



**Blackboard®**



COMMUNITY COLLEGES  
OF LOS ANGELES

# Monthly Report

January 2020

# Performance Summary

2,933

Total Leads

114

Days in Market

41%

Media Budget  
Spent



HIGH LEVEL  
*takeaway*

## **Account performance is healthy overall**

Media campaigns continue to perform well and in line with expectations while the call center continues to increase lead connection. Media spend was up in January, in line with the budget plan, generating a higher lead volume and ultimately decreasing the overall cost per lead. Additionally, the percent of qualified leads and successful transfers to the individual campuses remain consistent.

# Blackboard Paid Media Performance & Trends



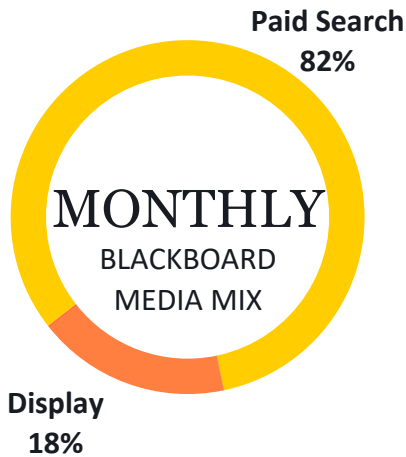
# Paid media status dashboard



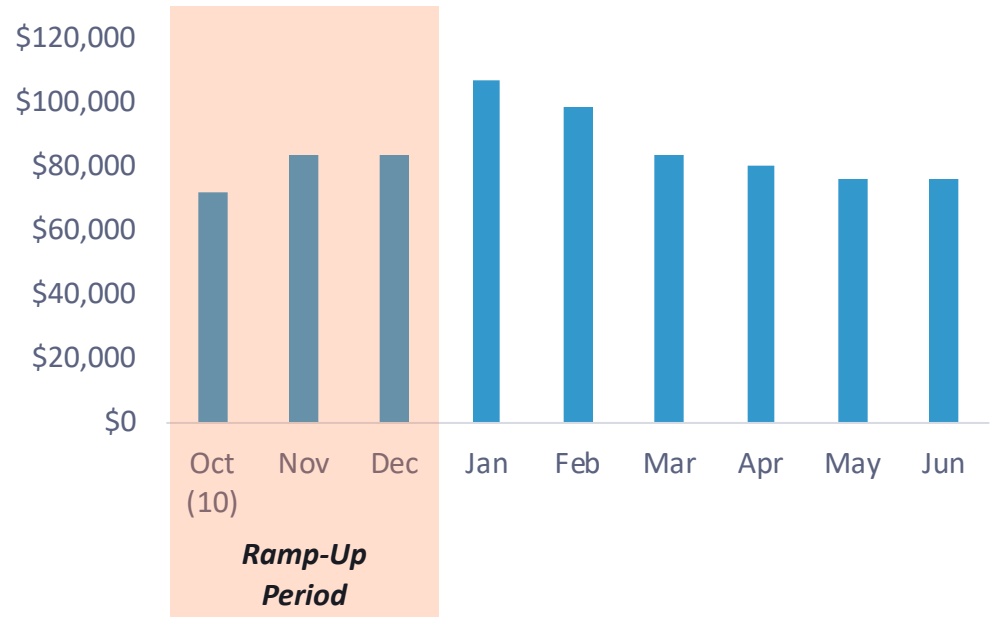
## Percent of media budget spent



## Days in market



## Media flight plan



# Spend & Leads

Media performance trends



Spend increased in January, in line with the media flight plan to take advantage of market demand. As a result, leads also increased across channel.

