



# Campaign Performance Report

July – December 2023



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# Industry Benchmarks



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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:

3,141,414

### Total Visits:

28,359

### View-Through Ad Visits:

13,821

### Completed Video Views:

1,199,666

### PPC Benchmarks, Industry Average & Your Average

Average CPC is \$4.18-\$13, **Your Average is \$0.69**

Average CTR is 6.21%, **Your Average is 20%**

Average Cost Per Contact is \$62, **Your Average is \$9**

### Facebook/IG Benchmarks, Industry Average & Your Average

Average CPM for detailed audiences is \$15-\$22, **Your Average is \$10**

Average CPC Custom Audience \$1 - \$2, **Your Average is \$0.77**

Average CTR is 1%, **Your Average is 1.99%**

### 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 0.04**

### TikTok Benchmarks, Industry Average & Your Average

Average CPM is \$10-\$15, **Your Average is \$11**

### Display Benchmarks, Industry Average & Your Average

Average CPM is \$15-\$20, **Your Average is \$13**

Average CTR is .17%, **Your Average is .16%**



# Cumulative Chart

Platform	July	August	September	October	November	December	TOTAL
<b>Social Media: Facebook &amp; Instagram</b>	<b>\$2,002.59</b>	<b>\$1,983.77</b>	<b>\$1,930.42</b>	<b>\$2,003.01</b>	<b>\$1,932.66</b>		
Impressions	205,464	193,168	177,836	191,044	181,151	139,383	1,088,046
Engagements	32,911	22,975	19,921	19,309	15,970	15,487	126,573
Clicks	4,159	2,711	2,132	2,210	2,174	1,842	15,228
CTR	2.02%	1.40%	1.20%	1.16%	1.20%		1.40%
CPM	\$9.73	\$10.38	\$10.86	\$10.25	\$10.67		\$10.38
CPC	\$0.48	\$0.73	\$0.91	\$0.90	\$0.89		\$0.78
<b>Digital Marketing - Display Ads</b>	<b>\$1,553.54</b>	<b>\$1,474.21</b>	<b>\$1,368.65</b>	<b>\$1,525.29</b>	<b>\$1,443.31</b>		
Impressions	123,612	110,178	83,142	109,563	111,720	146,581	684,796
Clicks	149	139	97	144	92	177	798
Cost Per Thousand Impressions (CPM)	\$12.57	\$13.38	\$16.46	\$13.92	\$13.44		\$13.95
Completed Video Views	19,735	20,946	19,529	24,411	22,789	23,985	131,395
<b>Pay Per Click</b>	<b>\$2,300.00</b>	<b>\$2,300.00</b>	<b>\$2,300.00</b>	<b>\$2,300.00</b>	<b>\$2,300.00</b>	<b>\$2,300.00</b>	
Impressions	13,086	15,090	14,841	17,386	20,867	15,953	97,223
Clicks	2,424	3,007	3,050	2,981	4,110	4,349	19,921
Calls	212	134	94	56	119	209	824
Average Cost per Visit	\$0.82	\$0.66	\$0.75	\$0.77	\$0.56	\$0.53	\$0.68
Average Cost per Contact	\$7.27	\$8.86	\$11.92	\$20.72	\$9.79	\$6.57	\$10.86
Click Thru Rate	18.52%	19.93%	20.55%	17.15%	19.70%	27.26%	20.52%
<b>YouTube Marketing - English</b>	<b>\$823.42</b>	<b>\$1,100.82</b>			<b>\$812.99</b>		
Impressions	37,804	47,294			30,805	30,433	146,336
Completed Views	20,667	27,877			19,381	17,895	85,820
Clicks	8	21			15	19	63
Cost Per View	\$0.04	\$0.04			\$0.04		\$0.04
<b>Spotify</b>							
Impressions	54,561	48,700			44,287	48,466	196,014
Reach	9,716	9,261			7,940	7,105	34,022
Clicks	26	30			37	50	143
Frequency	5.62	5.26			5.58		5.49
Completion Rate	93.45%	93.91%			93.12%		93.49%
<b>TikTok</b>	<b>\$1,748.81</b>	<b>\$1,737.63</b>	<b>\$1,727.13</b>	<b>\$1,757.56</b>	<b>\$1,754.69</b>		
Impressions	200,809	150,247	142,310	157,139	149,531	128,963	928,999
Complete Video Views	180,690	146,932	139,911	154,951	146,845	125,111	894,440
Clicks	1,832	1,298	1,381	1,105	1,089	1,073	7,778
CPC	\$0.96	\$1.33	\$1.25	\$1.58	\$1.63		\$6.75
CPM	\$8.71	\$11.56	\$12.15	\$11.19	\$11.73		\$11.07

# Campaign Performance



## SEM

We have a very healthy budget for this campaign with a 40% impression share, which is ideal. The campaign has optimized very nicely since we started. The CTR has increased from 18% - 27% and the cost per click has decreased from .95 cents to .53 cents!

The content on the website for some keywords could be improved. We want to see a quality score ranking over 6, and anything below that ranking is a more expensive cost as Google does not find the website very relevant to the keyword we are bidding. This can be seen on page 7.

## Facebook/IG Benchmarks

All of Facebook/IGs metrics are exceeding industry benchmarks. The CTR is 1.99% (benchmark is 1%), the CPM is just \$10 (benchmark is \$15) and the cost per click is just .77 cents. We have very high engagement in all audiences. New audiences to consider with additional budget would be CRM targeting and online gamers. I would highly recommend a separate Facebook/IG campaign that is a leads campaign targeting the same audiences within social media, but driving traffic to a form submission instead of your website. We see high success with these campaigns and are getting an average cost per lead of about \$35.

## YouTube

YouTube's completed video view rate averages 58%, compared to the industry benchmark of 35%. All audiences and all creative have a view rate of over 46% so no changes recommended. Our completed video view rate is extremely low at .04 cents, compared to the industry benchmark of .15 cents. We might want to consider moving Spotify budget into YouTube Music, as YT Music's platform reaches more people and is more affordable.

## TikTok

TikTok has a low CPM and high engagement. We've had over 7700 visits to the website and 894k video views. The only recommendation would be to implement more video in 2024 to A/B test creative.

