2014-2015

Marketing Campaign Analytics

Board of Trustees Meeting
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1 REACHLOCAL CAMPAIGNS

From March-June 2015, RSCCD is conducting online search, display, and Facebook campaigns utilizing the support of a search engine advertising service.

ReachSearch

ReachSearch is a search engine advertising service that puts our text ads on top search engines and directories, helping more local students find our colleges. The campaign runs on Google, Yahoo, Bing and some other Search Engines. The Click-Through Rate (CTR) is the number of times a click is made on the ad divided by the total impressions.

Search Performance Summary

<insert search performance summary screen capture here—use the one from April's slides>

Search Activity Summary

<insert search activity summary screen capture here—use the one from April's slides>

Overall, our search campaign is achieving a 2.95% click-through rate (CTR). According to Google, the average click-through rate on AdWords paid search ads is 2%. Accordingly, anything over 2% can be considered an above average CTR.

We run a variety of key words on our search campaign. Below are some of the top performers.

<insert keyword breakdown screen capture here>

To give you an idea of what our search ads look on the page, here is a screen capture.

<insert image on April's slides that is headed by Google>

Once prospective students click through to our websites, it's important to see where they visit. Here is a breakdown of their web visits.

<insert web event chart on April's slides>

ReachDisplay

Sizmek has released its latest report benchmarking performance metrics for several online ad types and formats across the world. The study finds that in North America, the average click-through rate (CTR) for standard banners slipped from 0.1% to 0.08.

<insert Engagement Activity Summary display awareness screen capture here>

Facebook

This spring, for the first time, RSCCD is engaged in Facebook advertising. Analytics are really too preliminary to make a judgement on effectiveness.

<insert Facebook Engagement screen capture here>

2   PANDORA CAMPAIGN

<insert image from Pandora here>

3   UPSNAP CAMPAIGN

UpSnap runs our banner ads on a range of third-party networks (apps) including Pandora, AccuWeather, CBS News, ABC News, eventful, The Daily Meal, Weatherbug, and many more.

Although no analytics are available on the current campaign with UpSnap, Public Affairs supported Santa Ana College with a spring enrollment campaign using UpSnap. Below are the results of that campaign: