

Digital Marketing Report

Impressions

How many ads were served:

212,379

Clicks

Times a user clicked on an ad

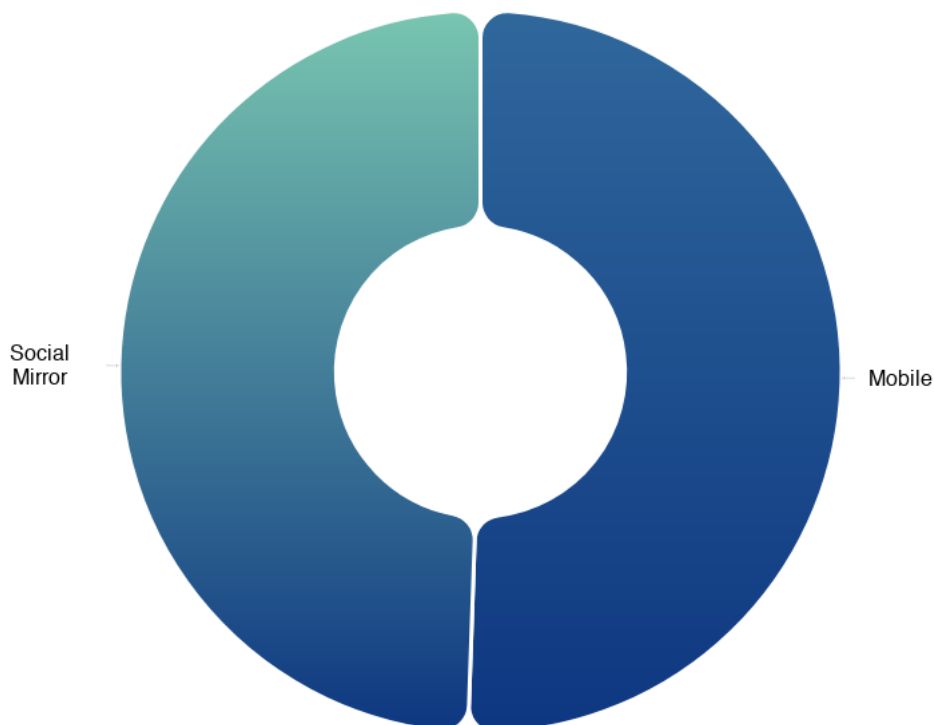
514

Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

0.24%

Your Product Breakout by Impressions



Total Engagement Rate

0.40%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

3.46

X the National Avg (.07%)

*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Northeast Texas Community College - College & Admissions/Online Education/Job Seekers Behavioral Social Mirror	53,922	96	0.18%	2.54
Northeast Texas Community College - AI Social Mirror	49,608	48	0.10%	1.38
Northeast Texas Community College - Site Retargeting Mobile	35,047	122	0.35%	4.97
Northeast Texas Community College - Gen Z/Education Center Students Mobile	34,966	129	0.37%	5.27
Northeast Texas Community College - Geo-Retargeting Mobile	34,963	96	0.27%	3.92
Northeast Texas Community College - Geo-Fencing Mobile	2,385	11	0.46%	6.59
Northeast Texas Community College - Keyword Social Mirror	1,361	9	0.66%	9.45
Northeast Texas Community College - Retargeting Social Mirror	127	3	2.36%	33.75

