

# CCLA

FIRST 100-DAY SNAPSHOT  
OCT 2019-JAN 2020

THINK EXCITING THINGS  
DON'T HAPPEN



AT A COMMUNITY COLLEGE?

## TOTAL CAMPAIGN LEADS

**3,187** This number includes leads from social, display, etc

## SOCIAL LEAD GROWTH

**400%** Increase in social leads from the launch of the campaign to present

## LAUNCH - TO - DATE PERFORMANCE

To-Date we have seen a nearly 50% Site Visitation Rate with top performers including: Think Again UGC Video, 'Great Careers Start Here' Tryptich, "Turn Courage Into Career" bold imagery, "LA Needs Welders" career imagery, "California Promise" student ad.

## Facebook/Instagram

Impressions	<b>21,347,589</b>
Influenced Visits.	<b>100,052</b>
Video Views.	<b>611,192</b>
Budget Spent.	<b>\$135,107.55</b>

## Youtube

Impressions	<b>7,665,784</b>
Influenced Visits.	<b>9,420</b>
Video Views.	<b>4,089,570</b>
Budget Spent.	<b>\$56,565.45</b>

## Overall Performance

Impressions	<b>29,013,373</b>
Influenced Visits.	<b>109,472</b>
Video Views.	<b>4,700,762</b>
Budget Spent.	<b>\$191,673</b>

# 29M

MORE THAN 29M  
OVERALL IMPRESSIONS -  
**INCREASING BY MORE  
THAN 10% MoM**

# .5%

NEARLY .5% SITE  
VISITATION RATE -  
**500% STRONGER THAN  
ORIGINAL BENCHMARK**

# \$0.66

COST PER IMPRESSION IS -  
**90% LESS THAN THE  
BENCHMARK COST**

## PROCESS

1

Career Education receives call and/or email from Blackboard regarding potential student interest.

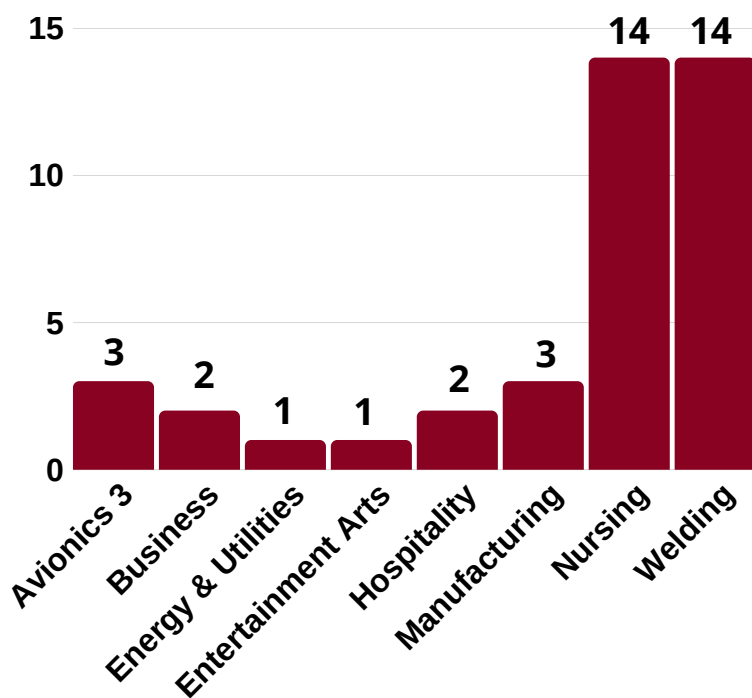
2

Career Education contacts potential student to learn more about area of interest and needs.

3

Students are given information over the phone and/or sent an email with department information.

## MOST POPULAR AREAS OF INTEREST:



## MOST ASKED QUESTIONS:

- When does the next semester start?
- How do I get started?
- How much is it attend Mt. SAC?
- Are there Financial Aid opportunities?
- Where is the schedule of classes?



**Most contact with leads are from the Welding Program**

# 114

**Total Days in Market**

This is 43% of the total days in our contract period ending June 30, 2020.

# 611

**Total Qualified Leads**

Total leads that are sent to the 19 colleges based on students' choice.

# 40

**Qualified Leads**

Amount of students referred to Mt. SAC. This is 6 leads above the average.