



# Interact Communications

## Monthly Performance Report

03/01/2023 - 03/31/2023



**interact** | 2-year college experts

**REACHLOCAL**



# Industry Benchmarks



**interact** | 2-year college experts

**REACHLOCAL**

**CRAFTON HILLS**  
COLLEGE

# Campaign Benchmarks



**CPM** = Cost Per Thousand Impressions

**CPC** = Cost Per Click

**CTR** = Click Through Rate On The Ad

**CPCV** = Cost Per Completed Video View

**CPSU** = Cost Per Swipe Up Or Visit To The Website

## Total Campaign Metrics:

### Total Impressions:

1,638,339

### Total Visits:

13,790

### View-Through Ad Visits:

339

### Completed Video Views:

512,785

### PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18 , **Your Average is \$0.53**

Average CTR is 4%, **Your Average is 31%**

Average Cost Per Contact is \$58, **Your Average is \$8**

### Facebook Benchmarks , Industry Average & Your Average

Average CPM is \$15-\$25 detailed audiences, **Your Average is \$6**

Average CTR is .70%, **Your Average .48%**

Average CPC is \$1.50-\$2 , **Your Average is \$1.38**

### YouTube Benchmarks , Industry Average & Your Average

Average completed video view rate 20-25%, **Your Average is 62%**

Average cost per completed video view .15 cents, **Your Average .03**

### Display Benchmarks , Industry Average & Your Average

Average CPM \$15-\$25 With OTT, **Your Average is \$8**

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

### TikTok Benchmarks , Industry Average & Your Average

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





# PPC



**interact** | 2-year college experts

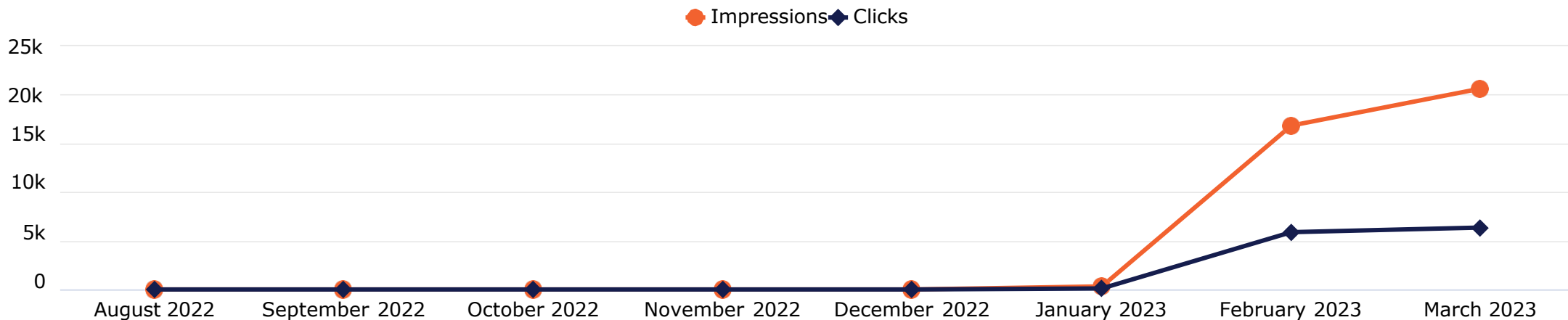
**REACHLOCAL**

**CRAFTON HILLS**  
COLLEGE

# PPC Performance

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Apply Button Clicked	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	Total clicks on the "apply now button" as a contact since we can't track the final form submits	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
Crafton Hills College PPC 2023											
	\$3,841.00	Feb-23	15,196	5,386	35.44	\$0.71	77	247	324	1,129	\$11.85
	\$3,841.00	Mar-23	22,863	7,200	31.49	\$0.53	76	387	463	1,592	\$8.30

04/01/2022 - 03/31/2023



# Top Keywords & Page Visits

## TOP KEYWORDS

Keyword	CTR
Crafton Hills College	56.81%
crafton hills community college	33.51%
community college classes	11.79%
Crafton Hills College San Bernardino	39.57%
college degrees	4.56%
community colleges San Bernardino	6.91%
community college	4.22%
community colleges programs	11.87%
college classes	25.55%
community colleges in Redlands	23.85%
community colleges	7.26%
online colleges	10.34%
college class	6.93%
associates degrees	6.32%
college courses	7.28%
dual enrollment school	22.92%
technical college	5.53%
crafton hills college degrees	36.00%
online college courses	2.37%
career college	4.67%

## WEB EVENTS - CONTINUED

03/01/2023 - 03/31/2023

Event Name	Event Count
*Application For Admission ...	377
*Majors	320
*Catalog	177
*Admissions & Records	166
*Register for Courses	124
*Dates & Deadlines	112
*Admissions Get Started	84
*Steps To Enrollment	79
*Online Programs	44
*Career Pathways	35
*Map	35
*Chat Clicked	21

## WEB EVENTS - CONTINUED

03/01/2023 - 03/31/202

Event Name	Event Count
*Late Start	15
*Adult Edu Programs	13
*Contact/Enter your info F...	13
*Contact Us	11
*Departments	10





## Top Performing Text Ads

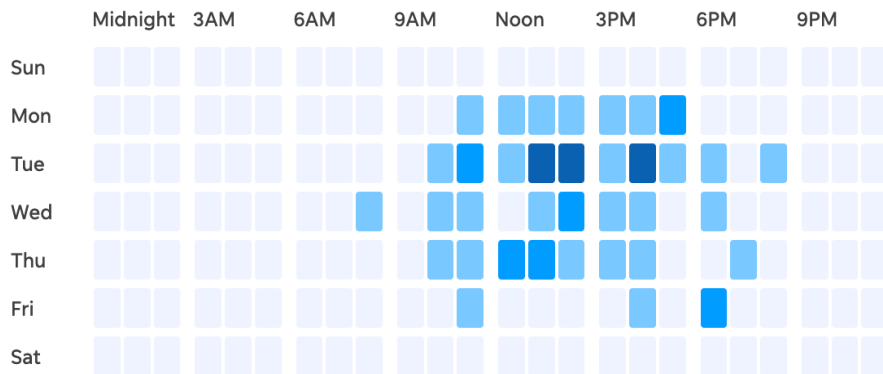
## AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
General	21,567	6,926	32.11%
Dual Enrollment	54	18	33.33%
<b>Total</b>	<b>21,621</b>	<b>6,944</b>	<b>32.12%</b>

## CALLS BY TIME &amp; DAY

You're generating an average of **15 phone calls** each week.

03/06/23 - 04/05/23 ▾ 1 Campaign ▾



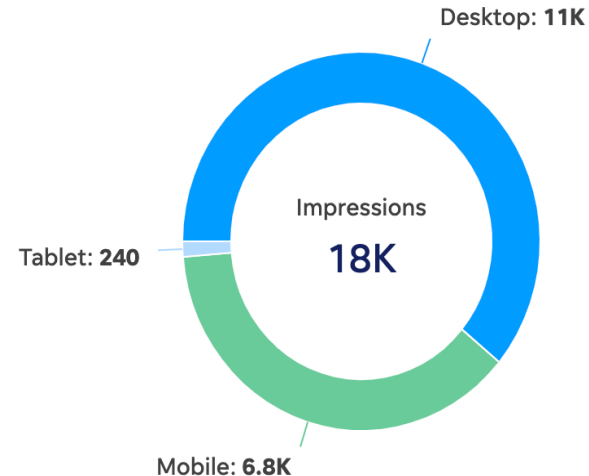
● 0 Calls ● 1-2 Calls ● 3-4 Calls ● 5-6 Calls ● 7-8 Calls

Calls: 73    Unique Calls: 60    Calls Connected: 72    Average Call Length: 1:16

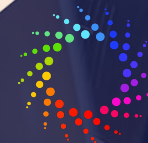
## DEVICE BREAKDOWN

**61%** of your Impressions came from prospective customers on their desktop devices.

03/06/23 - 04/05/23 ▾ Running Campaigns ▾



# Display



interact

2-year college experts

REACHLOCAL

CRAFTON HILLS  
COLLEGE



# Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display   Crafton Hills College	350,558	595	\$8.28	6	\$2,900.91
<b>Total</b>	<b>350,558</b>	<b>595</b>	<b>\$8.28</b>	<b>6</b>	<b>\$2,900.91</b>