## Display

Display has 6 tactics running within the campaign, using static and OTT Connected TV Video ads. We have a great CMP of just \$13, beating the industry benchmark at \$20. Since July we've generated over 131k completed video views and almost 15k visits to the website. This campaign is doing excellent with strong traffic to the website. We are targeting low income work industries, adult career edu/online learning and website remarketing/lookalike audience. New audiences to consider with additional budget would be CRM targeting, geofencing of high schools/high school graduations, and online gamers.

# PPC



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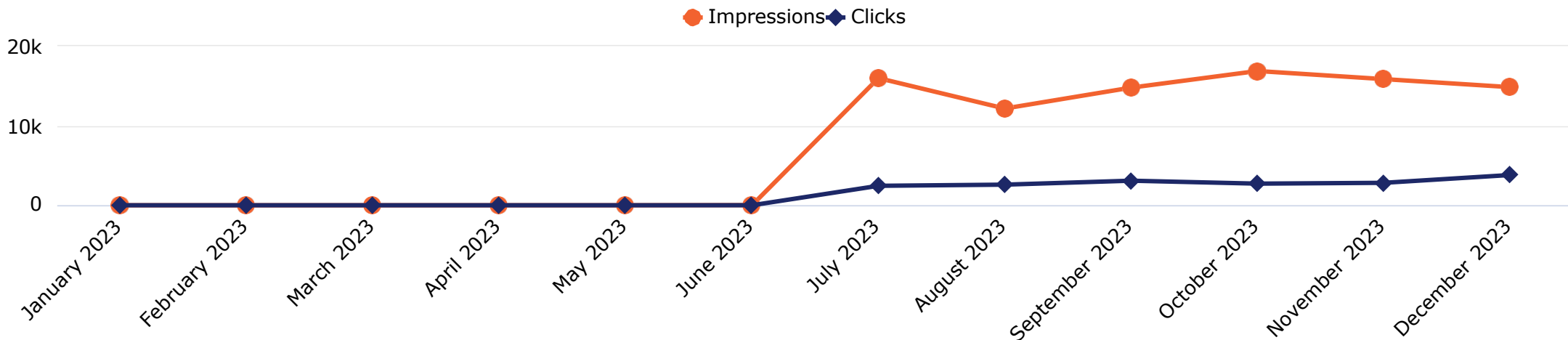
# PPC Performance

## Online Marketing Initiatives Search Engine Marketing 2023

Ads running on Google, Yahoo and Bing

	Budget	Date	Impressions	Clicks	Click Through Rate	Average CPC	Calls	Website Engagement	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	Forms From Landing Page We Are Tracking Completed Or A Click To Apply/Register	Calls + Form Submits	Total visits to specific pages we are tracking (summary below)	Average cost per contact (calls, end form submissions)
<b>Hagerstown PPC 2023</b>											
	\$2,300.00	Jul-23	13,086	2,424	18.52	\$0.95	212	61	273	1,721	\$8.42
	\$2,300.00	Aug-23	15,090	3,007	19.93	\$0.76	134	90	224	2,210	\$10.27
	\$2,300.00	Sep-23	14,841	3,050	20.55	\$0.75	94	99	193	2,547	\$11.92
	\$2,300.00	Oct-23	17,386	2,981	17.15	\$0.77	56	55	111	2,433	\$20.72
	\$2,300.00	Nov-23	20,867	4,110	19.70	\$0.56	119	116	235	2,940	\$9.79
	\$2,300.00	Dec-23	15,953	4,349	27.26	\$0.53	209	141	350	3,428	\$6.57
<b>TOTALS:</b>	<b>\$13,800.00</b>		<b>97,223</b>	<b>19,921</b>	<b>20.49</b>	<b>\$0.69</b>	<b>824</b>	<b>562</b>	<b>1,386</b>	<b>15,279</b>	<b>\$9.96</b>

July – Dec 2023

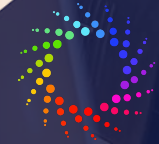


# Top Keywords & Quality Score

Keyword	Impressions	Clicks	CTR	Avg. QS
hagerstown community college	8,287	3,727	44.97%	9.97
community colleges	13,099	3,023	23.08%	9.89
hcc community college	3,405	1,772	52.04%	9.9
find colleges	9,093	1,520	16.72%	8.25
hagerstown community college programs	2,766	1,301	47.04%	7.74
community college	2,315	957	41.34%	8.95
community colleges	2,231	844	37.83%	0
community college	6,204	667	10.75%	10
community college programs	1,204	463	38.46%	0
community college program	1,584	356	22.47%	8.02
college degree	5,827	299	5.13%	9.58
online colleges	6,937	199	2.87%	8.07
local community colleges	474	160	33.76%	4.68
college degrees	3,625	154	4.25%	9.6
college classes	377	135	35.81%	4.74
local community colleges	764	117	15.31%	8.76
college classes	1,465	114	7.78%	8.53
technical community college	1,092	105	9.62%	8.11
community colleges program	266	102	38.35%	0
nursing program	324	101	31.17%	3.73
nursing courses	363	94	25.90%	0
cdl classes	198	90	45.45%	9.25
trade school	409	87	21.27%	9.26
cna training	358	77	21.51%	8.82
online college classes	140	75	53.57%	0
online degree programs	7,222	71	0.98%	8.03
community college program	216	68	31.48%	0
phlebotomy schools	243	64	26.34%	0
nursing program	119	62	52.10%	10



# Display



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# Display Performance

Campaign Name	Impressions	Clicks	CPM	Calls	Spend
Targeted Display   Hagerstown Community College	684,796	798	\$13.29	7	\$9048.63

OTT Streaming Connected TV Performance	Impressions	Clicks	CTR	Start	First Quartile	Midpoint	Third Quartile	Complete	Complete Rate
Lookalike Audience OTT Streaming	62,228	73	0.12%	61,836	57,918	55,849	54,179	52,327	84.62%
Website Remarketing OTT Streaming Large Screen	54,638	4	0.01%	54,820	54,442	54,163	53,955	53,723	98.00%
Website Remarketing OTT Streaming Small Screen	34,730	63	0.18%	35,145	30,421	28,506	27,063	25,345	72.12%
<b>Totals</b>	<b>151,596</b>	<b>140</b>	<b>0.09%</b>	<b>151,801</b>	<b>142,781</b>	<b>138,518</b>	<b>135,197</b>	<b>131,395</b>	<b>86.56%</b>

Tactic Performance	Impressions	Clicks	CTR	Viewthrough Visits
Curated Audience	243,261	315	0.13%	101
Curated Audience	199,127	242	0.12%	117
Website Remarketing	90,812	101	0.11%	869
Lookalike Audience OTT Streaming	62,228	73	0.12%	553
Website Remarketing OTT Streaming Large Screen	54,638	4	0.01%	10,754
Website Remarketing OTT Streaming Small Screen	34,730	63	0.18%	1,427
<b>Totals</b>	<b>684,796</b>	<b>798</b>	<b>0.16%</b>	<b>13,821</b>

# Display Ads

“ BUILD MY OWN BUSINESS. *what will you do?* ”

“ PROVIDE CARE TO OTHERS. *what will you do?* ”

“ GET INTO A GOOD MEDICAL SCHOOL. *what will you do?* ”

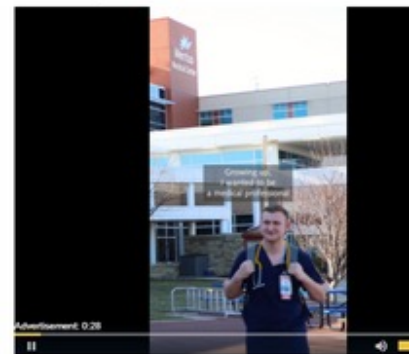
“ GRADUATE WITH NO COLLEGE DEBT. *what will you do?* ”

“ START COLLEGE EARLY. *what will you do?* ”

“ ENCOURAGE WOMEN TO JOIN THE TRADES. *what will you do?* ”

