



Co.Si

CCLA - Jan. Media Performance

Overview + Insights

Monthly Report

Executive Summary

Demo Performance

Creative Performance

Optimizations

EXECUTIVE SUMMARY

Overarching Objective

Leverage paid media channels to drive awareness and enrollment for CCLA

Secondary (Launch) Objective

Test wide breadth of content (messaging, imagery, platform, and ad type) to inform further content production and media planning

EXECUTIVE SUMMARY

Overview by Numbers

Month	Budget	Impressions	Influenced Social Visits	Avg Social CTR	Avg Social Cost Per View	Avg Youtube Completion Rate
October	Social: \$27,570.52 Youtube: \$0.00 Total: \$27,570.52	Social: 3.4MM Youtube: 0 Total: 3.4M	23,059	0.76%	\$0.31	NA
November	Social: \$32,156.65 Youtube: \$6,158.32 Total: \$38,314.97	Social: 4.5MM Youtube: 652K Total: 5MM	23,199	0.93%	\$0.19	51.82%
December	Social: \$33,882.43 Youtube: \$22,478.31 Total: \$56,360.74	Social: 5MM Youtube: 2.6MM Total: 7.6 MM	29,361	1.03%	\$0.11	52.36%
January	Social: \$46,015.46 Youtube: \$30,929.31 Total: \$76,944.77	Social: 8.8MM Youtube: 4.8MM Total: 13.6MM	37,745	0.84%	\$0.13	53.89%
Overall	Social: \$139,625.06 Youtube: \$59,565.94 Total: \$199,191	Social: 22MM Youtube: 8MM Total: 30MM	113,364	0.89%	\$0.19	52.69%

MEDIA SPEND

January

SOCIAL: \$46,015.46

YOUTUBE: \$30,929.31

16%
of
OVERALL
BUDGET

MONTHLY TOTAL:
\$76,944.77

To-Date

SOCIAL: \$139,625.06

YOUTUBE: \$59,565.94

40%
of
OVERALL
BUDGET

LIFE-TO-DATE TOTAL:
\$199,191.00

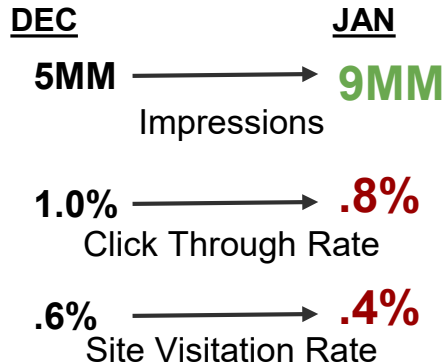
KEY WINS

>9 mm
TOTAL
IMPRESSIONS

YOUTUBE
GENERATED
11,000+
CLICKS

NEARLY
40K
INFLUENCED
SOCIAL
VISITS

MONTH-OVER-MONTH SOCIAL PERFORMANCE



We've been optimizing more towards Instagram to target the younger demo and we have since seen an increase in Thank You Page Visits from this platform.

While Site Visitation and CTR slightly dropped from December, our **Thank You Page visits increased by 32%** meaning the people we are driving to the site are more likely to become leads.

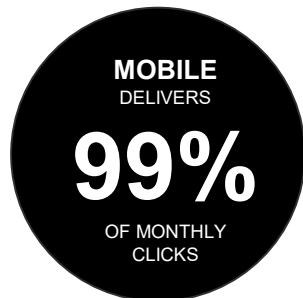
The ads that garnered the most Thank You Page Visits were the **California Promise Facebook and Instagram ads**

LANDING PAGE
VISITS INCREASED BY
21%
MONTH OVER MONTH

32%
INCREASE IN
THANK YOU PAGE VISITS
MONTH OVER MONTH

KEY LEARNINGS

FB/IG LEARNINGS



YOUTUBE LEARNINGS



Facebook, as a platform, sees more Landing Page Visits (21,640) but Instagram garnered more Thank You Page visits (31 vs 25)

Females accounted for 53% of TY Page Visits but Males accounted for 68% of overall Landing Page visits.

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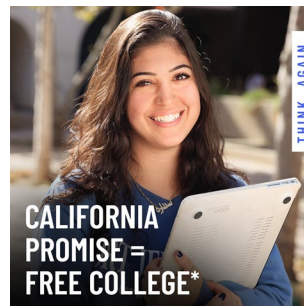
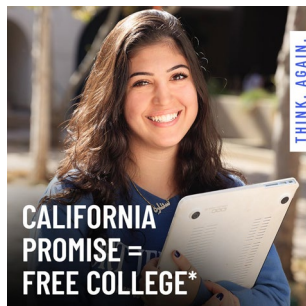
Optimizations

SOCIAL PERFORMANCE OVERALL:

Top Ads	Landing Page Visits	CTR
Think Again (video)	8,116	2.34%
California Promise (IG)	3,459	1.23%
California Promise (FB)	3,276	1.35%
LA Needs Welders (IG)	2,331	0.60%

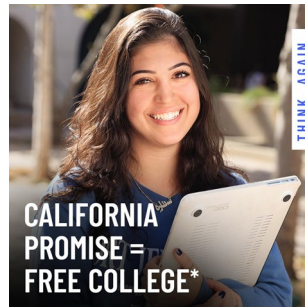
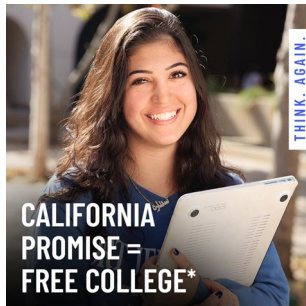
JANUARY
Total Landing Page Visits
35,149

JANUARY
Total Click Through Rate
0.84%



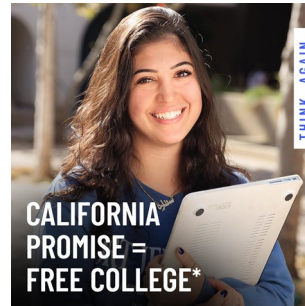
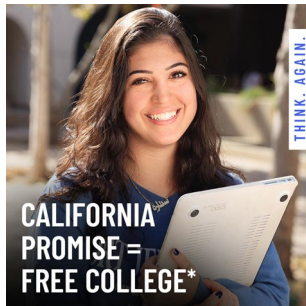
SOCIAL DEMO PERFORMANCE: 18-24

Top Ads	Site Visits	CTR
Think Again (video)	2,959	2.79%
California Promise (IG)	1,385	1.25%
California Promise (FB)	1,095	1.20%
Think Again (Alt)	809	1.99%



SOCIAL DEMO PERFORMANCE: 25-34

Top Ads	Site Visits	CTR
Think Again (video)	5,157	2.14%
California Promise (FB)	2,181	1.44%
California Promise (IG)	2,074	1.22%
LA Needs Welders (IG)	1,805	0.61%



YOUTUBE DEMO PERFORMANCE

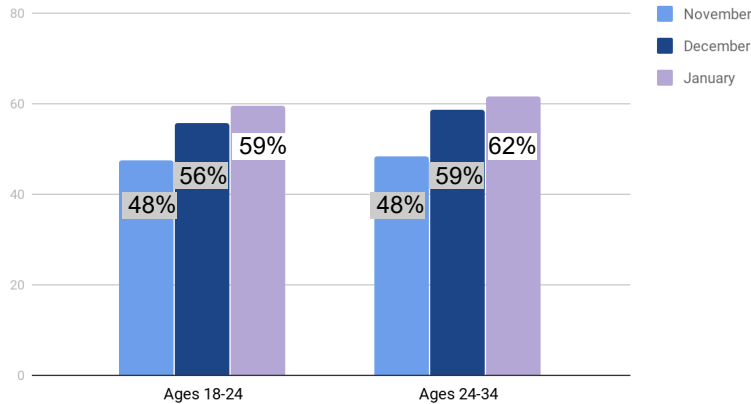
January is the second full month we are able to include Youtube performance. This platform continues to improve month-over-month and surpass benchmarks. January delivered:

11,321 clicks, 4,826,964 impressions and a **video completion rate of 53.89%**.

For perspective, a benchmark completion rate on Youtube skippable ads is 20%.

Video Completion by Demo

Video Completion Rate by Demo



VCR by Age Demo:

All age demos are have improved MoM

- Ages **25-34** = Video Completion Rate of 61.71%%
- Ages **18-24** = Video Completion Rate of 59.41%

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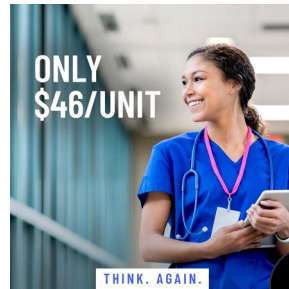
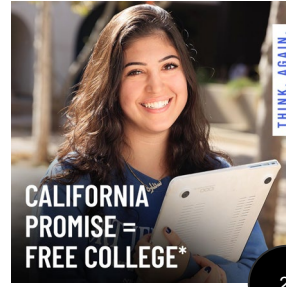
Demo Performance

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TOP FB/IG CREATIVE - LANDING PAGE VISITS

Top 5 ads delivering a total of >22,000 landing page visits || January Overall: 35,149



TOP ADS MAKING
UP NEARLY

64%

OF PAGE
CONVERSIONS
IN JANUARY

TOP FB/IG CREATIVE

Top 5 ads delivering a total of >22,000 landing page visits || January Overall: 35,149

January saw a slight dip in site visitation rate but overall saw more Thank You Page conversions meaning our ads are reaching and engaging with a more qualified audience.

Top performers hold similar month-over-month as “Think Again” and “LA Welders” continue to deliver strong performance. “California Promise” and “\$46/Unit” show that financial awareness conveys importance and urgency as they garner high site visitation.

At the end of January, “Think Again” was replaced with alternative copy promoting an encroaching enrollment deadline. It took less than a week for this video to prove its high success and become the fourth top performing ad for 18 to 24 year olds.

We know that welding, health care, and computer science are top leads in the database. We’ve created additional career-centric ads that focus on trade work and use labor imagery to promote the programs. We’re hopeful that this imagery will resonate similarly to the welding ads and help increase success.

TOP YOUTUBE CREATIVE

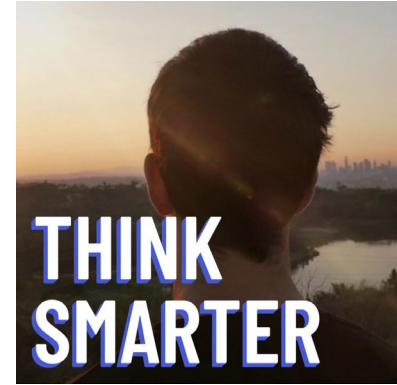
Top 3 Youtube Videos based on Completion Rate || Benchmark Completion Rate is 20%



#1 Completion: 64.88%
Impressions: 1.3MM
Clicks: 878



Completion: 53.74%
Impressions: 96,197
Clicks: 201



Completion: 55.55%
#1 Impressions: 1.7MM
Clicks: 2,801

YOUTUBE
CONTRIBUTED
TO MORE
THAN

8,200

LANDING
PAGE VIEWS



TOP YOUTUBE CREATIVE

January's Video Completion Rate Averaged 54%
A benchmark completion rate on Youtube skippable ads is 20%.

While Youtube as a platform is used more for branding, and therefore optimized towards completion rates, it is worth noting that all Youtube videos saw an increase in ad clicks by more than 8,000 clicks and drove nearly 25% of landing page traffic.

The average click through rate is up on nearly every single video that's live on Youtube. Both UGC and informative videos continue to see strong and continuously improving performance.

The best performing audience on Youtube is high school graduates and people in the market for an education.

Performance by Video	
1. Take The First Step - 878 clicks 64.88% CTR	
2. Rethink Community College - 2,801 clicks 55.55% CTR	
3. Why Millenials are Choosing Community College - 485 clicks 50.71% CTR	5. Get The Career Education You Deserve - 356 clicks 47.15% CTR
4. Learn More Than You Pay For - 139 clicks 46.69% CTR	6. Make the Smart Choice! - 5,792 clicks 39.97% CTR
	7. Professor Spills The Secret - 201 clicks 53.74% CTR
	8. Reasons Why Students Choose CCLA - 669 clicks 52.00% CTR

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OPTIMIZATIONS

After optimizing towards Instagram we have seen an increase in Thank You Page visits from this platform.

We implemented new copy at the end of January emphasizing the enrollment deadline and it has already resulted in increased performance. These changes prove that creating a sense of urgency is effective within copy and we would look to continue to promote various deadlines as they approach.

Males are more likely to click on an ad and make it to the landing page than females. This insight aligns with top performing creative such as LA Needs Welders which tends to be a male-dominated industry.

At the end of January we increased bidding to open up to the more aggressive market during enrollment season and we have already seen a spike in performance on all KPI's for the month of February.

After the enrollment deadline another batch of creative will launch. Creative efforts for these ads are focused on trade work using labor/career imagery paired with 'short-term programs'. Additionally, creative targeting the younger demo will launch using strong imagery and a sense of fun from insights learned on the SMC campaign.

Thank you!