WALLACE STATE
HANCEVILLE • ONEONTA

Interact Communications

Monthly Performance Report

10/01/2024 - 10/31/2024



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Industry Benchmarks



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Campaign Benchmarks

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CPM *= Cost Per Thousand Impressions*

CPC *= Cost Per Click*

CTR *= Click Through Rate On The Ad*

Total Campaign Metrics:

Total Impressions:

296,384

Total Visits:

2,2422

View-Through Ad Visits:

2,401

Completed Video Views:

78,955

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 61%**
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 $21**
Average CPC Custom Audience $1 - $2 , **Your Average is $0.61**
Average CTR is 1%, **Your Average is 2.62%**
Average Cost Per Lead is $61**, Your Average is $60**

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 $33**
Average CTR is 1%, **Your Average is 2.40%**

Display Benchmarks , Industry Average & Your Average

Average CPM is $15-$20, **Your Average is $11**
Average CTR is .17%, **Your Average is .22%**



Campaign Performance & Analysis

SEM

Oct continued the trend with a higher CTR, lower cost per click and lower cost per lead. The Programs campaign is optimizing very well – we started with cost per lead of $34 and we are now down to under $2! The General campaign is holding steady and fully optimized at this time with a low cost per click of just .10 cents and cost per lead of $2 as well. 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, Sept and Oct 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 14 leads in Oct. 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 Oct, increased to .22%. We had over 10k in completed OTT streaming video views 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 2700up from1400 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 2.40%, beating the industry average of 1%.

PPC



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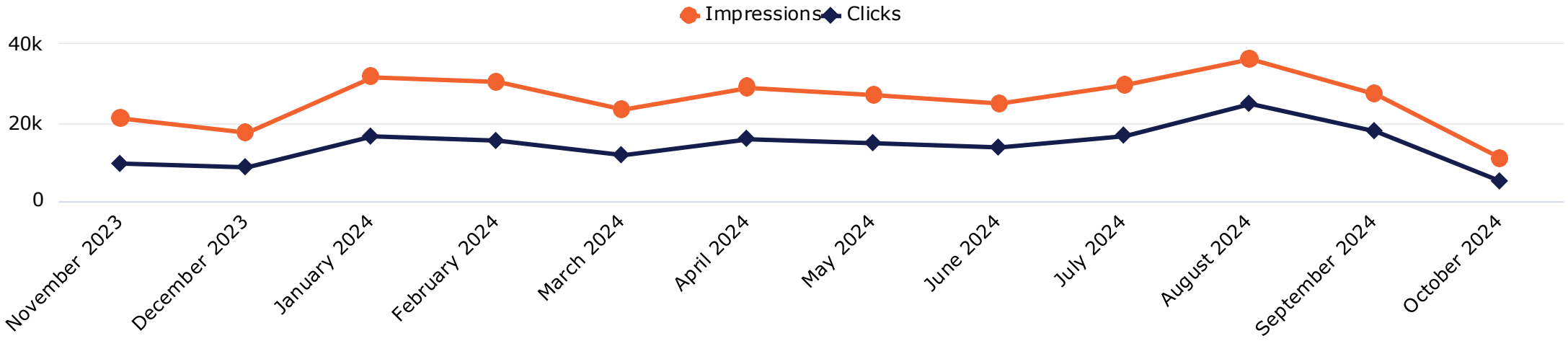
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PPC Performance

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Website Engagement	Total Leads	Web Events	Average Cost Per Contact
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
TOTALS:	**$1,800.00**		**28,138**	**17,396**	**61.82**	**$0.10**	**235**	**659**	**894**	**2,182**	**$2.01**

11/01/2023 - 10/31/2024



Top Keywords & Page Visits

TOP KEYWORDS

Keyword	CTR
community college Hanceville	65.05%
college Hanceville	52.01%
Wallace State dual enrollment	61.61%
Wallace State College	40.90%
college university	16.04%
community college programs	58.82%
local community colleges nearby	7.41%
college degrees	6.93%
Wallace State College courses	61.54%
online degree programs	0.71%
college courses	5.36%
community colleges program	3.59%
Wallace State College scholarships	27.78%
community college	8.33%
dual enrollment college classes	18.75%
university degrees	2.11%
online college courses	0.63%
community college classes	33.33%
community colleges	33.33%
2 year college	0.00%

WEB EVENTS - CONTINUED

10/01/2024 - 10/31/2024

Event Name	Event Count
*Apply & Register	244
*Program Finder	212
*Apply for Admission Clicked	72
*Register For Class	43
*Financial Aid	39
*Scholarships	36
*Campus Map	27
*Dual Enrollment	21
*Tour Campus	21
*Adult Education	16
*Schedule A Tour Clicked	6
*Request Info Clicked	5

WEB EVENTS - CONTINUED

10/01/2024 - 10/31/202

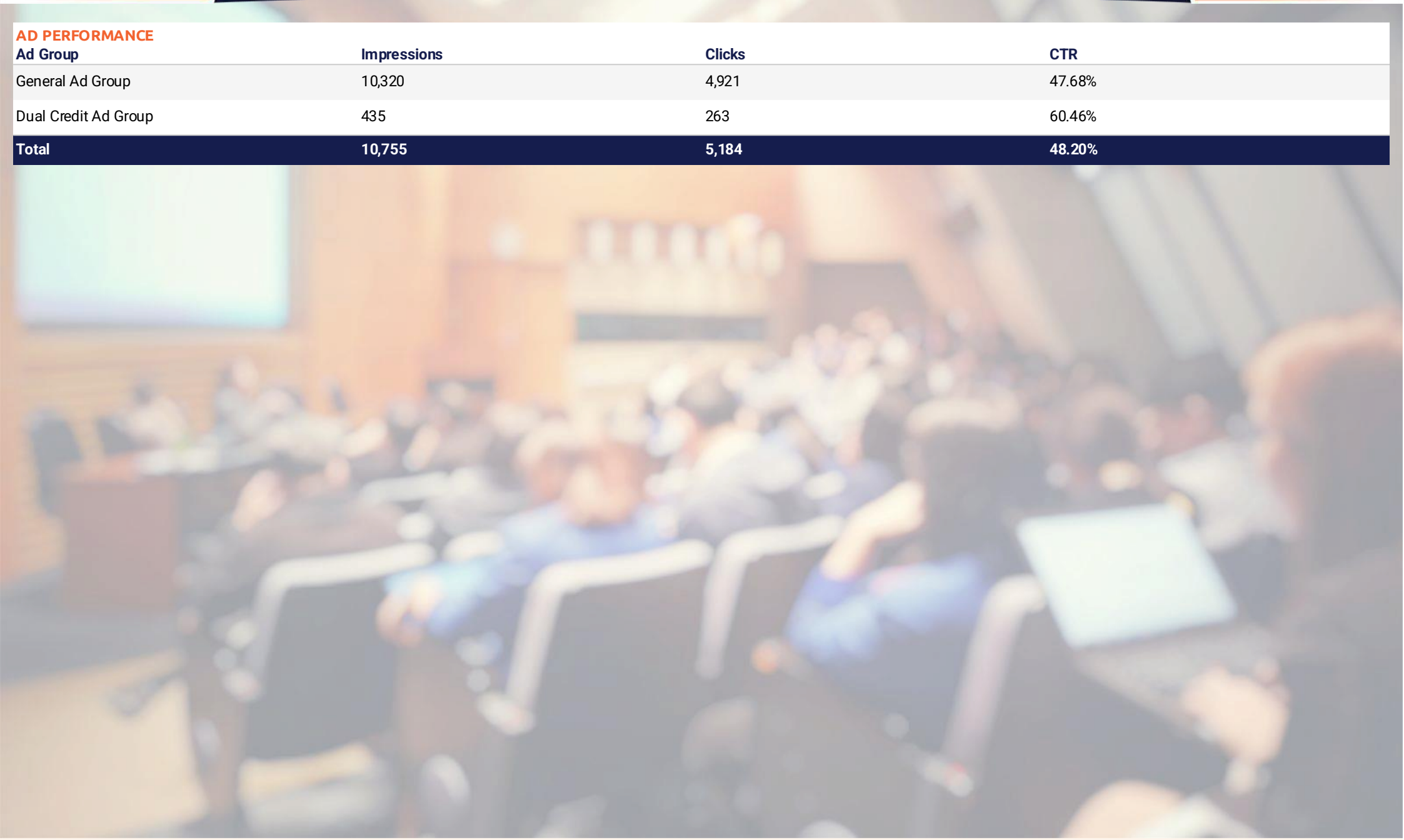
Event Name	Event Count
*Financial Aid Facts	2



Top Performing Text Ads

AD PERFORMANCE

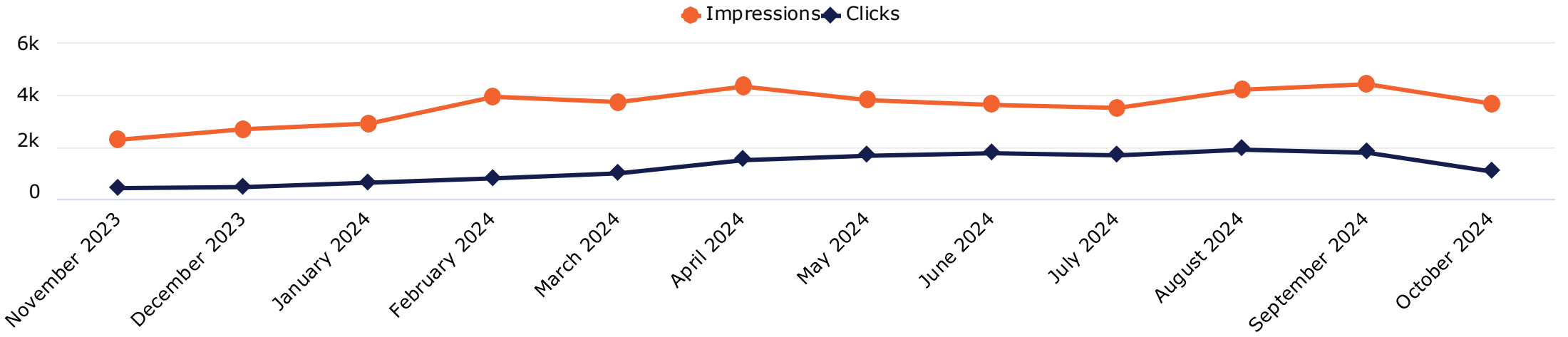
Ad Group	Impressions	Clicks	CTR
General Ad Group	10,320	4,921	47.68%
Dual Credit Ad Group	435	263	60.46%
Total	**10,755**	**5,184**	**48.20%**