Social Mirror View-through Conversions

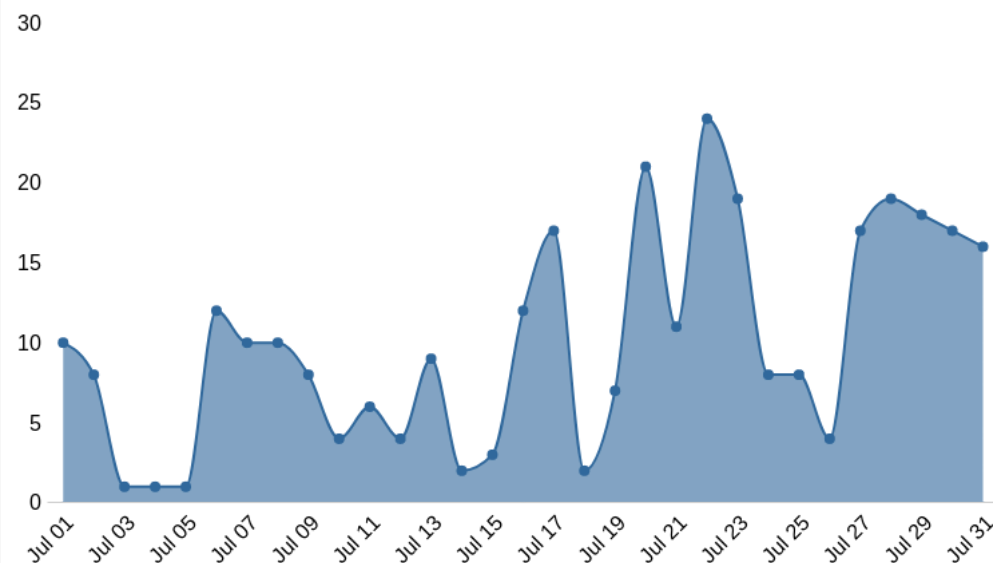


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

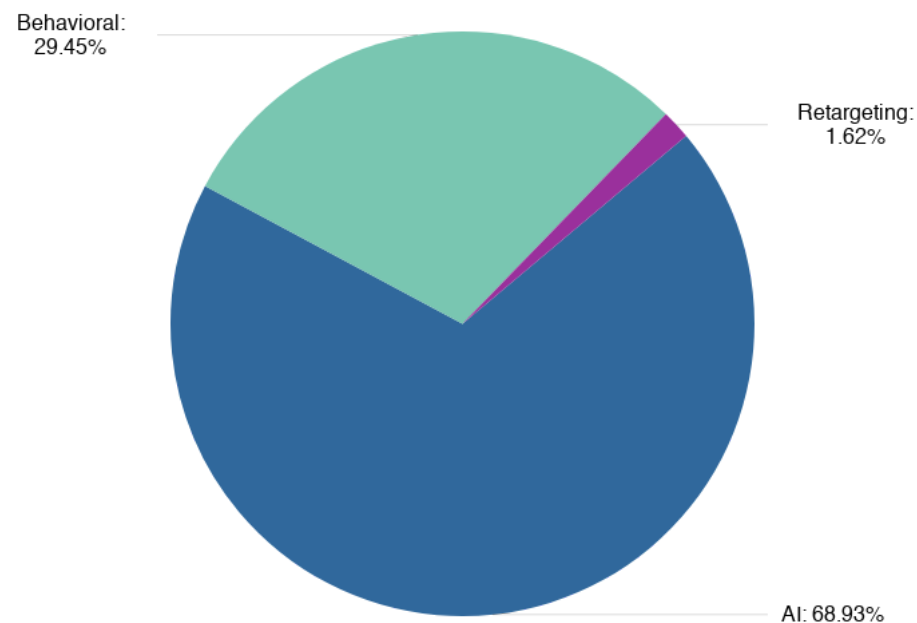
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Northeast Texas Community College Homepage Visits	278
Northeast Texas Community College 0142 Phone Click Conversion	12
Northeast Texas Community College 8100 Phone Click Conversion	12
Northeast Texas Community College Home Icon Click Conversion	6
Northeast Texas Community College Blue Apply Now Click Conversion	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting Click Conversions



