

CRAFTON HILLS COLLEGE ZTC DIGITAL REPORT

CAMPAIGN RESULTS | 7/14/2025-8/10/2025

CAMPAIGN SUMMARY

A digital campaign to promote the availability of Zero Textbook Cost Classes at Crafton Hills College ran for four weeks with English and Spanish ads on social and digital platforms. The campaign generated a total of 3,402 website visits, which included 2,509 visits from direct ad clicks as well as 1,002 additional visits from view-throughs. View-throughs represent users who saw an ad on a website and later visited the website, even though they did not click directly on the ad, as tracked through the use of a pixel. Therefore, the website visits are pretty close if we look at the clicks from social, and the clicks and view-throughs from the digital ads.



	Delivered Impressions	Clicks	CTR
Social (English)	210,657	1,719	0.82%
Social (Spanish)	81,796	572	0.70%
Digital (English)	115,036	66	0.20%
Digital (Spanish)	65,025	43	0.07%
Total	472,514	2,400	0.51%

Digital Display Ad Device Breakdown

	Delivered Impressions	Clicks	CTR	VIEW THROUGHGS*
Desktop	47,862	28	0.06%	731
Mobile	127,276	78	0.06%	263
Tablet	4,904	3	0.06%	8
Other	19	0	0%	0
Total	180,061	109	0.06%	1,002

***VIEW THROUGHGS** - Visits to website by people who were served the ad, but did not click on it. These are tracked via the pixel placed on the website.

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ADVERTISING, INC.

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Top 25 Domains

Digital Display Ads

Top 25 Domains	Impressions	Clicks
yahoo.com	32,120	14
cnn.com	20,565	13
usatoday.com	10,717	13
huffpost.com	13,733	10
foxnews.com	16,615	5
cosmopolitan.com	1,139	5
accuweather.com	7,922	4
quizlet.com	2,277	4
hollywoodreporter.com	2,636	3
prod.gameday.mlb.com	562	3
trending.thespun.com	2,731	3
abcnews.go.com	1,473	3
nbcnews.com	2,576	2
deadline.com	1,380	2
niketalk.com	364	2
univision.com	470	2
bleacherreport.com	5,990	1
news.yahoo.com	1,089	1
billboard.com	299	1
cbsnews.com	1,940	1
cbssports.com	1,015	1
fandango.com	849	1
justjared.com	2,925	1
loudwire.com	1,383	1
mmajunkie.usatoday.com	246	1