PPC Programs Performance

	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
TOTALS:	**$1,500.00**		**4,789**	**1,852**	**38.67**	**$0.81**	**24**	**1,038**	**1,062**	**1,184**	**$1.41**

11/01/2023 - 10/31/2024



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Top Keywords & Page Visits

WALLACE STATE

TOP KEYWORDS

Keyword	CTR
top community colleges in	45.84%
welding associates colleges	66.67%
career colleges	4.28%
diagnostic sonography programs	35.29%
registered nurse programs	18.18%
vocational schools	12.50%
sonography programs	21.05%
technical schools	12.50%
practical nursing programs	17.65%
trade schools near me	27.27%
welding certification	42.86%
automotive technician school	28.57%
career school	28.57%
culinary arts program	10.00%
diagnostic medical sonography programs	18.18%
emt programs	14.29%
practical nursing program	33.33%
radiation therapy programs	8.33%
Spa Management Certificate	100.00%
technical certifications	20.00%

WEB EVENTS - CONTINUED

10/01/2024 - 10/31/2024

Event Name	Event Count
*Login to myWallaceState t...	606
*Apply & Register	28
*Financial Aid	11
*Apply For Admission Click...	8
*Schedule A Tour Clicked	7
*Register For Class	5
*Scholarships	5
*Adult Education	2
*Dual Enrollment	2
*Campus Map	1
*Financial Aid Facts	1



Top Performing Text Ads

AD PERFORMANCE

Ad Group	Impressions	Clicks	CTR
Career Ad Group	2,697	900	33.37%
Applied Tech (with Diesel/Welding/EV focus)	227	119	52.42%
Health Science (with Nursing focus) -	529	46	8.70%
Culinary/Hospitality	62	2	3.23%
Business	18	1	5.56%
General Studies (include Criminal Justice, Fine an...	19	1	5.26%
STEM (with Computer Science Focus)	11	0	0.00%
Total	**3,563**	**1,069**	**30.00%**



Display



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Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display | Wallace Community College | Apr-Se...	0	0	$0.00	0	$0.00
Targeted Display | Wallace Community College |Oct 202...	94,201	203	$11.48	0	$1,081.36
Total	**94,201**	**203**	**$11.48**	**0**	**$1,081.36**

Targeted Audiences	Impressions	Clicks	CTR	Viewthrough Visits
Geo Fence	17,811	49	0.28%	2
Keyword Search Retargeting	15,991	38	0.24%	25
Curated Audience_Online Learning_English	13,841	32	0.23%	12
Website Remarketing	12,786	37	0.29%	548
Curated Audience_Online Learning_Spanish	12,555	14	0.11%	11
Geofencing Event Targeting	9,922	31	0.31%	4
Website Remarketing _OTT_Large Screen	2,941	0	0.00%	1,569
Curated Audience_Large Screen_CTV	2,925	0	0.00%	194
Websit Remarketing _OTT_Small Screen	2,685	1	0.04%	26
Curated Audience_Small Screen_OTT	2,390	1	0.04%	1
Curated Audience_Spanish_OTT_Large Screen	113	0	0.00%	9
Curated Audience_Spanish_OTT_Small Screen	104	0	0.00%	0
CRM Email Targeting HS no College	98	0	0.00%	0
CRM Email Targeting HS no College_CTV	34	0	0.00%	0
CRM Email Targeting HS no College_OTT	5	0	0.00%	0
Totals	**94,201**	**203**	**0.22%**	**2,401**

OTT Streaming

Targeted Audiences OTT Streaming Performance	Impressions	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Website Remarketing _OTT_Large Screen	2,941	2,945	2,938	2,928	2,921	2,919	99.12%
Curated Audience_Large Screen_CTV	2,925	2,935	2,922	2,915	2,906	2,897	98.71%
Website Remarketing _OTT_Small Screen	2,685	2,690	2,549	2,470	2,410	2,356	87.58%
Curated Audience_Small Screen_OTT	2,390	2,356	2,281	2,249	2,215	2,163	91.81%
Curated Audience_Spanish_OTT_Large Screen	113	113	112	110	110	110	97.35%
Curated Audience_Spanish_OTT_Small Screen	104	105	103	102	102	101	96.19%
CRM Email Targeting HS no College_CTV	34	34	34	34	34	34	100.00%
CRM Email Targeting HS no College_OTT	5	5	5	5	5	5	100.00%
Totals	**11,197**	**11,183**	**10,944**	**10,813**	**10,703**	**10,585**	**94.65%**

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

50,690	$1,080.07	$21.31	1,327	$0.81
Impressions	Cost	CPM	Clicks	CPC
▼ -61,493	▼ $-750.27	▲ $4.99	▼ -1,703	▲ $0.21

2.62%	61	0	80	1,920
Clicks (All) CTR	Post Reactions	Post Saves	Video 100% Views	Post Engagements
▼ -3.07%	▼ -66.11%	▼ -100.00%	▼ -81.44%	▼ -71.75%

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	1,509	17	37	2.45%	0	3	0	5	0	98
CRM	45,984	832	1,218	2.65%	0	47	0	57	1	1,559
Education	1,896	23	32	1.69%	0	0	0	7	0	77
Education - Spanish	68	0	3	4.41%	0	0	0	0	0	12
Gamers	25	0	0	0.00%	0	0	0	0	0	3
General	367	3	7	1.91%	0	4	0	5	0	73
General - Spanish	4	0	0	0.00%	0	0	0	0	0	2
HS No College CRM List	6	0	0	0.00%	0	0	0	0	0	0
LAL - Spanish	73	0	2	2.74%	0	0	0	0	0	1
RT/LAL	758	9	28	3.69%	0	7	0	6	0	95
Total	**50,690**	**884**	**1,327**	**2.62%**	**0**	**61**	**0**	**80**	**1**	**1,920**

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	Carousel Ad | A...	https://www.facebook.com/304167894	26,828	615	702	0	12	0	0	0	2.62%	628
CRM	Carousel Ad | P...	https://www.facebook.com/304167894	10,154	154	242	0	4	1	0	0	2.38%	161
CRM	Static Ad | Elect...	https://www.facebook.com/304167894	2,485	15	51	0	5	0	0	0	2.05%	21
CRM	Video Ad | Busi...	https://www.facebook.com/304167894	1,721	8	38	0	3	0	0	12	2.21%	211
Education	Carousel Ad | A...	https://www.facebook.com/304167894	1,383	19	20	0	0	0	0	0	1.45%	19
CRM	Video Ad | Gen...	https://www.facebook.com/304167894	1,138	11	44	0	3	0	0	19	3.87%	136
Competitors	Carousel Ad | P...	https://www.facebook.com/304167894	703	7	16	0	2	0	0	0	2.28%	9
CRM	Static Ad | Heal...	https://www.facebook.com/304167894	691	3	28	0	1	0	0	0	4.05%	4
CRM	Video Ad | Heal...	https://www.facebook.com/304167894	656	9	34	0	2	0	0	12	5.18%	170
CRM	Static Ad | Adul...	https://www.facebook.com/304167894	618	5	15	0	3	0	0	0	2.43%	8
CRM	Video Ad | Appli...	https://www.facebook.com/304167894	506	5	20	0	3	0	0	6	3.95%	93
RT/LAL	Video Ad | Busi...	https://www.facebook.com/304167894	503	7	22	0	6	0	0	5	4.37%	79
Competitors	Video Ad | Busi...	https://www.facebook.com/304167894	310	3	7	0	0	0	0	1	2.26%	43
General	Video Ad | Busi...	https://www.facebook.com/304167894	289	3	6	0	3	0	0	4	2.08%	59
CRM	Video Ad | STE...	https://www.facebook.com/304167894	241	1	8	0	2	0	0	4	3.32%	41
CRM	Static Ad | Elect...	https://www.facebook.com/304167894	220	2	7	0	0	0	0	0	3.18%	4
CRM	Static Ad | Rest...	https://www.facebook.com/304167894	185	1	9	0	2	0	0	0	4.86%	3
CRM	Static Ad | STE...	https://www.facebook.com/304167894	169	2	6	0	2	0	0	0	3.55%	4
Total	--	--	**48,800**	**870**	**1,275**	**0**	**53**	**1**	**0**	**63**	**2.61%**	**1,693**

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	49,736	49	1	69	0	1,296	2.61%	1,697
Instagram	954	12	0	11	0	31	3.25%	223
Total	**50,690**	**61**	**1**	**80**	**0**	**1,327**	**2.62%**	**1,920**



Facebook & Instagram Leads

31,349	$840.53	$26.81	449	$1.87
Impressions	Cost	CPM	Clicks	CPC
▼ -22,390	▼ $-575.93	▲ $0.45	▼ -401	▲ $0.21

1.43%	18	14	21	368
Clicks (All) CTR	Post Reactions	Leads/Form Submits	Video 100% Views	Post Engagements
▼ -9.45%	▼ -71.88%		▼ -65.57%	▼ -60.39%

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	2,469	8	26	1.05%	1	0	0	0	0	8
CRM	4,754	23	94	1.98%	1	4	0	7	0	79
Education	9,767	33	91	0.93%	0	2	0	6	0	97
Education - Spanish	1,235	4	17	1.38%	0	1	0	0	0	5
Gamers	965	2	9	0.93%	0	0	0	0	0	2
Gamers - Spanish	49	0	0	0.00%	0	0	0	0	0	0
General	1,085	5	14	1.29%	1	0	0	0	0	5
General - Spanish	41	0	2	4.88%	0	0	0	0	0	0
LAL	10,782	47	193	1.79%	3	11	0	6	1	143
LAL - Spanish	202	0	3	1.49%	0	0	0	2	0	29
Total	**31,349**	**122**	**449**	**1.43%**	**6**	**18**	**0**	**21**	**1**	**368**

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Facebook & Instagram Performance