HAGERSTOWN COMMUNITY COLLEGE  
START NOW

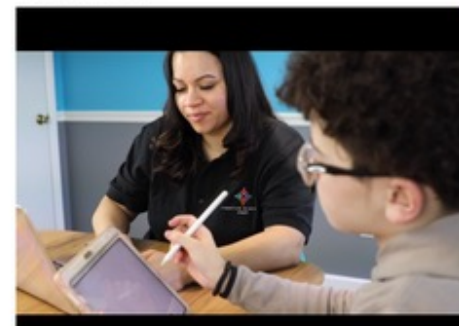
Adam Reel - Register Now.m



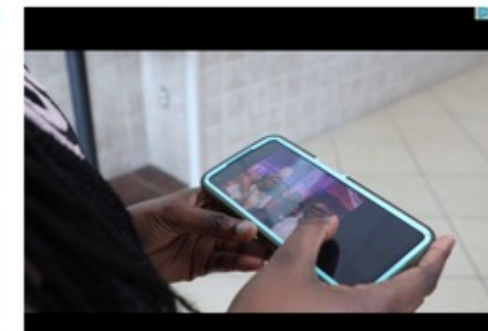
Destiny Reel - Register N



HCC Ad - Jasmine.mp4



HCC Ad - Stephanie.mp4



# 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

1,088,046

Impressions  
▲ 148,193

\$11,675.70

Cost  
▲ \$1,930.00

\$10.73

CPM  
▲ \$0.36

15,228

Clicks  
▲ 2,005

\$0.77

CPC  
▲ \$0.03

1.99%

Clicks (All) CTR  
▲ 20.99%

753

Post Reactions  
▲ 718.48%

15

Post Saves  
▲ 400.00%

9,571

Video 100% Views  
▲ 515.50%

126,573

Post Engagements  
▲ 555.51%

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	463,023	4,129	8,658	1.87%	0	413	12	5,046	11	67,558
General	321,084	709	1,304	0.41%	0	131	2	1,257	0	15,427
LAL	288,969	2,737	4,956	1.72%	0	186	1	3,116	5	41,415
Remarketing	11,111	101	241	2.17%	0	20	0	117	0	1,554
Work Industries	3,864	41	69	1.79%	0	3	0	35	0	619
<b>Total</b>	<b>1,088,051</b>	<b>7,717</b>	<b>15,228</b>	<b>1.40%</b>	<b>0</b>	<b>753</b>	<b>15</b>	<b>9,571</b>	<b>16</b>	<b>126,573</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
Education/Online Learning...	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	105,321	929	1,637	0	29	1	2	743	1.55%	11,771
LAL	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	96,141	731	1,247	0	30	3	0	561	1.30%	9,195
Education/Online Learning...	Video Ad   Wo...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	73,067	900	1,304	0	32	1	0	1,408	1.78%	12,824
Education/Online Learning...	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	47,048	355	820	0	46	2	0	439	1.74%	8,374
LAL	Video Ad   Wo...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	41,921	540	724	0	18	0	0	800	1.73%	7,199
General	Carousel Ad   6...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	36,322	109	169	0	14	0	1	0	0.47%	125
Education/Online Learning...	Video Ad   No D...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	34,593	285	965	0	48	1	6	498	2.79%	6,856
Education/Online Learning...	Video Ad   Heal...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	32,996	262	921	0	60	4	2	404	2.79%	7,614
Education/Online Learning...	Carousel Ad   6...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	32,513	213	352	0	16	0	0	0	1.08%	229
LAL	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	31,958	257	602	0	28	0	0	336	1.88%	5,889
LAL	Video Ad   Heal...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	30,091	234	805	0	45	1	1	385	2.68%	7,159
General	Video Ad   Jas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	28,832	57	81	0	4	0	0	136	0.28%	915
General	Video Ad   Medi...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	24,632	43	100	0	10	0	0	114	0.41%	1,482
Education/Online Learning...	Video Ad   Wo...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	24,178	330	389	0	6	0	1	435	1.61%	3,766
LAL	Video Ad   Wo...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	22,047	316	387	0	7	0	0	404	1.76%	3,671
General	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	19,222	52	80	0	12	0	0	139	0.42%	1,120
General	Video Ad   Ada...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	18,311	33	61	0	15	0	0	97	0.33%	1,306
General	Video Ad   Build...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	17,720	22	46	0	1	0	0	70	0.26%	724
<b>Total</b>	--	--	<b>716,913</b>	<b>5,668</b>	<b>10,690</b>	<b>0</b>	<b>421</b>	<b>13</b>	<b>13</b>	<b>6,969</b>	<b>1.49%</b>	<b>90,219</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
Education/Online Learning...	Carousel Ad   S...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	17,631	120	181	0	7	0	0	0	1.03%	127
General	Carousel Ad   S...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	17,461	20	38	0	7	0	0	0	0.22%	27
Education/Online Learning...	Video Ad   Start...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	16,040	150	430	0	37	0	0	165	2.68%	2,355
General	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	15,641	81	205	0	15	0	1	123	1.31%	1,849
LAL	Carousel Ad   6...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	15,619	104	181	0	7	0	0	0	1.16%	111
General	Video Ad   Start...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	15,187	32	57	0	9	0	0	19	0.38%	886
General	Video Ad   Wo...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	13,323	39	66	0	10	0	0	95	0.50%	872
LAL	Video Ad   Ada...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	12,208	252	292	0	3	0	0	269	2.39%	2,508
General	Video Ad   Start...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	12,175	25	35	0	1	0	0	68	0.29%	664
General	Video Ad   Heal...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	11,339	30	75	0	23	0	0	186	0.66%	806
Education/Online Learning...	Video Ad   Medi...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	11,206	89	262	0	3	0	0	43	2.34%	1,857
General	Video Ad   Build...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	10,387	16	28	0	2	0	0	35	0.27%	590
General	Video Ad   No D...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	9,318	13	21	0	10	0	0	104	0.23%	390
Education/Online Learning...	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	8,810	58	138	0	0	0	0	40	1.57%	1,546
General	Video Ad   No D...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	8,654	28	48	0	1	0	0	47	0.55%	333
General	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	8,571	16	29	0	4	0	0	0	0.34%	493
LAL	Carousel Ad   S...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	8,198	41	66	0	5	0	0	32	0.81%	45
General	Video Ad   Medi...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	8,141	9	23	0					0.28%	464
<b>Total</b>	--	--	<b>936,822</b>	<b>6,791</b>	<b>12,865</b>	<b>0</b>	<b>568</b>	<b>13</b>	<b>14</b>	<b>8,207</b>	<b>1.37%</b>	<b>106,142</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	Video Ad   Wo...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	7,855	11	15	0	3	0	0	29	0.19%	439
General	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	7,752	8	16	0	4	0	0	34	0.21%	478
Education/Online Learning...	Video Ad   Heal...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	7,557	55	187	0	10	1	1	91	2.47%	1,520
General	Video Ad   Heal...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	6,896	17	25	0	6	0	0	20	0.36%	416
LAL	Video Ad   No D...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	6,322	46	160	0	6	1	0	85	2.53%	1,146
LAL	Video Ad   Heal...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	6,177	62	111	0	3	0	0	53	1.80%	1,245
Education/Online Learning...	Video Ad   Build...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	5,528	35	147	0	13	1	0	57	2.66%	1,016
Education/Online Learning...	Video Ad   Desti...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	5,376	47	95	0	6	0	0	68	1.77%	1,045
General	Video Ad   Mas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	5,117	14	23	0	1	0	0	24	0.45%	222
Remarketing	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	4,953	44	106	0	3	0	0	31	2.14%	519
General	Video Ad   Step...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	4,933	6	12	0	0	0	0	22	0.24%	197
Education/Online Learning...	Video Ad   Step...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	4,791	28	103	0	10	0	0	63	2.15%	692
Education/Online Learning...	Video Ad   Mas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	4,733	24	76	0	9	0	0	57	1.61%	766
Education/Online Learning...	Video Ad   Mas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	4,727	34	86	0	12	0	0	44	1.82%	739
General	Video Ad   Desti...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	4,481	7	13	0	2	0	0	11	0.29%	187
LAL	Video Ad   Desti...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	3,837	30	59	0	3	0	0	56	1.54%	737
Education/Online Learning...	Video Ad   Jas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	3,790	21	107	0	9	0	0	28	2.82%	694
Education/Online Learning...	Video Ad   Start...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	3,283	35	78	0	1	0	0	27	2.38%	445
<b>Total</b>	--	--	<b>1,034,930</b>	<b>7,315</b>	<b>14,284</b>	<b>0</b>	<b>669</b>	<b>16</b>	<b>15</b>	<b>9,007</b>	<b>1.38%</b>	<b>118,645</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
Education/Online Learning...	Video Ad   Medi...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	3,235	20	53	0	2	0	0	35	1.64%	422
General	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	3,222	6	13	0	3	0	0	20	0.40%	157
Education/Online Learning...	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	3,090	30	80	0	7	0	0	27	2.59%	582
Education/Online Learning...	Video Ad   Ada...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	2,652	42	53	0	5	0	0	52	2.00%	585
General	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	2,503	4	8	0	0	0	0	11	0.32%	67
LAL	Video Ad   Step...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	2,174	21	61	0	5	0	0	31	2.81%	345
Work Industries	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	2,169	22	35	0	0	0	0	15	1.61%	271
Education/Online Learning...	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,898	9	27	0	3	0	0	11	1.42%	329
Education/Online Learning...	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,874	8	31	0	0	0	0	22	1.65%	313
LAL	Video Ad   Jas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,739	11	43	0	4	0	0	11	2.47%	304
Education/Online Learning...	Video Ad   No D...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,736	11	24	0	2	0	0	16	1.38%	278
LAL	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,735	20	46	0	3	0	0	20	2.65%	375
General	Video Ad   Mas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,489	3	4	0	0	0	0	8	0.27%	113
Education/Online Learning...	Video Ad   Step...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,382	11	33	0	5	0	0	21	2.39%	234
Remarketing	Video Ad   Wo...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,294	10	14	0	0	0	0	18	1.08%	206
Education/Online Learning...	Video Ad   Jose...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,259	7	25	0	3	0	0	16	1.99%	179
Remarketing	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,246	10	44	0	7	0	0	28	3.53%	273
Remarketing	Video Ad   Wo...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,246	15	18	0	2	0	0	14	1.44%	166
<b>Total</b>	--	--	<b>1,070,873</b>	<b>7,575</b>	<b>14,896</b>	<b>0</b>	<b>720</b>	<b>16</b>	<b>15</b>	<b>9,383</b>	<b>1.39%</b>	<b>123,844</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
Education/Online Learning...	Video Ad   Build...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,167	8	21	0	0	0	0	10	1.80%	151
LAL	Video Ad   Mas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,155	10	30	0	4	0	0	14	2.60%	187
LAL	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,121	9	22	0	5	0	0	6	1.96%	200
Education/Online Learning...	Video Ad   Jose...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,093	11	25	0	2	0	0	15	2.29%	167
General	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1,017	8	13	0	0	0	0	6	1.28%	72
Work Industries	Video Ad   Desti...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	961	9	18	0	0	0	0	12	1.87%	196
LAL	Video Ad   Start...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	840	6	12	0	0	0	0	4	1.43%	122
LAL	Video Ad   No D...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	729	3	11	0	0	0	0	8	1.51%	136
LAL	Video Ad   Step...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	664	10	15	0	3	0	0	13	2.26%	130
LAL	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	651	6	12	0	1	0	0	9	1.84%	124
LAL	Video Ad   Jose...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	647	5	8	0	0	0	0	9	1.24%	88
LAL	Video Ad   Jas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	602	2	13	0	3	0	0	2	2.16%	80
LAL	Video Ad   Medi...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	589	8	16	0	1	0	0	11	2.72%	104
Remarketing	Video Ad   Mas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	479	4	12	0	0	0	0	5	2.51%	75
LAL	Video Ad   Start...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	446	5	9	0	0	0	0	8	2.02%	58
Remarketing	Video Ad   Step...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	400	4	9	0	2	0	0	6	2.25%	67
LAL	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	348	0	3	0	1	0	0	5	0.86%	60
General	Video Ad   Jose...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	291	0	0	0	0	0	0	0	0.00%	10
<b>Total</b>	--	--	<b>1,084,073</b>	<b>7,683</b>	<b>15,145</b>	<b>0</b>	<b>742</b>	<b>16</b>	<b>15</b>	<b>9,526</b>	<b>1.40%</b>	<b>125,871</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	Video Ad   Step...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 281	281	0	0	0	0	0	0	2	0.00%	22
LAL	Video Ad   Build...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 279	279	2	7	0	0	0	0	6	2.51%	65
LAL	Video Ad   Jose...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 277	277	4	6	0	1	0	0	6	2.17%	42
Education/Online Learning...	Video Ad   Jas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 274	274	2	7	0	0	0	0	3	2.55%	55
Remarketing	Video Ad   Jas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 242	242	2	8	0	1	0	0	2	3.31%	35
Work Industries	Video Ad   Wo...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 213	213	3	5	0	0	0	0	3	2.35%	46
LAL	Video Ad   Mas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 210	210	0	4	0	1	0	0	2	1.90%	53
Remarketing	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 196	196	1	4	0	1	0	0	1	2.04%	32
Work Industries	Video Ad   Ada...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 181	181	5	5	0	0	0	0	2	2.76%	45
Education/Online Learning...	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 175	175	0	1	0	0	0	0	1	0.57%	27
Remarketing	Video Ad   Jose...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 159	159	1	5	0	1	0	0	0	3.14%	12
LAL	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 153	153	2	3	0	0	0	0	1	1.96%	29
Remarketing	Video Ad   Ada...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 128	128	1	2	0	0	0	0	0	1.56%	25
Remarketing	Video Ad   Desti...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 125	125	2	4	0	0	0	0	3	3.20%	28
Remarketing	Video Ad   Gen...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 111	111	2	2	0	0	0	0	5	1.80%	27
Remarketing	Carousel Ad   S...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 110	110	2	2	0	0	0	0	0	1.82%	2
Work Industries	Video Ad   Heal...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 110	110	0	3	0	3	0	0	1	2.73%	34
Remarketing	Video Ad   Heal...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 108	108	1	3	0	0	0	0	1	2.78%	27
<b>Total</b>	--	--	<b>1,087,405</b>	<b>7,713</b>	<b>15,216</b>	<b>0</b>	<b>750</b>	<b>16</b>	<b>15</b>	<b>9,565</b>	<b>1.40%</b>	<b>126,477</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
Remarketing	Video Ad   Build...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 69	69	0	2	0	0	0	0	0	2.90%	16
LAL	Video Ad   Medi...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 68	68	0	1	0	0	0	0	1	1.47%	6
Work Industries	Video Ad   Step...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 48	48	0	0	0	0	0	0	0	0.00%	6
Remarketing	Video Ad   Heal...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 47	47	1	3	0	1	0	0	1	6.38%	14
Work Industries	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 46	46	0	0	0	0	0	0	2	0.00%	6
Work Industries	Video Ad   Mas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 43	43	0	1	0	0	0	0	0	2.33%	3
Remarketing	Video Ad   Step...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 41	41	1	1	0	0	0	0	1	2.44%	5
Work Industries	Video Ad   Mas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 35	35	1	1	0	0	0	0	0	2.86%	5
Remarketing	Video Ad   Jas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 31	31	0	1	0	1	0	0	0	3.23%	5
Remarketing	Video Ad   HCC ...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 25	25	0	1	0	1	0	0	1	4.00%	7
LAL	Video Ad   Build...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 23	23	0	0	0	0	0	0	0	0.00%	2
Remarketing	Video Ad   Jose...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 15	15	0	0	0	0	0	0	0	0.00%	2
Remarketing	Carousel Ad   6...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 14	14	0	0	0	0	0	0	0	0.00%	0
Remarketing	Video Ad   Mas...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 12	12	0	0	0	0	0	0	0	0.00%	1
Remarketing	Video Ad   Medi...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 12	12	0	0	0	0	0	0	0	0.00%	2
General	Video Ad   Jose...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 11	11	0	0	0	0	0	0	0	0.00%	1
Remarketing	Video Ad   Start...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 11	11	0	0	0	0	0	0	0	0.00%	3
Work Industries	Carousel Ad   6...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a> 10	10	0	0	0	0	0	0	0	0.00%	0
<b>Total</b>	--	--	<b>1,087,966</b>	<b>7,716</b>	<b>15,227</b>	<b>0</b>	<b>753</b>	<b>16</b>	<b>15</b>	<b>9,571</b>	<b>1.40%</b>	<b>126,561</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
Remarketing	Video Ad   No D...	<a href="https://www.facebook.com/56541058229">https://www.facebook.com/56541058229</a>	9	0	0	0	0	0	0	0	0.00%	1
Work Industries	Video Ad   Jas...	<a href="https://www.facebook.com/56541058229">https://www.facebook.com/56541058229</a>	9	0	0	0	0	0	0	0	0.00%	0
Work Industries	Video Ad   Jose...	<a href="https://www.facebook.com/56541058228">https://www.facebook.com/56541058228</a>	8	0	0	0	0	0	0	0	0.00%	0
Remarketing	Video Ad   Gen...	<a href="https://www.facebook.com/56541058227">https://www.facebook.com/56541058227</a>	7	0	0	0	0	0	0	0	0.00%	2
Work Industries	Video Ad   HCC ...	<a href="https://www.facebook.com/56541058227">https://www.facebook.com/56541058227</a>	7	0	0	0	0	0	0	0	0.00%	0
Work Industries	Video Ad   Gen...	<a href="https://www.facebook.com/56541058226">https://www.facebook.com/56541058226</a>	6	1	1	0	0	0	0	0	16.67%	2
Remarketing	Video Ad   Gen...	<a href="https://www.facebook.com/56541058225">https://www.facebook.com/56541058225</a>	5	0	0	0	0	0	0	0	0.00%	1
Remarketing	Video Ad   Medi...	<a href="https://www.facebook.com/56541058225">https://www.facebook.com/56541058225</a>	5	0	0	0	0	0	0	0	0.00%	0
Remarketing	Video Ad   Start...	<a href="https://www.facebook.com/56541058225">https://www.facebook.com/56541058225</a>	5	0	0	0	0	0	0	0	0.00%	1
Work Industries	Video Ad   Jose...	<a href="https://www.facebook.com/56541058224">https://www.facebook.com/56541058224</a>	4	0	0	0	0	0	0	0	0.00%	0
Remarketing	Video Ad   Build...	<a href="https://www.facebook.com/56541058223">https://www.facebook.com/56541058223</a>	3	0	0	0	0	0	0	0	0.00%	0
Work Industries	Video Ad   Build...	<a href="https://www.facebook.com/56541058223">https://www.facebook.com/56541058223</a>	3	0	0	0	0	0	0	0	0.00%	1
Remarketing	Video Ad   No D...	<a href="https://www.facebook.com/56541058222">https://www.facebook.com/56541058222</a>	2	0	0	0	0	0	0	0	0.00%	0
Work Industries	Video Ad   Build...	<a href="https://www.facebook.com/56541058222">https://www.facebook.com/56541058222</a>	2	0	0	0	0	0	0	0	0.00%	1
Work Industries	Video Ad   Gen...	<a href="https://www.facebook.com/56541058222">https://www.facebook.com/56541058222</a>	2	0	0	0	0	0	0	0	0.00%	1
Work Industries	Video Ad   Jas...	<a href="https://www.facebook.com/56541058222">https://www.facebook.com/56541058222</a>	2	0	0	0	0	0	0	0	0.00%	0
Work Industries	Video Ad   No D...	<a href="https://www.facebook.com/56541058222">https://www.facebook.com/56541058222</a>	2	0	0	0	0	0	0	0	0.00%	1
Work Industries	Video Ad   Gen...	<a href="https://www.facebook.com/56541058221">https://www.facebook.com/56541058221</a>	1	0	0	0	0	0	0	0	0.00%	0
<b>Total</b>	--	--	1,088,048	7,717	15,228	0	753	16	15	9,571	1.40%	126,572

