

Dates: July 11 through September 20, 2025

Goal: To raise awareness of enrollment in the Fall 2025 semester at New Mexico Junior College.

Impressions

Imp. Delivered1.4M

Avg. Imp. per Day17,222

Cost Per Imp.\$0.0145



Ca mpa i gn	# Imp. ^	Imp./Day	\$/ I mp.
2025-01 Fall Registration - CTV	96,882	1,042	\$0.05
2025-01 Fall Registration - Video	104,556	1,413	\$0.04
2025-01 Fall Registration - Social Display	116,340	1,492	\$0.01
2025-01 Fall Registration - Display	1,059,963	11,777	\$0.01

Ca mpa i gn	Clicks	CTR	CPC ^
2025-01 Fall Registration - CTV	84	0.09%	\$59.49
2025-01 Fall Registration - Social Display	290	0.25%	\$5.08
2025-01 Fall Registration - Display	3,439	0.32%	\$2.81
2025-01 Fall Registration - Video	2,911	2.78%	\$1.32

Clicks

Total Clicks6,724

CTR0.49%

Cost per Click (CPC)\$2.97

Conversions

Total Conversions3,862

Cost Per Action (CPA)\$5.18



Ca mpa i gn	Acti o n s	CPA ^
2025-01 Fall Registration - Video	86	\$44.83
2025-01 Fall Registration - Display	713	\$13.56
2025-01 Fall Registration - Social Display	141	\$10.46
2025-01 Fall Registration - CTV	2,922	\$1.71

KPIs by Device Type

Phone	Im pre s s ion s980,786 Total Actions497	Clicks5,425 Conversion Rate9.16%	CTR0.55%
Tablet	Im pre s s ion s245,697 Total Actions50	Clicks1,165 Conversion Rate4.29%	CTR0.47%

Computer	Im pre s s ion s54,376 Total Actions362	Clicks50 Conversion Rate724.00%	CTR0.09%
Unknown	Im pre s s ion s96,882 Total Actions2,323	Clicks84 Conversion Rate2,765.48%	CTR0.09%

Device data is not available for LinkedIn or YouTube campaigns. A device is categorized as Unknown when the system can't infer the device type being utilized at the time by the targeted user.



Enrollment Match

Enrollments: 485

ROI: 482.22%

ROI calculated by average of 6 CH x tuitions of \$40/CH per enrollee