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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	7,550	27	71	0	1	0	0	0	0.94%	28
LAL	Carousel Ad | P...	https://www.facebook.com/30416789	4,880	30	108	2	6	1	0	0	2.21%	37
LAL	Static Ad | Elec...	https://www.facebook.com/30416789	4,564	12	60	1	1	0	0	0	1.31%	13
CRM	Static Ad | Heal...	https://www.facebook.com/30416789	2,927	17	62	1	1	0	0	0	2.12%	18
Competitors	Static Ad | Heal...	https://www.facebook.com/30416789	2,469	8	26	1	0	0	0	0	1.05%	8
Education - Spanish	Static Ad 5 | Sp...	https://www.facebook.com/30416789	1,235	4	17	0	1	0	0	0	1.38%	5
General	Static Ad | Heal...	https://www.facebook.com/30416789	1,067	5	14	1	0	0	0	0	1.31%	5
Education	Carousel Ad | P...	https://www.facebook.com/30416789	1,047	2	9	0	1	0	0	0	0.86%	3
Gamers	Static Ad | Heal...	https://www.facebook.com/30416789	965	2	9	0	0	0	0	0	0.93%	2
LAL	Static Ad | Rest...	https://www.facebook.com/30416789	782	4	11	0	1	0	0	0	1.41%	5
CRM	Carousel Ad | P...	https://www.facebook.com/30416789	696	2	14	0	1	0	0	0	2.01%	3
CRM	Static Ad | Elec...	https://www.facebook.com/30416789	470	1	6	0	0	0	0	0	1.28%	1
CRM	Static Ad | Rest...	https://www.facebook.com/30416789	380	1	4	0	0	0	0	0	1.05%	1
Education	Static Ad | Elec...	https://www.facebook.com/30416789	355	1	2	0	0	0	0	0	0.56%	1
Education	Static Ad | Rest...	https://www.facebook.com/30416789	283	0	1	0	0	0	0	0	0.35%	0
LAL - Spanish	Video Ad | Spa...	https://www.facebook.com/30416789	202	0	3	0	0	0	0	2	1.49%	29
LAL	Video Ad | Heal...	https://www.facebook.com/30416789	169	1	4	0	0	0	0	2	2.37%	40
Education	Carousel Ad | A...	https://www.facebook.com/30416789	167	0	1	0	0	0	0	0	0.60%	0
Total	--	--	**30,208**	**117**	**422**	**6**	**13**	**1**	**0**	**4**	**1.40%**	**199**

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	29,272	18	1	19	6	442	1.51%	355
Instagram	2,077	0	0	2	0	7	0.34%	13
Total	**31,349**	**18**	**1**	**21**	**6**	**449**	**1.43%**	**368**



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

$432.32	16,309	9,268	56.83%	12	$0.05
Cost ▼ -38.67%	Impressions ▼ -47.59%	Views ▼ -51.67%	View rate ▼ -7.78%	Clicks ▼ -20.00%	CPV ▲ 26.89%

AD GROUP PERFORMANCE

10/01/2024 - 10/31/2024

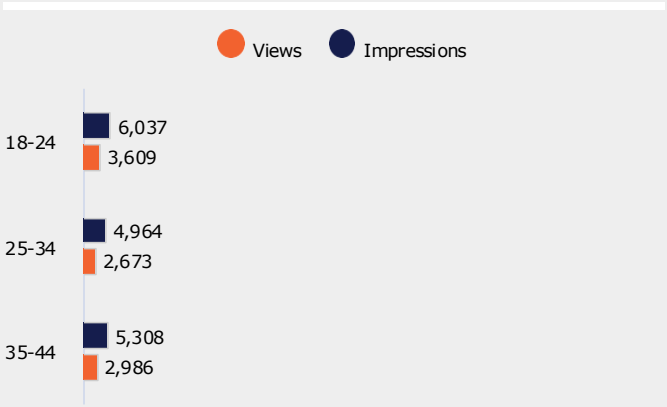
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-44	16,309	9,268	56.83%	12	96.26%	74.07%	62.64%	56.96%
Total	**16,309**	**9,268**	**56.83%**	**12**	**96.26%**	**74.07%**	**62.64%**	**56.96%**