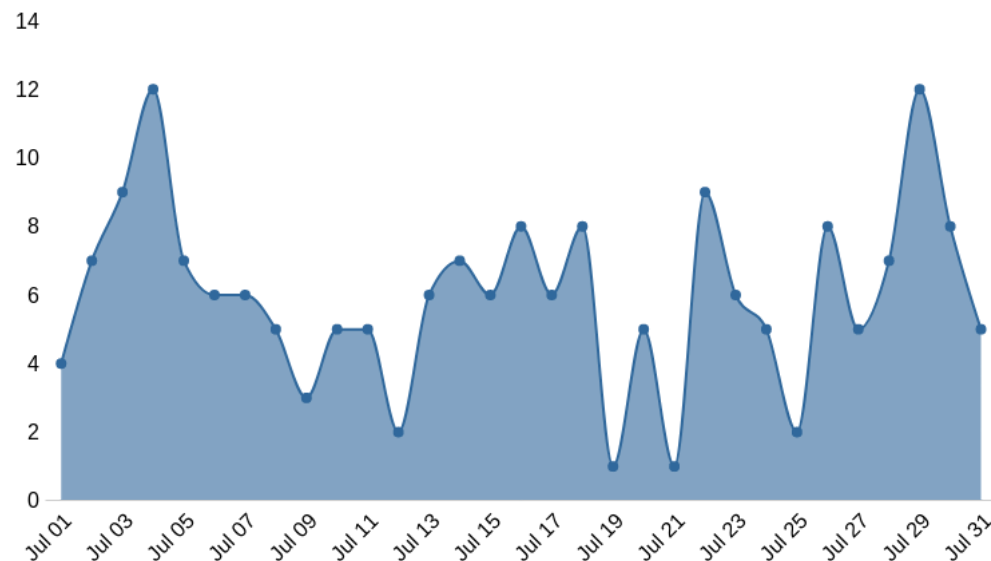
186

Times users clicked on an ad leading to your site and visited a page or completed an action

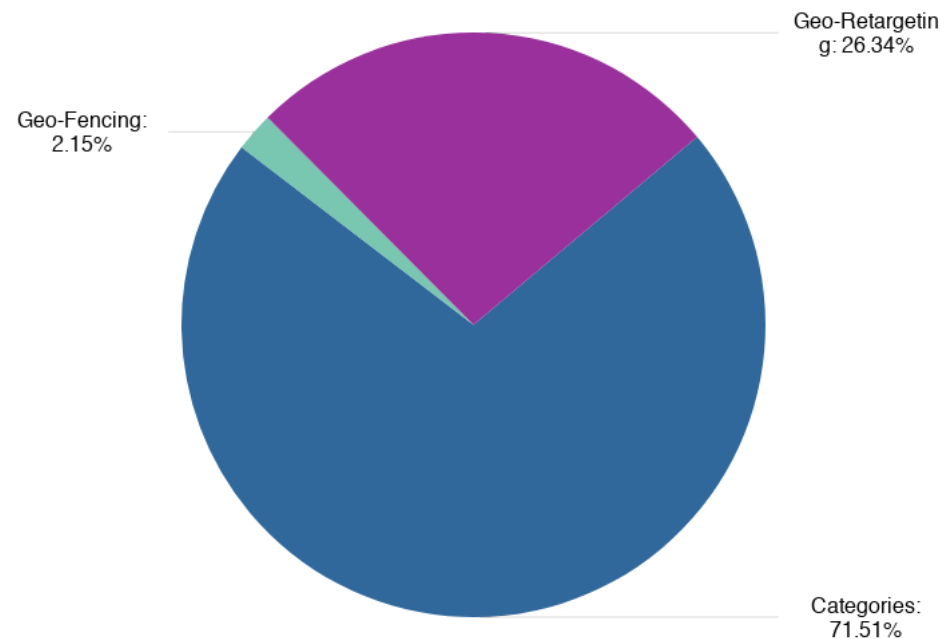
Mobile Conquesting Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Northeast Texas Community College Register Now 26 Page View	186

