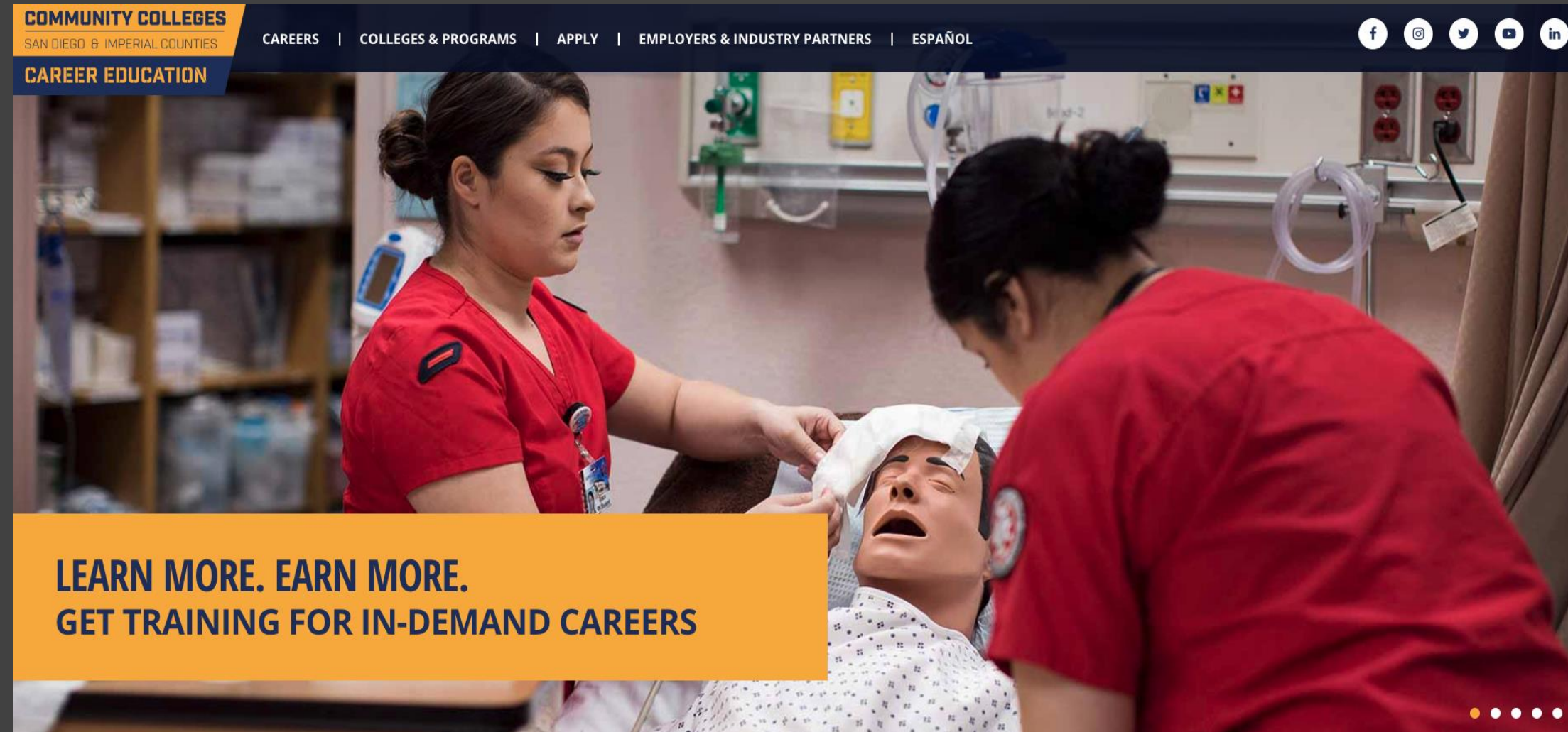


3fold

San Diego and Imperial County College Consortium

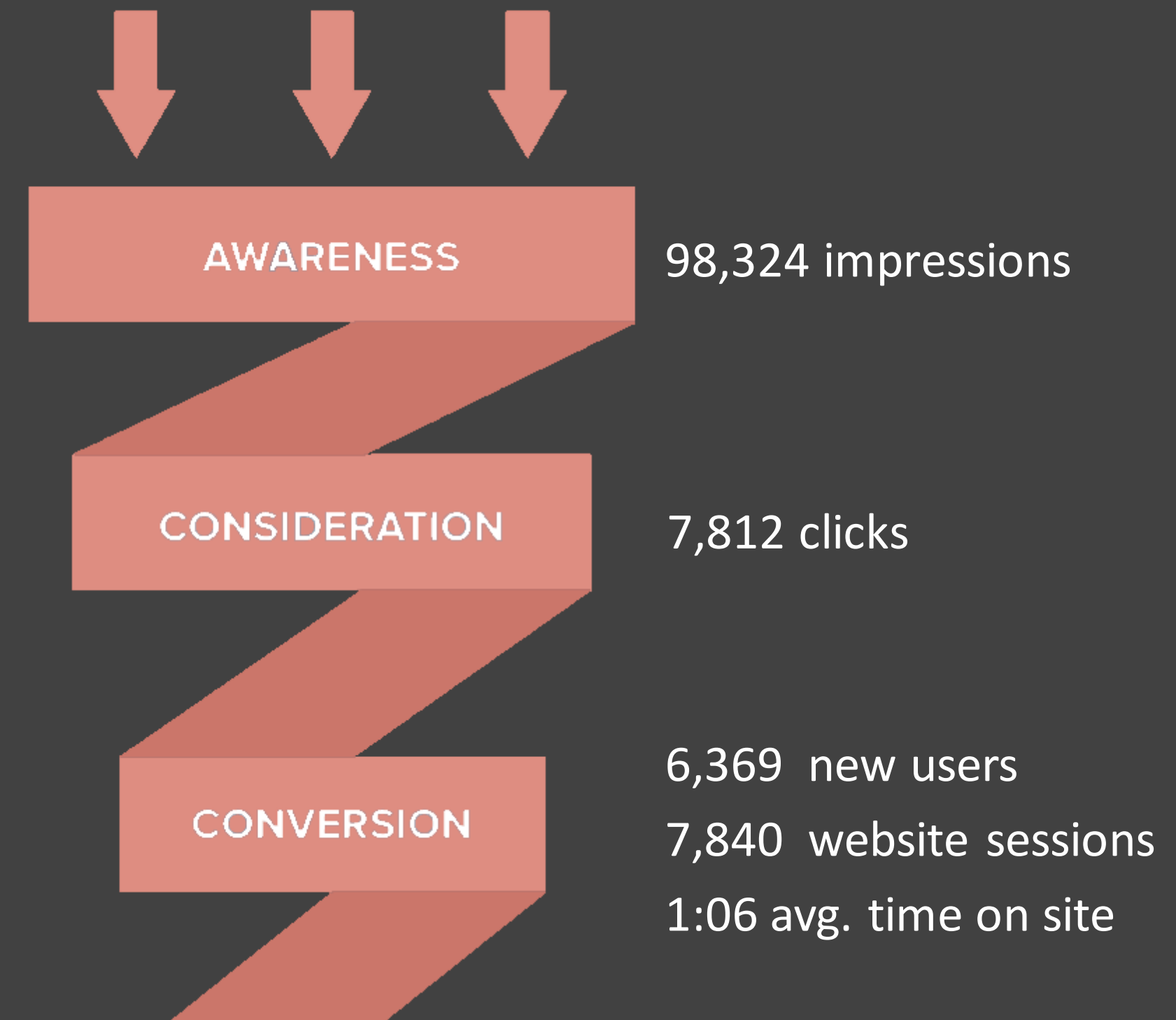
September 2022

CAMPAIGN SUMMARY



Summary: The SDICC search campaign Initiative generated 98,324 impressions and 7,812 clicks. This resulted in 7,840 sessions and 6,369 new users to the website. Pageviews sourced from the campaign showed users spending an average of 1:06 on page.

The Result



CONTRACT OVERVIEW

August '22 – September '22

Campaign objective

- Engage with individuals who are looking to change careers or re/up-skill at any of the 10 community colleges in the San Diego and Imperial Counties Consortium. The target audience will be directed to the SDICC Career Education website.

Target audience

- Adult Re/Up-skillers, ages 18-55 in the San Diego and Imperial Counties, Adults ages 18-55 looking for a promotion and/or how to deal with workplace environments.


Campaign KPIs


- **Awareness**
 - Impressions
- **Consideration**
 - Clicks
 - Click-thru-rate (CTR)
 - Website visits
- **Conversion**
 - Time on-site


CAMPAIGN SUMMARY


Over the first month of the campaign, paid search has generated 98,324 impressions and 7,812 clicks for a CTR of 7.95%, which is roughly twice the industry standard. The campaign was responsible for getting 7,845 visitors to the website with 6,371 of those coming from new users. In terms of keyword performance, phrases including “San Diego community colleges” led all terms with 27,779 impressions and 3,379 clicks. The highest yielding program-specific keyword was “dental hygienist education and training” which generated 2,389 impressions and 220 clicks followed by “become a licensed realtor” with 1,994 impressions and 239 clicks. The ad group and keywords that performed the lowest were Web Development, Broker, Hospitality Management, Nurse Assistant, HVAC, and Auto Tech.

The Result

 98,324 impressions

 7,812 clicks

 7.95% CTR

 \$4.49 CPC

 7,845 sessions (83% of all sessions)

 6,371 new users (85% of all new users)

THANK YOU