# 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
Work Industries	Video Ad   Start...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1	0	0	0	0	0	0	0	0.00%	1
Work Industries	Video Ad   Step...	<a href="https://www.facebook.com/5654105822">https://www.facebook.com/5654105822</a>	1	0	0	0	0	0	0	0	0.00%	0
<b>Total</b>	--	--	<b>1,088,050</b>	<b>7,717</b>	<b>15,228</b>	<b>0</b>	<b>753</b>	<b>16</b>	<b>15</b>	<b>9,571</b>	<b>1.40%</b>	<b>126,573</b>

## TOP-PERFORMING AD SETS


Network	Impressions	Post Reactions	Post Comments	Video 100% Views	Page Likes	Clicks (All)	Clicks (All) CTR	Post Engagements
Facebook	776,931	600	16	8,041	0	13,889	1.79%	111,957
Instagram	311,088	153	0	1,530	0	1,338	0.43%	14,614
Unknown	32	0	0	0	0	1	3.13%	2
<b>Total</b>	<b>1,088,051</b>	<b>753</b>	<b>16</b>	<b>9,571</b>	<b>0</b>	<b>15,228</b>	<b>1.40%</b>	<b>126,573</b>


# Facebook & Instagram Ads

 **Hagerstown Community College**  
Sponsored (demo) · 🌐

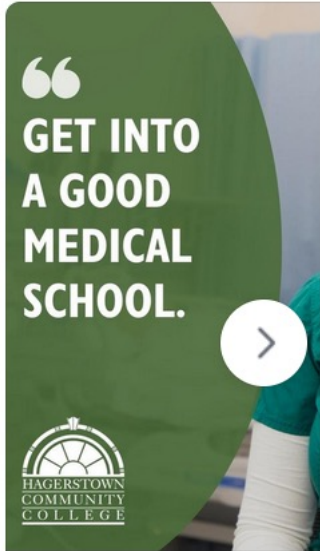
How do you define your BEST future? Create yours at Hagerstown Community College – Enroll now in Spring classes starting January 16.


“  
**ENCOURAGE  
WOMEN TO  
JOIN THE  
TRADES.**”







“  
**GET INTO  
A GOOD  
MEDICAL  
SCHOOL.**”





**Join the Trades**  
Learn More [Learn more](#)

**Get Into Medical School**  
Learn More


  7

 **Hagerstown Community College**  
Sponsored (demo) · 🌐

How do you define your BEST future? Create yours at Hagerstown Community College – Enroll now!