Mobile Conquesting Click Conversions by Day



Top Mobile Conquesting Click Conversions by Strategy



Mobile Conquesting View-through Conversions

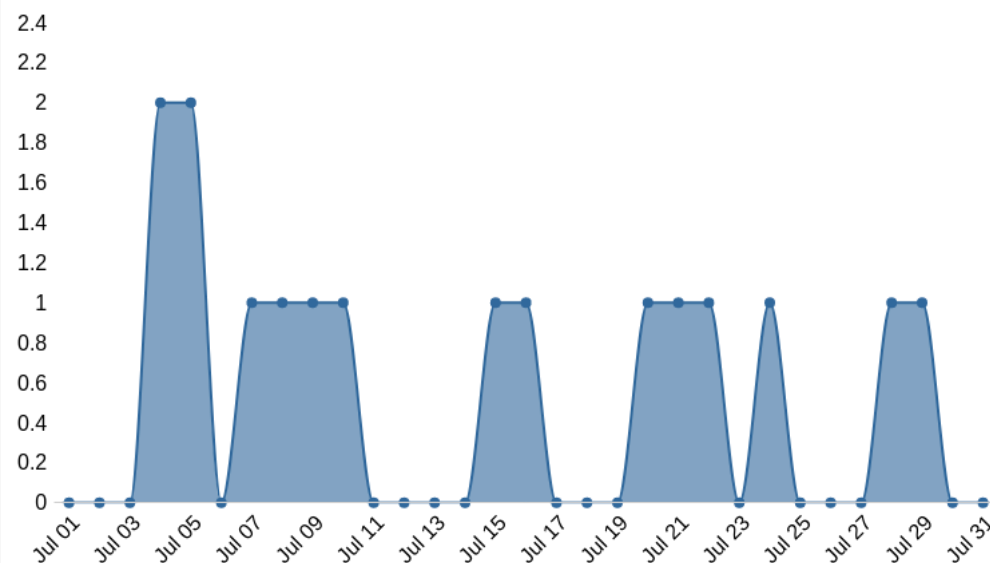


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

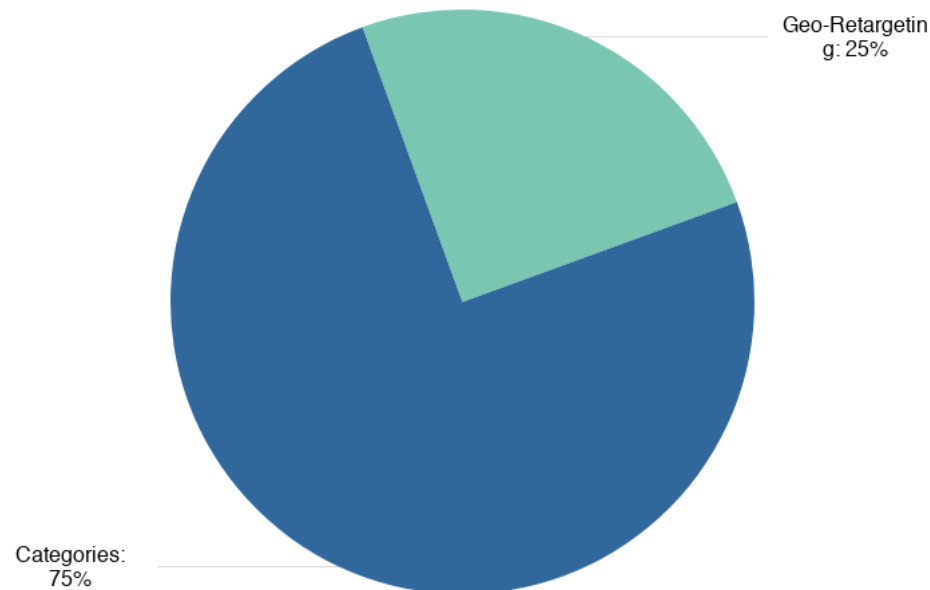
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
Northeast Texas Community College Register Now 26 Page View	16

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy





Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits

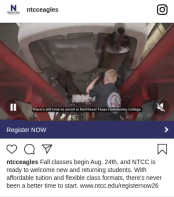
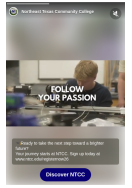
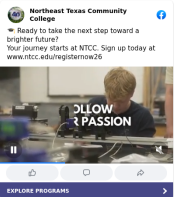
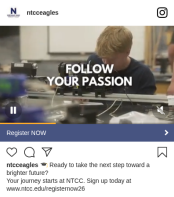


Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
North East Texas Community College	2886 FM 1735	Mount Pleasant	TX	75455	4

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Northeast Texas Community College_SM_7.1_IG_Fall classes begin Aug. 24th	53,350	78	0.15%	2.09
	Northeast Texas Community College_SM_7.1_FB_Fall classes begin Aug. 24th	49,733	74	0.15%	2.13
	Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step Story	1,329	4	0.30%	4.30
	Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step FB	286	0	0.00%	0.00
	Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step IG	320	0	0.00%	0.00



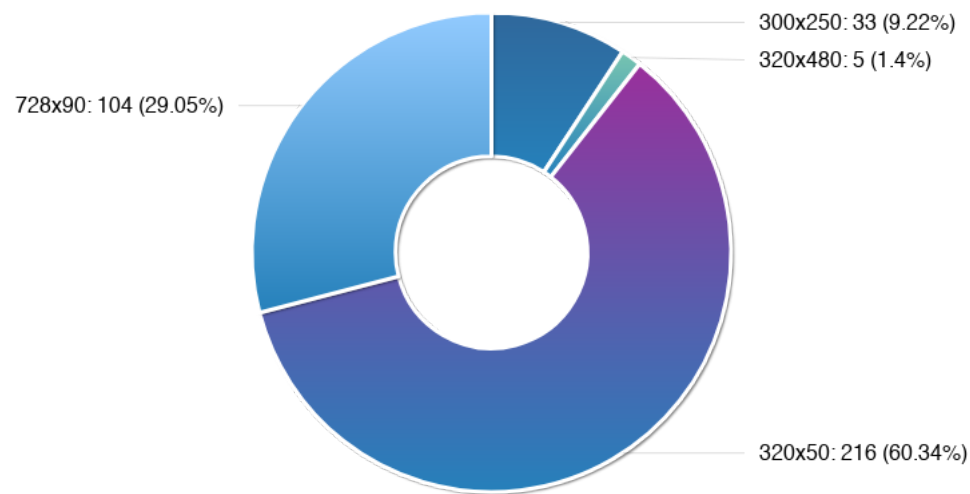
Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step Story	Variant: V_00011	Story	Click to View	11.28%	0.45%
Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step IG	Variant: V_00001	Video	Click to View	9.79%	0.26%
Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step Story	Variant: V_00014	Story	Click to View	7.87%	0.65%
Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step Story	Variant: V_00006	Story	Click to View	7.12%	0.00%
Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step Story	Variant: V_00008	Story	Click to View	6.64%	0.19%
Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step IG	Variant: V_00003	Video	Click to View	5.47%	0.70%
Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step FB	Variant: V_00009	Video	Click to View	3.16%	0.00%
Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step IG	Variant: Original	Video	Click to View	3.09%	0.41%
Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step Story	Variant: V_00001	Story	Click to View	2.98%	0.00%
Northeast Texas Community College_3.16.26_Social Mirror_Ready to take the next step Story	Variant: V_00010	Story	Click to View	2.72%	0.47%

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Northeast Texas Community College_NTCCCA_1.gif	42,018	112	0.27%	3.81
	Northeast Texas Community College_11.24.25_Scroller Ad	38,809	104	0.27%	3.83
	Northeast Texas Community College_NTCCCA_4.gif	22,398	104	0.46%	6.63
	Northeast Texas Community College_NTCCCA_2.gif	3,627	33	0.91%	13.00
	Northeast Texas Community College_NTCCCA_3.gif	509	5	0.98%	14.03

Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	634 S Post Oak St	Winnsboro	TX	75494			502	5	1.00%
	1402 N Jefferson Ave	Mt Pleasant	TX	75455			369	2	0.54%
	300 N Texas St	Pittsburg	TX	75686			336	2	0.60%
	200 Texas St	Daingerfield	TX	75638			300	0	0.00%
	850 Buffalo St	Gilmer	TX	75644			224	0	0.00%
	105 E 16th St	Mt Pleasant	TX	75455			207	0	0.00%
	2110 N Edwards Ave	Mt Pleasant	TX	75455			151	1	0.66%
	509 Texas 37 Business	Mt Vernon	TX	75457			89	0	0.00%
	2002 N Jefferson Ave	Mt Pleasant	TX	75455			42	0	0.00%
	601 N Madison	Mt Pleasant	TX	75455			41	0	0.00%
	301 W 16th St	Mt Pleasant	TX	75455			32	0	0.00%
	1304 N Edwards	Mt Pleasant	TX	75455			26	1	3.85%
	1713 N Edwards	Mt Pleasant	TX	75455			17	0	0.00%
	607 Linda Dr	Daingerfield	TX	75638			11	0	0.00%
	701 Russell	Hughes Springs	TX	75656			11	0	0.00%
	700 S Main St	Winnsboro	TX	75494			6	0	0.00%
	303 North Texas Street	Pittsburg	TX	75686			5	0	0.00%
	314 E Coke Rd	Winnsboro	TX	75494			5	0	0.00%
	101 S Greer Blvd	Pittsburg	TX	75686			3	0	0.00%
	102 N Jefferson Ave	Mt Pleasant	TX	75455			3	0	0.00%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	65,997	105	0.16%
Desktop	A personal computing device that remains stationary at one location.	33,819	43	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,201	8	0.15%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	4,372	0	0.00%
aol.com	3,623	0	0.00%
The Scoop	3,464	5	0.14%
imdb.com	2,823	3	0.11%
foxnews.com	1,580	6	0.38%
Pinterest	1,502	0	0.00%
nypost.com	1,470	2	0.14%
usatoday.com	1,367	1	0.07%
apnews.com	1,059	3	0.28%
ebay.com	1,026	0	0.00%
zillow.com	974	1	0.10%
themirror.com	928	5	0.54%
pinterest.com	667	0	0.00%
jcpenny.com	644	1	0.16%
bikersbyte.com	641	0	0.00%
Fox News: US & World Headlines	580	1	0.17%
Fox News - Daily Breaking News	563	0	0.00%
biblegateway.com	534	0	0.00%
dailymail.com	478	2	0.42%
crispcrumbs.com	436	0	0.00%

Google Analytics 4 Performance

125,876	74,395	29,858	40.13%	62,617	51,584
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS
	66,096	1.19	620:58:48		
	TOTAL USERS	SESSIONS PER USER	TOTAL USER ENGAGEMENT		

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

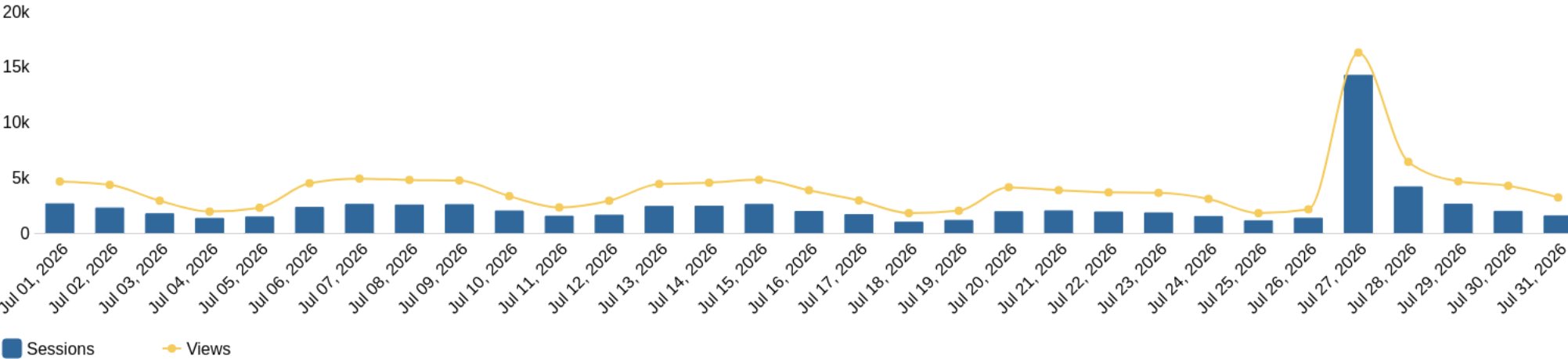
Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.



