

<b>Program - Advertising</b>	<b>Budget</b>	<b>Impressions</b>	<b>Visits2</b>	<b>Calls2</b>	<b>Emails2</b>	<b>Web Events2</b>
Animal Science - Facebook	\$500.00	121,323	768	1	0	940
Animal Science - FB WC	\$500.00	1,414,790	402	1	0	269
Animal Science - SEM	\$1,000.00	5,312	100	0	0	17
Electronics & CT - Facebook	\$500.00	104,295	276	0	0	209
Electronics & CT - FB WC	\$500.00	1,480,082	513	0	0	342
Electronics & CT - SEM	\$1,000.00	3,980	97	0	0	16
Film & TV - Facebook	\$500.00	105,868	352	0	0	285
Film & TV - FB WC	\$500.00	1,454,624	378	3	0	254
Film & TV - SEM	\$1,000.00	5,797	67	4	0	17
Fire Tech - Facebook	\$500.00	104,353	308	0	0	220
Fire Tech - FB WC	\$500.00	1,436,001	396	1	0	264
Fire Tech - SEM	\$1,000.00	2,325	142	8	0	45
Interior Design - Facebook	\$500.00	117,628	407	0	0	381
Interior Design - FB WC	\$500.00	1,419,948	408	1	0	272
Interior Design - SEM	\$1,000.00	1,558	72	0	0	17
Paralegal - Facebook	\$500.00	103,172	636	0	0	693
Paralegal - FB WC	\$500.00	1,476,411	511	0	0	341
Paralegal SEM	\$1,000.00	1,644	56	3	0	11
Radio - Facebook	\$500.00	105,570	377	0	0	263
Radio - FB WC	\$500.00	1,435,424	297	0	0	100
Radio - SEM	\$1,000.00	6,397	430	6	1	45
Vet Tech - Facebook	\$500.00	130,630	378	0	0	310
Vet Tech - FB WC	\$500.00	1,413,081	345	0	0	230
Vet Tech - SEM	\$1,000.00	2,671	98	3	0	34
	<b>\$16,000.00</b>	<b>12,452,884</b>	<b>7,814</b>	<b>31</b>	<b>1</b>	<b>5,575</b>

**Facebook** were general ads. **FB WC** are a different type of Facebook ad used in the second cycle. **SEM** is search engine marketing.

**Budget** is the amount of money allotted

**Impressions** is the number of times the ad was shown

**Visits** is the number of times a person is shown the ad and then went to your website and browsed.

**Calls** is the number of people who placed a call *immediately* after seeing your ad

**Emails** is the number of people who send an email *immediately* upon seeing the ad

**Web events** are interactions with the ad or website, such as clicking an apply button, filling out a form, liking a post, etc.