[HAGERSTOWNCC.EDU/BESTFUTURE](https://HAGERSTOWNCC.EDU/BESTFUTURE)  
**Your best future starts at HCC** [Learn more](#)

 1



# YouTube



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## *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

**\$3,490.45**

Cost  
▲ N/A

**146,336**

Impressions  
▲ N/A

**85,820**

Views  
▲ N/A

**58.65%**

View rate  
▲ N/A

**63**

Clicks  
▲ N/A

**\$0.04**

CPV  
▲ N/A

**AD GROUP PERFORMANCE**

06/01/2023 - 12/28/2023

Ad Group Name	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
18-54   Education	4,309	2,475	57.44%	5	82.63%	69.46%	63.70%	59.13%
18-54   Online Gamers/Gaming	80,613	45,977	57.03%	24	82.22%	66.89%	61.15%	57.20%
18-54   Work Industries	176	92	52.27%	0	78.41%	66.48%	57.81%	52.13%
Education	59,758	36,525	61.12%	30	84.37%	71.01%	65.57%	61.54%
Gamers/Online Gaming	884	489	55.32%	1	79.66%	63.82%	59.18%	55.68%
Work Industries	596	262	43.96%	3	77.20%	57.78%	51.11%	45.38%
<b>Total</b>	<b>146,336</b>	<b>85,820</b>	<b>58.65%</b>	<b>63</b>	<b>83.07%</b>	<b>68.59%</b>	<b>62.97%</b>	<b>58.97%</b>

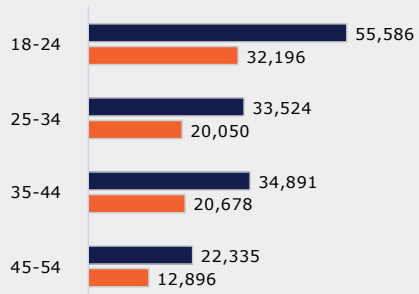
**AD PERFORMANCE**

06/01/2023 - 12/28/2023

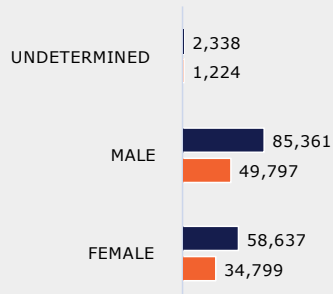
Video Title	Impressions	Views	View rate	Clicks	Video 25%	Video 50%	Video 75%	Video 100%
Your Best Future at HCC	85,098	48,544	57.05%	29	82.23%	67.02%	61.28%	57.29%
Spring 2024 Classes Start January 16. Register now!	45,153	28,440	62.98%	22	85.39%	72.69%	67.41%	63.45%
Your Best Future at HCC: Stephanie   Register Now	3,037	1,675	55.15%	1	81.40%	66.35%	60.34%	55.52%
Your Best Future Starts at HCC   Register Now	2,731	1,675	61.33%	1	83.30%	70.41%	65.67%	61.89%
Your Best Future at HCC: Destiny   Register Now	2,206	1,049	47.55%	3	78.95%	60.00%	52.80%	47.79%
Your Best Future at HCC: Jasmine   Register Now	2,164	981	45.33%	2	75.95%	56.61%	50.01%	45.50%
<b>Total</b>	<b>140,389</b>	<b>82,364</b>	<b>58.67%</b>	<b>58</b>	<b>83.10%</b>	<b>68.63%</b>	<b>63.01%</b>	<b>58.99%</b>

# YouTube Performance

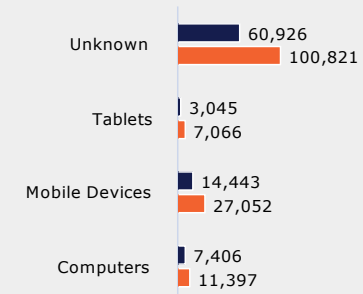
● Views ● Impressions



● Views ● Impressions



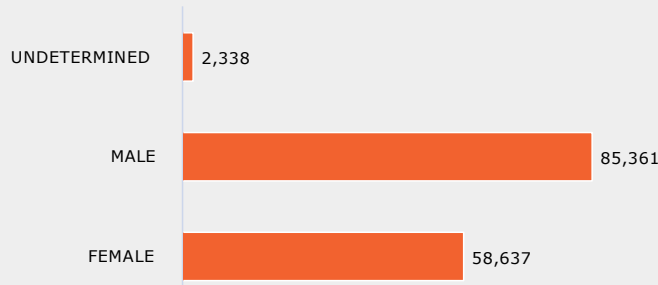
● Impressions ● Views



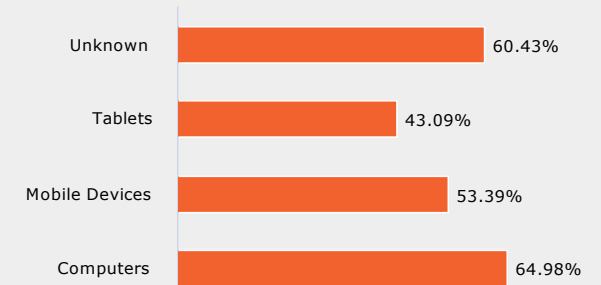
● View rate



● Impressions



● View rate



Device Type	25%	50%	75%	100%
Computers	86.24%	76.23%	71.13%	67.11%
Mobile Devices	79.94%	64.92%	58.33%	53.45%
Tablets	79.41%	56.37%	48.37%	42.40%
Unknown	83.80%	69.58%	64.33%	60.69%

Age Range	25%	50%	75%	100%
18-24	82.48%	67.93%	62.21%	58.25%
25-34	83.77%	69.56%	64.20%	60.20%
35-44	83.69%	69.27%	63.61%	59.51%
45-54	82.49%	67.70%	62.03%	58.02%

Gender	25%	50%	75%	100%
FEMALE	84.23%	69.38%	63.61%	59.46%
MALE	82.39%	68.18%	62.67%	58.76%
UNDETERMINED	78.31%	63.70%	57.77%	53.72%

