827

39,827

Impressions ▲ N/A

22,801

22,801

Views ▲ N/A

57.25%

57.25%

94.25%

View rate ▲ N/A

Clicks ▲ N/A

62.90%

72.84%

\$0.03 ▲ N/A

57.81%

01/01/2025 - 01/31/2025 AD GROUP PERFORMANCE Clicks Video 25% Video 50% Video 75% Ad Group Name Impressions Views View rate Video 100% 18-44 39,827 22,801 57.25% 7 94.25% 72.84% 62.90% 57.81%

AD PERFORMANCE								01/01/2025 - 01/31/2025
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Discover the Lion Life!	15,274	8,935	58.50%	1	95.70%	73.76%	63.77%	59.05%
Wallace 2023 Pre Roll STEM 15	13,620	7,562	55.52%	6	97.12%	74.09%	61.89%	55.84%
Wallace 2023 Pre Roll applied tech 15	4,750	2,759	58.08%	0	98.44%	74.96%	64.59%	58.78%
Wallace 2023 Pre Roll applied tech 30	2,584	1,464	56.66%	0	80.67%	65.56%	60.85%	57.47%
Total	36,228	20,720	57.19%	7	95.52%	73.46%	62.96%	57.69%



Unknown

94.55%

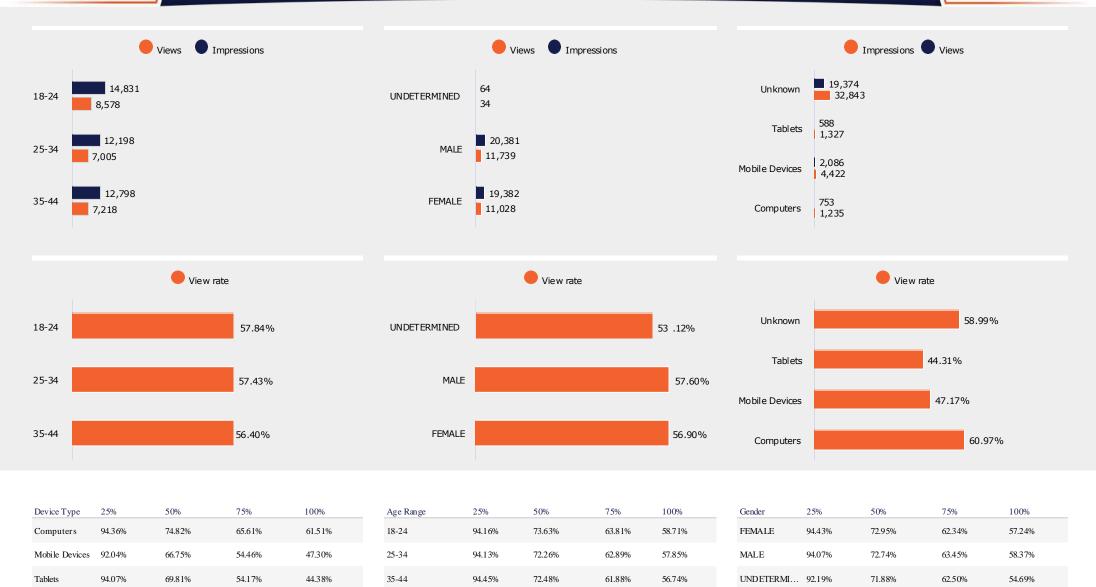
73.72%

64.31%

59.65%

YouTube Performance







YouTube Spanish Performance



\$633.85 Cost

▲ N/A

37,065 **Impressions**

▲ N/A

20,079 Views

▲ N/A

54.17% View rate

▲ N/A

19 Clicks ▲ N/A

▲ N/A

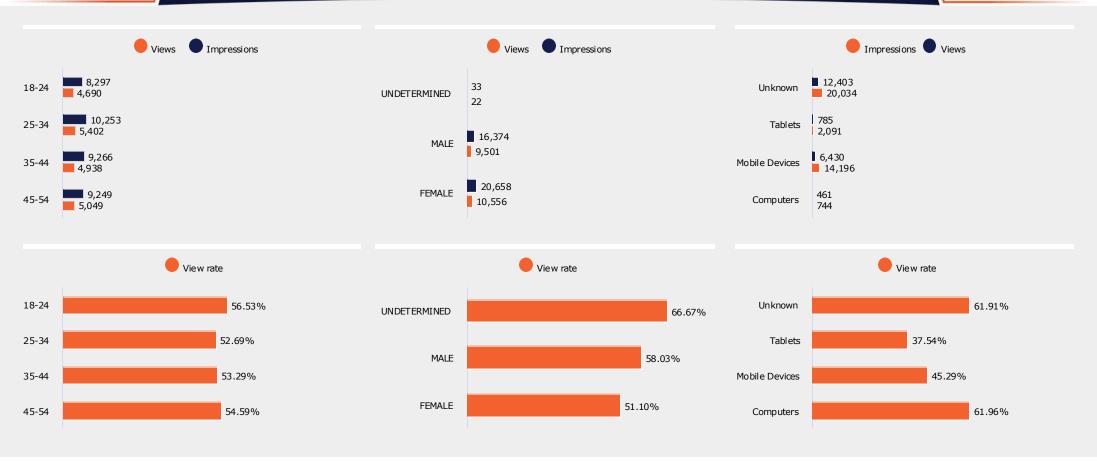
01/01/2025 - 01/31/2025 AD GROUP PERFORMANCE Clicks Video 50% Video 75% Video 100% Ad Group Name Impressions Views View rate Video 25% 57.89% 8 73.69% Education 28,590 16,552 94.43% 63.57% 57.93% 2,115 923 43.64% 3 97.59% 67.96% 52.08% 43.74% Gamers Work Industries 6,360 2,604 40.94% 8 95.93% 67.29% 50.31% 41.08% Tota1 37,065 20,079 54.17% 94.87% 72.26% 60.64% 54.23%

AD PERFORMANCE Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	01/01/2025 - 01/31/2025 Video 100%