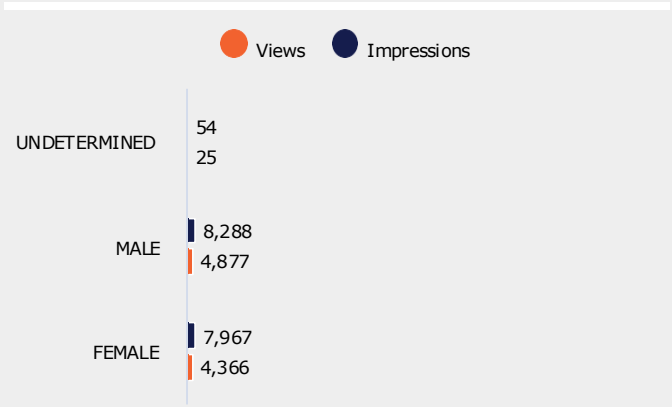
AD PERFORMANCE

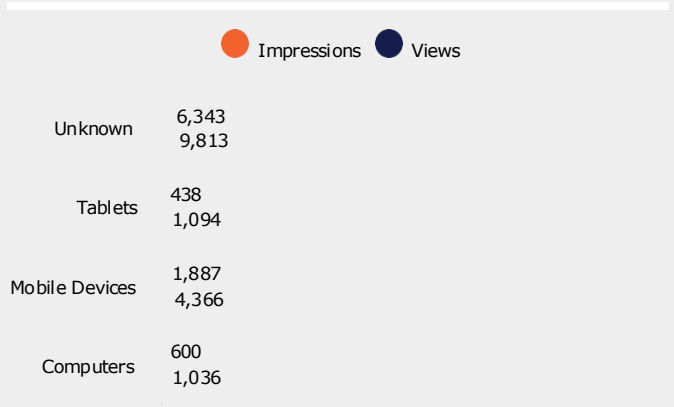
10/01/2024 - 10/31/2024

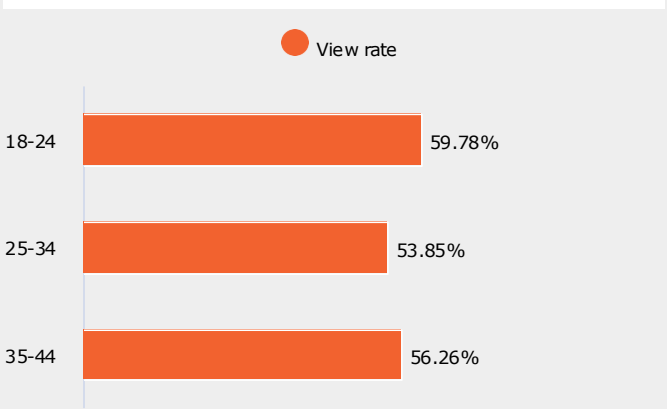
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Discover the Lion Life!	6,498	3,855	59.33%	2	96.95%	74.88%	64.44%	59.34%
Wallace 2023 Pre Roll STEM 15	5,888	3,160	53.67%	8	97.75%	73.77%	60.25%	53.80%
Wallace 2023 Pre Roll applied tech 15	2,358	1,232	52.25%	1	97.78%	72.58%	59.77%	52.56%
Wallace 2023 Pre Roll applied tech 30	441	278	63.04%	0	84.23%	74.37%	67.98%	63.42%
Total	**15,185**	**8,525**	**56.14%**	**11**	**97.02%**	**74.08%**	**62.19%**	**56.26%**

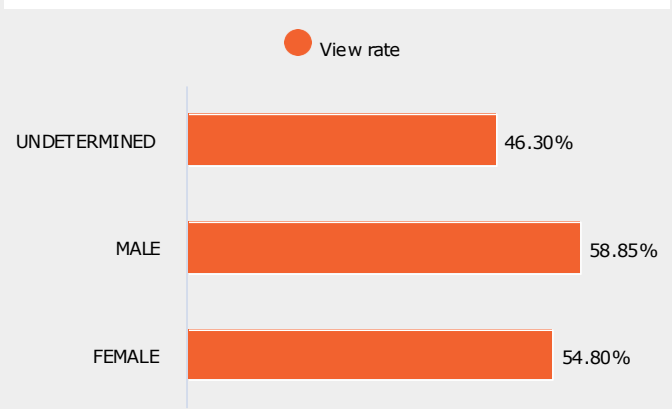
YouTube Performance

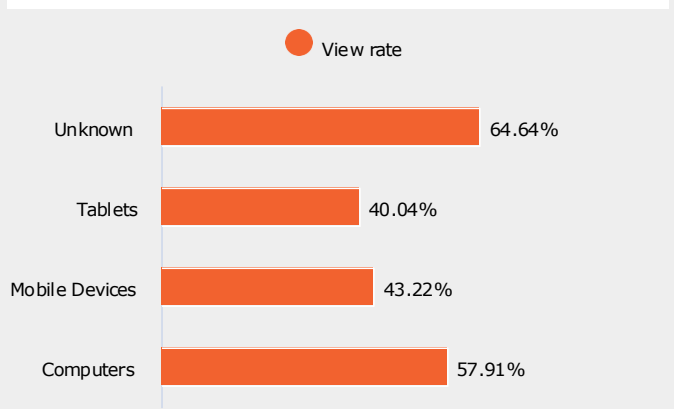












Device Type	25%	50%	75%	100%
Computers	96.14%	75.49%	64.12%	57.76%
Mobile Devices	96.17%	64.04%	50.12%	43.04%
Tablets	95.55%	71.02%	50.76%	39.31%
Unknown	96.39%	78.75%	69.43%	65.09%

Age Range	25%	50%	75%	100%
18-24	96.52%	76.48%	65.59%	60.07%
25-34	96.29%	71.85%	60.13%	53.93%
35-44	95.93%	73.38%	61.62%	56.25%

Gender	25%	50%	75%	100%
FEMALE	96.58%	73.19%	60.98%	54.82%
MALE	95.94%	74.94%	64.29%	59.08%
UNDETERMI...	96.30%	70.37%	53.70%	46.30%

YouTube Spanish

$501.49	22,200	11,954	53.85%	29	$0.04
Cost	Impressions	Views	View rate	Clicks	CPV
▼ -27.29%	▼ -25.64%	▼ -34.07%	▼ -11.33%	▲ 20.83%	▲ 10.28%