OTT Streaming Performance	Impressions	Clicks	CTR	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
General Awareness_Large Screen_CTV	14,405	0	0.00%	14,542	14,449	14,321	14,239	14,063	96.71%
Website Remarketing_Small Screen OTT	11,107	56	0.50%	10,950	8,839	8,225	7,838	7,411	67.68%
Website Remarketing_Large Screen_CTV	10,498	0	0.00%	10,634	10,592	10,533	10,443	10,398	97.78%
General Awareness_Small Screen OTT	10,489	28	0.27%	8,027	7,193	6,840	6,601	6,344	79.03%
<b>Totals</b>	<b>46,499</b>	<b>84</b>	<b>0.18%</b>	<b>44,153</b>	<b>41,073</b>	<b>39,919</b>	<b>39,121</b>	<b>38,216</b>	<b>86.55%</b>

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
General Awareness	123,170	191	0.16%	8
Lookalike Audience	60,957	107	0.18%	4
Website Remarketing	60,828	135	0.22%	71
Curated Edu Audience	59,104	78	0.13%	1
General Awareness_Large Screen_CTV	14,405	0	0.00%	9
Website Remarketing_Small Screen OTT	11,107	56	0.50%	40
Website Remarketing_Large Screen_CTV	10,498	0	0.00%	206
General Awareness_Small Screen OTT	10,489	28	0.27%	0
<b>Totals</b>	<b>350,558</b>	<b>595</b>	<b>0.17%</b>	<b>339</b>

# Facebook & Instagram



**interact** | 2-year college experts

**REACHLOCAL**

**CRAFTON HILLS**  
COLLEGE





## *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

692,956

Impressions

▼ -48,461

\$4,623.30

Cost

▲ \$93.82

\$6.67

CPM

▲ \$0.56

3,345

Clicks

▼ -263

\$1.38

CPC

▲ \$0.13

0.48%

Clicks (All) CTR

▼ -0.80%

63

Post Reactions

▼ -1.56%

1

Post Saves

▼ -50.00%

146

Video 100% Views

▲ 13.18%

3,002

Post Engagements

▼ -6.01%

## 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
Education/Online Learning/Adult Career Education.	88,419	548	734	0.83%	0	4	0	14	0	602
Gamers/Online Gaming	29,335	158	193	0.66%	0	1	0	3	0	172
General	467,838	1,083	1,431	0.31%	0	37	0	89	0	1,458
LAL	103,844	582	941	0.91%	0	19	1	37	1	718
Remarketing	3,520	31	46	1.31%	0	2	0	3	0	52
<b>Total</b>	<b>692,956</b>	<b>2,402</b>	<b>3,345</b>	<b>0.48%</b>	<b>0</b>	<b>63</b>	<b>1</b>	<b>146</b>	<b>1</b>	<b>3,002</b>



# Facebook & Instagram Performance

## TOP PERFORMING ADS

Adset Name	Ad Name	AdPreviewURL	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
General	Carousel Ad 2   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	289,033	721	904	0	4	0	0	0	0.31%	725
General	Static Ad 2   2....	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	87,687	155	237	0	14	0	0	0	0.27%	169
LAL	Static Ad 2   2....	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	49,874	229	463	0	8	0	1	0	0.93%	239
Education/Online Learning...	Carousel Ad 2   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	49,562	378	429	0	1	0	0	0	0.87%	379
LAL	Carousel Ad 2   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	31,879	246	291	0	5	0	0	0	0.91%	251
General	Carousel Ad 1   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	26,971	61	84	0	5	0	0	0	0.31%	66
General	Static Ad 1   2....	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	24,304	43	57	0	1	0	0	0	0.23%	44
Gamers/Online Gaming	Carousel Ad 2   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	23,455	126	144	0	0	0	0	0	0.61%	126
Education/Online Learning...	Static Ad 2   2....	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	17,159	60	126	0	1	0	0	0	0.73%	61
General	Carousel Ad 4   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	15,814	32	59	0	2	0	0	0	0.37%	34
General	Carousel Ad 3   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	15,275	47	61	0	1	0	0	0	0.40%	48
LAL	Static Ad 1   2....	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	12,898	55	105	0	3	1	0	0	0.81%	59
Education/Online Learning...	Carousel Ad 1   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	10,476	48	77	0	0	0	0	0	0.73%	48
General	Video Ad 1   2.1...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	8,754	24	29	0	10	0	0	89	0.33%	372
Education/Online Learning...	Static Ad 1   2....	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	5,173	29	48	0	2	0	0	0	0.93%	31
LAL	Carousel Ad 1   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	4,313	21	27	0	0	0	0	0	0.63%	21
Education/Online Learning...	Carousel Ad 3   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	2,850	18	26	0	0	0	0	0	0.91%	18
Education/Online Learning...	Carousel Ad 4   ...	<a href="https://www.facebook.com/1330552801">https://www.facebook.com/1330552801</a>	2,698	11	19	0	0	0	0	0	0.70%	11
<b>Total</b>	--	--	<b>678,175</b>	<b>2,304</b>	<b>3,186</b>	<b>0</b>	<b>57</b>	<b>1</b>	<b>1</b>	<b>89</b>	<b>0.47%</b>	<b>2,702</b>