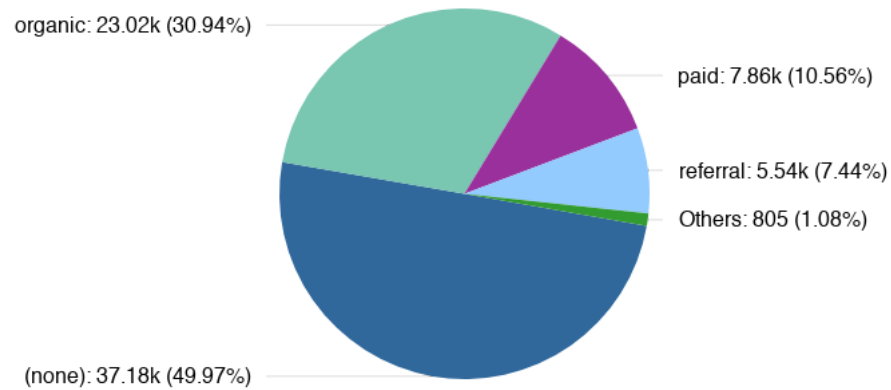
Google Analytics 4 Performance by Day



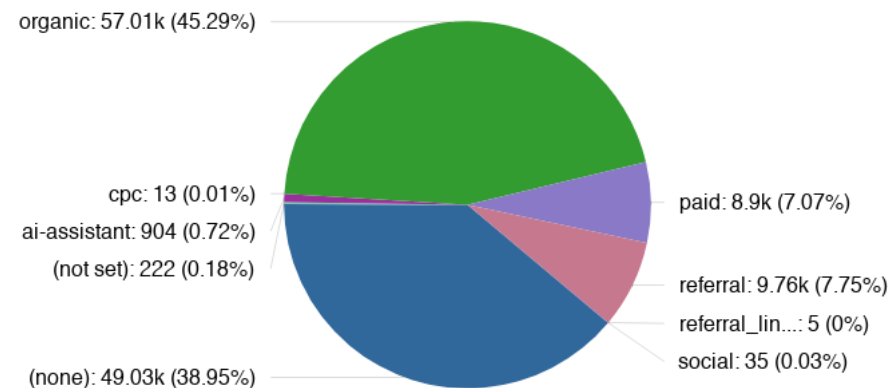
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	74,395	125,876	620:58:48	1.69	40.13%
www.ntcc.edu	74,395	125,876	620:58:48	1.69	40.13%

Google Analytics 4 Sessions by Medium



Google Analytics 4 Page Views by Medium

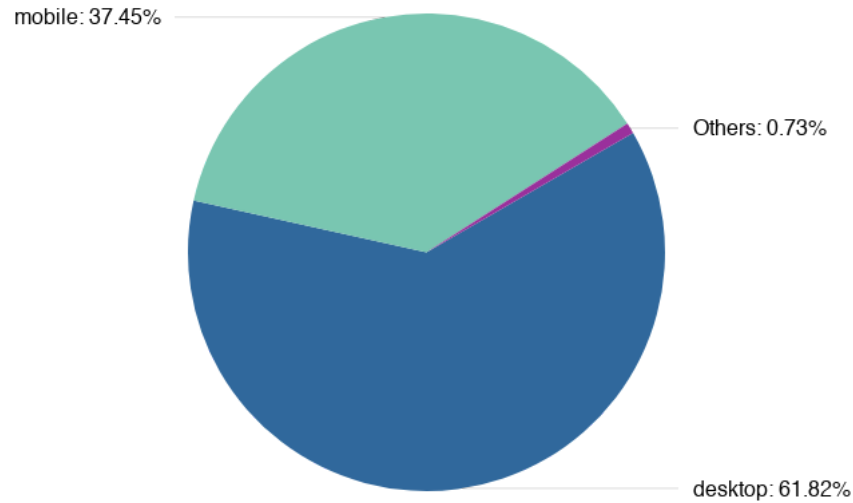


Grid contains more rows, but they have been clipped.