Wallace 2022 Spanish	30,068	15,809	52.58%	17	97.64%	72.81%	59.74%	52.60%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	3,083	1,969	63.87%	0	83.05%	71.92%	66.85%	64.02%
Wallace 2022 Spanish	2,238	1,358	60.68%	2	82.73%	69.59%	64.30%	61.03%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,676	943	56.27%	0	82.99%	66.75%	60.69%	56.44%
Total	37,065	20,079	54.17%	19	94.86%	72.27%	60.65%	54.24%



YouTube Performance





Device Type	25%	50%	75%	100%
Computers	94.24%	78.26%	69.46%	63.68%
Mobile Devices	94.91%	67.85%	53.57%	45.32%
Tablets	97.00%	70.09%	49.65%	37.37%
Unknown	94.63%	75.41%	66.50%	61.97%

Age Range	25%	50%	75%	100%	
18-24	94.85%	73.09%	61.90%	56.57%	
25-34	95.44%	71.13%	59.33%	52.76%	
35-44	94.70%	72.60%	60.19%	53.42%	
45-54	94.40%	72.45%	61.42%	54.58%	

Gender	25%	50%	75%	100%
FEMALE	95.36%	70.58%	57.91%	51.08%
MALE	94.25%	74.38%	64.08%	58.18%
UNDETERMIN	90.91%	78.79%	69.70%	66.67%

TIKTOK



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

interact

REACH

TIKTOK



\$1,674.76

Total Cost ▼ \$-3.78

3.25% CTR

65,051

Impressions

▲ 1,050

2,111

Clicks ▲ 1,029 \$25.75

CPM ▼ \$-0.48 \$0.79

CPC ▼ \$-0.76

CTR ▲ 91.95% 60,389 Video Views

▼ -1.99%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	СРМ	Video Views
C4323418_wallacecommunitycoll_DMA -	26,915	1,142	\$31.34	24,626
C4323418_wallacecommunitycoll_DMA - Spanish	38,136	969	\$21.80	35,763
Total	65,051	2,111	\$25.75	60,389

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	СРМ	CPC	CTR	Video Views
C4323418_wallacecommu nitycoll_DMA	Wallace 2022 Spanish TikTok.mp4	38,136	969	\$21.80	\$0.86	2.54%	35,763
C4323418_wallacecommu nitycoll_DMA	Wallace 2022 TikTok.mp4	26,915	1,142	\$31.34	\$0.74	4.24%	24,626
Total		65,051	2,111	\$25.75	\$0.79	3.25%	60,389



Thank You