# Spotify



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**REACHLOCAL**



# Spotify Performance

\$4000.00

Total Cost

196,014

Impressions

34,022

Reach

93.56%

Completed Rate

143

Clicks

Ad preview as of 12/4/2023 8:32 am

Ad playing



HCC



**YOUR BEST FUTURE STARTS AT HCC.**

*what will you do?*

**REGISTER NOW**



HCC

Advertisement

# TIKTOK



**interact**

2-year college experts

**REACHLOCAL**



# TIKTOK

\$10,315.65

Total Cost  
▲ \$1,637.74

928,999

Impressions  
▲ 138,253

7,778

Clicks  
▲ 1,136

\$11.10

CPM  
▲ \$0.21

\$1.33

CPC  
▲ \$0.03

0.84%

CTR  
▼ -0.33%

894,440

Video Views  
▲ 17.65%

TOP-PERFORMING AD SETS

Ad Group Name	Impressions	Clicks	CPM	Video Views
Interests	928,999	7,778	\$10.66	894,440
<b>Total</b>	<b>928,999</b>	<b>7,778</b>	<b>\$10.66</b>	<b>894,440</b>

TOP PERFORMING ADS

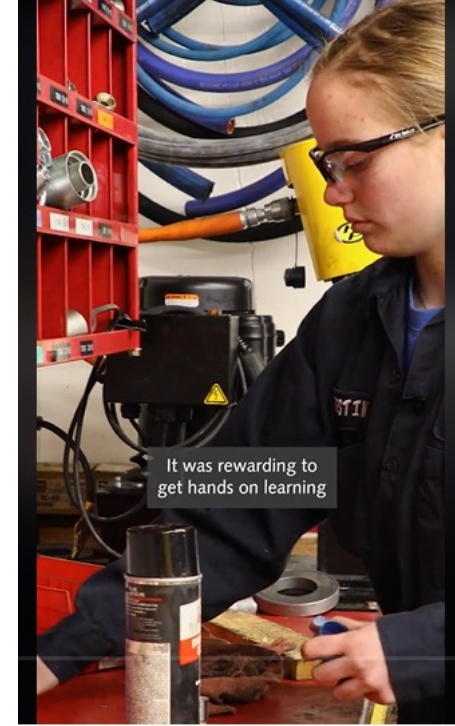
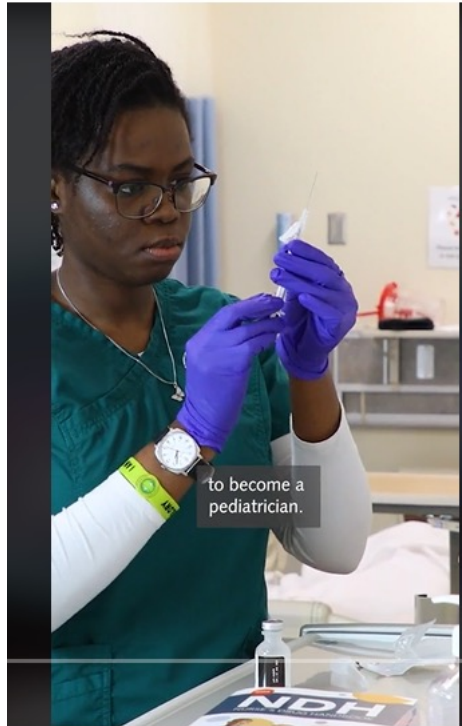
Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4463333_hagerstowncommunityc_DMA	Women in Trades_Verical Video_HCC.mp4_6.26.23	55,952	492	\$8.89	\$1.01	0.88%	51,712
<b>Total</b>	--	<b>928,999</b>	<b>7,778</b>	<b>\$11.10</b>	<b>\$1.33</b>	<b>0.84%</b>	<b>894,440</b>



## TOP PERFORMING ADS

Campaign Name	Ad Name	Impressions	Clicks	CPM	CPC	CTR	Video Views
C4463333_hagerstowncommunity_DMA	Adam Reel - Register Now.mp4_2023-12-14 07:59:10	5,298	62	\$13.30	\$1.14	1.17%	5,055
C4463333_hagerstowncommunity_DMA	Build A Business_Vertical Video_HCC.mp4_6.26.23	84,774	716	\$8.95	\$1.06	0.84%	79,195
C4463333_hagerstowncommunity_DMA	Care for Others_Vertical Video_HCC.mp4_6.26.23	41,065	334	\$8.97	\$1.10	0.81%	38,767
C4463333_hagerstowncommunity_DMA	Destiny Reel - Register Now.mp4_2023-12-14 07:59:10	15,480	210	\$15.40	\$1.14	1.36%	14,700
C4463333_hagerstowncommunity_DMA	General Ad_Vertical Video_HCC.mp4_6.26.23	60,346	501	\$8.58	\$1.03	0.83%	56,017
C4463333_hagerstowncommunity_DMA	HCC TV Spot Reel - Register Now.mp4_2023-12-14 07:59:10	15,400	167	\$13.22	\$1.22	1.08%	14,931
C4463333_hagerstowncommunity_DMA	HCC TV Spot Reel .mp4_10.23.23	258,479	1,744	\$11.15	\$1.65	0.67%	253,850
C4463333_hagerstowncommunity_DMA	Jasmine Reel - Register Now.mp4_2023-12-14 07:59:10	3,092	26	\$10.17	\$1.21	0.84%	2,994
C4463333_hagerstowncommunity_DMA	Josef Reel - Register Now.mp4_2023-12-14 07:59:10	9,097	90	\$11.81	\$1.19	0.99%	8,662
C4463333_hagerstowncommunity_DMA	Mason Reel - Register Now.mp4_2023-12-14 07:59:10	8,050	73	\$11.28	\$1.24	0.91%	7,795
C4463333_hagerstowncommunity_DMA	Medical School_Vertical Video_HCC.mp4_6.26.23	89,132	719	\$10.18	\$1.26	0.81%	85,182
C4463333_hagerstowncommunity_DMA	No Debt_Vertical Video_HCC.mp4_6.26.23	11,336	81	\$8.44	\$1.18	0.71%	10,808
C4463333_hagerstowncommunity_DMA	Start Early_Vertical Video_HCC.mp4_6.26.23	266,096	2,514	\$11.56	\$1.22	0.94%	259,554
C4463333_hagerstowncommunity_DMA	Stephanie Reel - Register Now.mp4_2023-12-14 07:59:10	5,402	49	\$10.92	\$1.20	0.91%	5,218
<b>Total</b>	--	<b>873,047</b>	<b>7,286</b>	<b>\$11.10</b>	<b>\$1.33</b>	<b>0.83%</b>	<b>842,728</b>

# TIKTOK ADS





# Thank You



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