AD GROUP PERFORMANCE

10/01/2024 - 10/31/2024

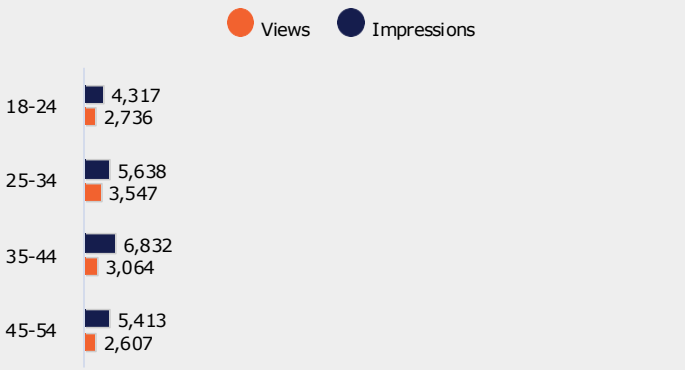
Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Education	11,840	6,653	56.19%	20	96.75%	75.41%	62.84%	56.06%
Gamers	3,199	2,030	63.46%	4	97.93%	78.66%	68.26%	63.41%
Work Industries	7,161	3,271	45.68%	5	96.46%	69.34%	53.76%	45.79%
Total	**22,200**	**11,954**	**53.85%**	**29**	**96.83%**	**73.92%**	**60.69%**	**53.81%**

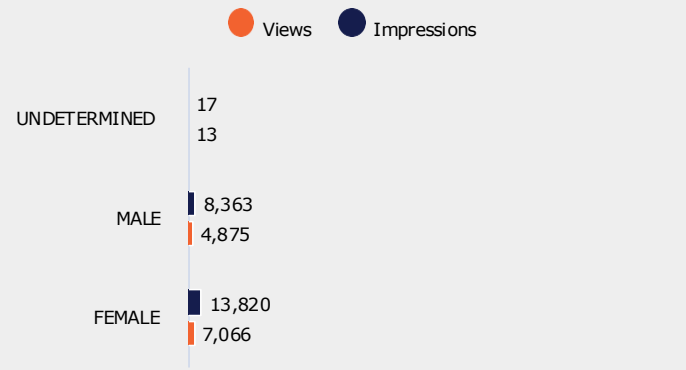
AD PERFORMANCE

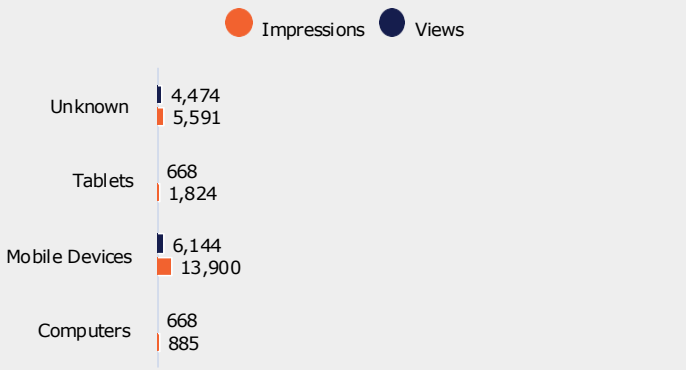
10/01/2024 - 10/31/2024

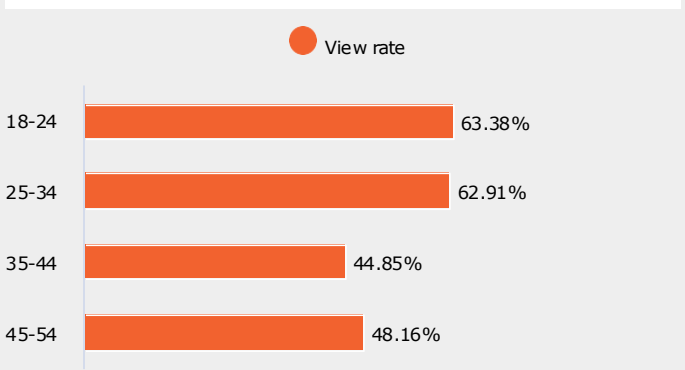
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Wallace 2022 Spanish Pre Roll Adult CTE 15	19,044	9,432	49.53%	28	97.80%	72.26%	57.29%	49.46%
Wallace 2023 Pre Roll General 30 Spanish Subtitles v2	1,325	1,046	78.94%	0	89.53%	82.75%	80.12%	78.70%
Wallace 2022 Spanish Pre Roll Adult CTE 30	1,155	986	85.37%	0	93.80%	87.92%	85.17%	85.34%
Wallace 2022 Spanish Pre Roll HS 30	676	490	72.49%	1	88.82%	79.24%	76.13%	73.03%
Total	**22,200**	**11,954**	**53.85%**	**29**	**96.83%**	**73.91%**	**60.68%**	**53.79%**