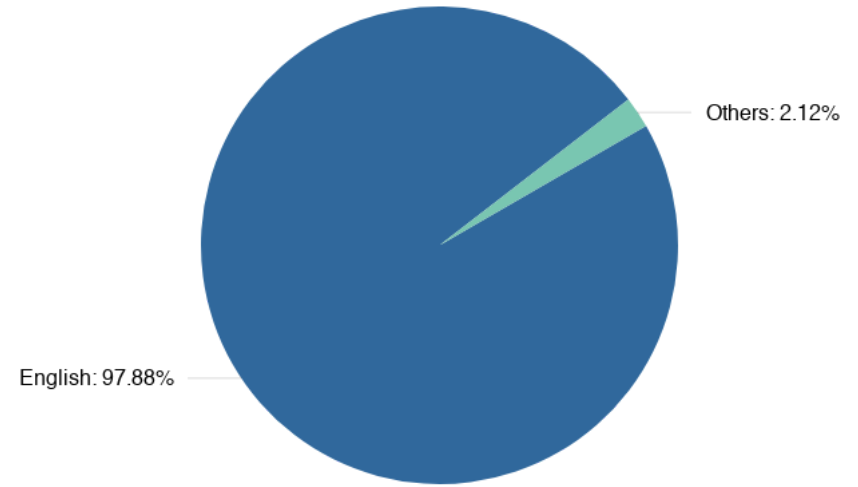
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	412,866
page_view	125,876
user_engagement	75,624
session_start	74,294
first_visit	51,584
click	43,207
scroll	32,430
form_start	3,073
form_submit	2,677
PDF	2,232
file_download	1,581
PNG	276
JPG	8

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	74,799	125,876	30,257	40.45%	620:58:48
Chrome	44,755	68,915	17,910	40.02%	338:54:16
Safari	22,756	41,693	9,178	40.33%	180:34:18
Edge	3,963	9,615	2,209	55.74%	78:30:57
Android Webview	1,547	2,209	332	21.46%	05:10:14
Firefox	675	1,846	334	49.48%	11:33:28

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	64,843
/	10,443
/academics/programs-study	1,674
/about-us/human-resources/job-openings	1,513
/academics/explore-our-programs	930
/student-services	832
/registernow26	716
/about-us/human-resources-college-relations	702
/student-services/registrars-office/transcript-requests	665
/about-us/human-resources/directory	639
/student-services/business-office/tuition-and-general-fees-calculator	622

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		86,315	125,876	34,971	40.52%	620:58:48
Singapore	(not set)	14,800	14,696	6,401	43.25%	19:38:56
Dallas	Texas	11,616	24,612	6,023	51.85%	131:09:39
Mount Pleasant	Texas	6,768	16,137	3,395	50.16%	116:39:57
Houston	Texas	1,718	3,104	777	45.23%	16:52:33
(not set)	Texas	1,379	3,263	676	49.02%	17:55:48
Fort Worth	Texas	1,083	1,996	477	44.04%	18:03:05
New York	New York	977	1,203	442	45.24%	03:11:29
Urumqi	Xinjiang	885	874	136	15.37%	00:18:05
Pittsburg	Texas	871	1,905	408	46.84%	11:00:12
Ho Chi Minh City	Ho Chi Minh	836	133	281	33.61%	02:05:19
(not set)	(not set)	638	673	84	13.17%	00:18:41
Chennai	Tamil Nadu	618	2,335	334	54.05%	15:44:21
Austin	Texas	616	1,002	236	38.31%	04:40:24
(not set)	(not set)	587	587	8	1.36%	00:01:50
Texarkana	Texas	579	1,138	245	42.31%	07:18:12

All available products in our *toolbox*.



Social Mirror



Mobile Conquesting



Connected TV



Meta



Website Visitor ID



TikTok



Search Engine Optimization



Performance Max



Digital Out-Of-Home



LinkedIn



Amazon Targeting



Live Chat



Google Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.