## Facebook &amp; 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	156,617	32	1	57	0	1,320	0.84%	996
Instagram	536,339	31	0	89	0	2,025	0.38%	2,006
<b>Total</b>	<b>692,956</b>	<b>63</b>	<b>1</b>	<b>146</b>	<b>0</b>	<b>3,345</b>	<b>0.48%</b>	<b>3,002</b>





# YouTube



**interact** | 2-year college experts

**REACHLOCAL**

**CRAFTON HILLS**  
COLLEGE

## 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

**\$3,238.06**

Cost  
▲ 12.65%

**194,665**

Impressions  
▲ 12.26%

**122,551**

Views  
▲ 18.65%

**62.95%**

View rate  
▲ 5.69%

**69**

Clicks  
▲ 38.00%

**\$0.03**

CPV  
▼ -5.06%

## AD GROUP PERFORMANCE

03/01/2023 - 03/31/2023

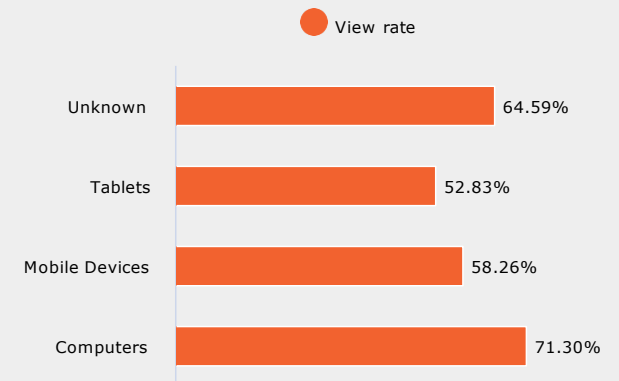
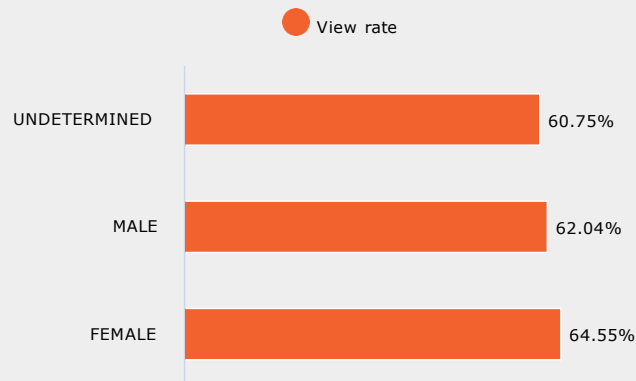
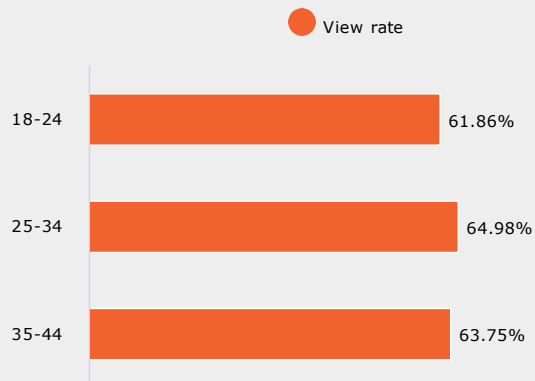
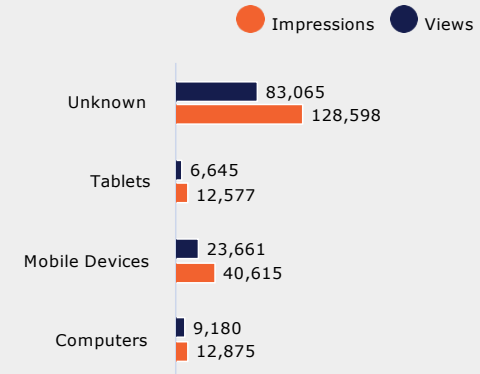
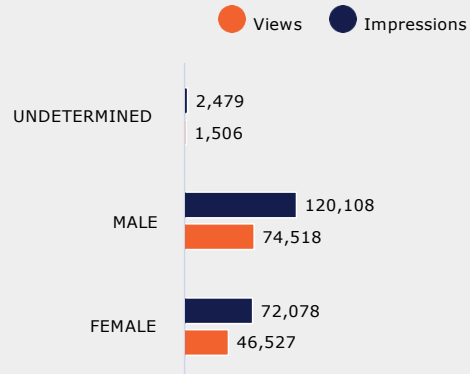
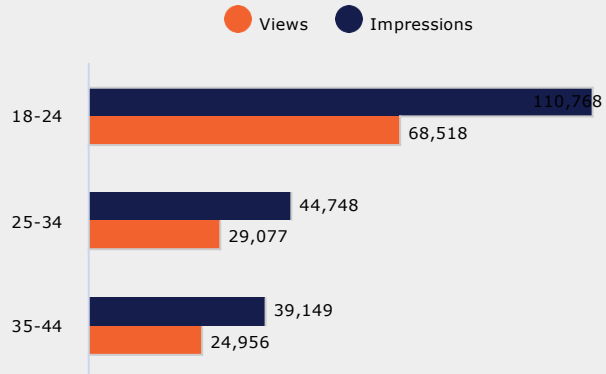
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-44   Education	194,665	122,551	62.96%	69	98.12%	78.28%	68.55%	63.24%
<b>Total</b>	<b>194,665</b>	<b>122,551</b>	<b>62.96%</b>	<b>69</b>	<b>98.12%</b>	<b>78.28%</b>	<b>68.55%</b>	<b>63.24%</b>

## AD PERFORMANCE

03/01/2023 - 03/31/2023

Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Crafton Hills College - Let's Go!	194,665	122,551	62.95%	69	98.12%	78.28%	68.55%	63.23%
<b>Total</b>	<b>194,665</b>	<b>122,551</b>	<b>62.95%</b>	<b>69</b>	<b>98.12%</b>	<b>78.28%</b>	<b>68.55%</b>	<b>63.23%</b>

## YouTube Performance



Device Type	25%	50%	75%	100%
Computers	96.57%	84.10%	76.49%	71.05%
Mobile Devices	97.32%	75.20%	64.74%	58.63%
Tablets	97.00%	73.76%	59.94%	51.84%
Unknown	98.64%	79.08%	69.79%	65.01%

Age Range	25%	50%	75%	100%
18-24	98.30%	77.28%	67.46%	62.25%
25-34	97.79%	79.77%	70.36%	65.07%
35-44	97.98%	79.38%	69.57%	63.93%

Gender	25%	50%	75%	100%
FEMALE	98.60%	80.10%	70.15%	64.68%
MALE	97.90%	77.18%	67.61%	62.38%
UNDETERMI...	94.34%	78.82%	68.22%	62.67%



# TIKTOK



**interact**

2-year college experts

**REACHLOCAL**

**CRAFTON HILLS**  
COLLEGE

TikTok Performance	Cost	Impressions	Reach	CPC	CPM	Clicks	CTR	Video views
18-44, Education, News & Entertainment, Gamers	3887.77	384964	66941	1.5	10.10	2581	0.67%	351872

● Impressions



● Clicks



Day

Hour



Impressions

31750

25400

19050

12700

6350

0

2023-03-01

2023-03-06

2023-03-11

2023-03-16

2023-03-21

2023-03-26

2023-03-31

Clicks

200

160

120

80

40

0





# Thank You



**interact** | 2-year college experts

**REACHLOCAL**<sup>®</sup>