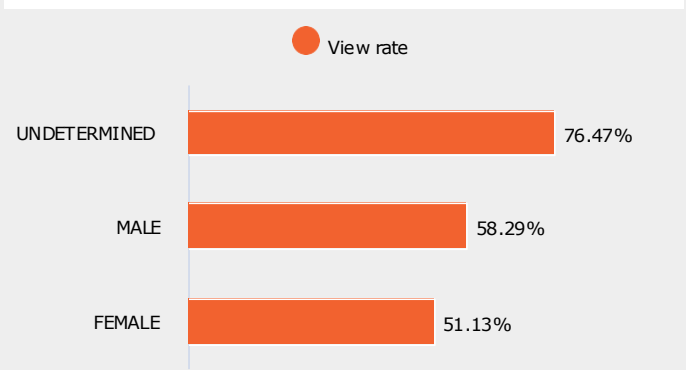
YouTube Performance

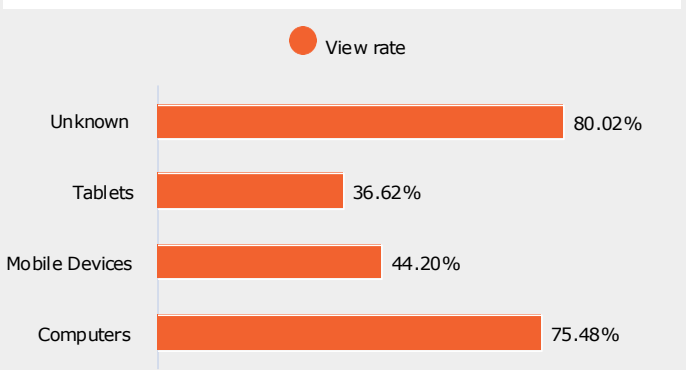












Device Type	25%	50%	75%	100%
Computers	94.58%	84.73%	79.34%	75.59%
Mobile Devices	96.87%	68.77%	52.83%	44.15%
Tablets	97.21%	71.23%	50.64%	36.10%
Unknown	96.97%	85.90%	80.59%	80.14%

Age Range	25%	50%	75%	100%
18-24	97.08%	78.68%	69.52%	63.39%
25-34	97.89%	78.69%	67.27%	62.75%
35-44	96.71%	68.98%	53.03%	44.75%
45-54	95.64%	71.36%	56.47%	48.26%

Gender	25%	50%	75%	100%
FEMALE	97.17%	72.78%	58.63%	51.15%
MALE	96.27%	75.78%	64.07%	58.15%
UNDETERMIN...	94.12%	88.24%	76.47%	76.47%

TIKTOK

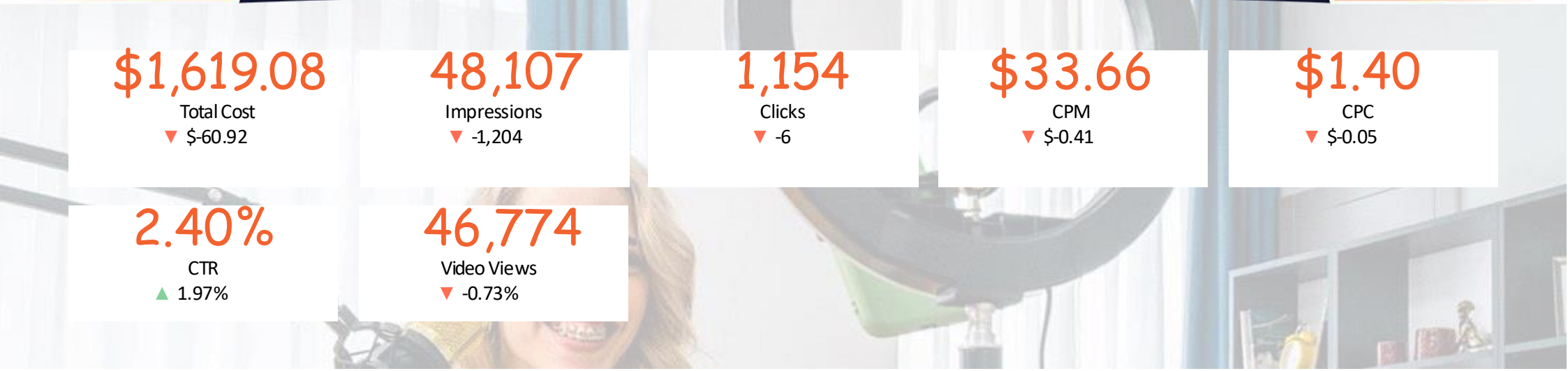


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WALLACE STATE

TIKTOK



$1,619.08	48,107	1,154	$33.66	$1.40
Total Cost	Impressions	Clicks	CPM	CPC
▼ $-60.92	▼ -1,204	▼ -6	▼ $-0.41	▼ $-0.05

2.40%	46,774
CTR	Video Views
▲ 1.97%	▼ -0.73%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
C4323418_wallacecommunitycoll_DMA -	17,889	640	$45.53	17,357
C4323418_wallacecommunitycoll_DMA - Spanish	30,218	514	$26.63	29,417
Total	**48,107**	**1,154**	**$33.66**	**46,774**

TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4323418_wallacecommunitycoll_DMA	Wallace 2022 Spanish TikTok.mp4	30,218	514	$26.63	$1.57	1.70%	29,417
C4323418_wallacecommunitycoll_DMA	Wallace 2022 TikTok.mp4	17,889	640	$45.53	$1.27	3.58%	17,357
Total	**--**	**48,107**	**1,154**	**$33.66**	**$1.40**	**2.40%**	**46,774**

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Thank You



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