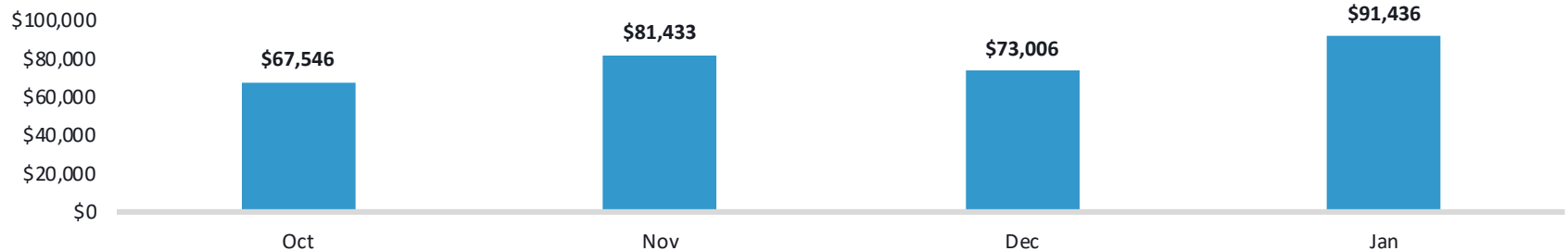


**\$91.5K**  
Monthly spend

**419**  
leads

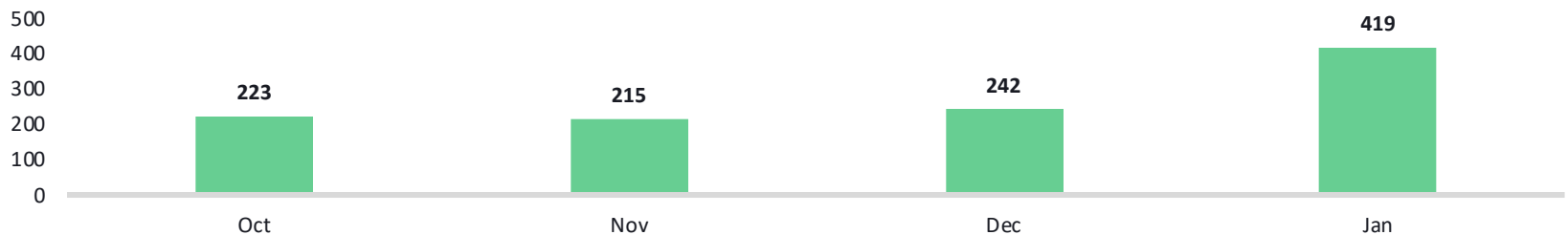
## Spend

BY MONTH



## Paid Media Leads

BY MONTH



# Clicks & Click Through Rate

Media performance trends



Click volume decreased in January as we paused the retargeting campaign due to low performance. In reaction to this change, click through rate increased, which is a normal reaction when click volume drops.

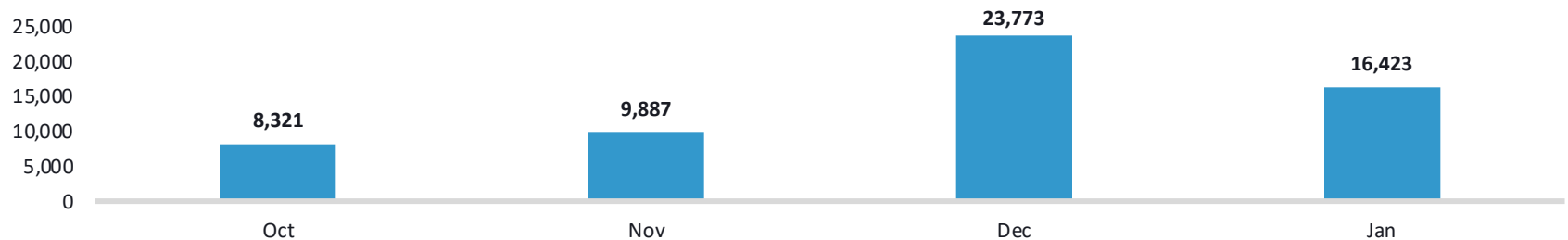


**16.4k**  
Monthly clicks

**0.64%**  
CTR

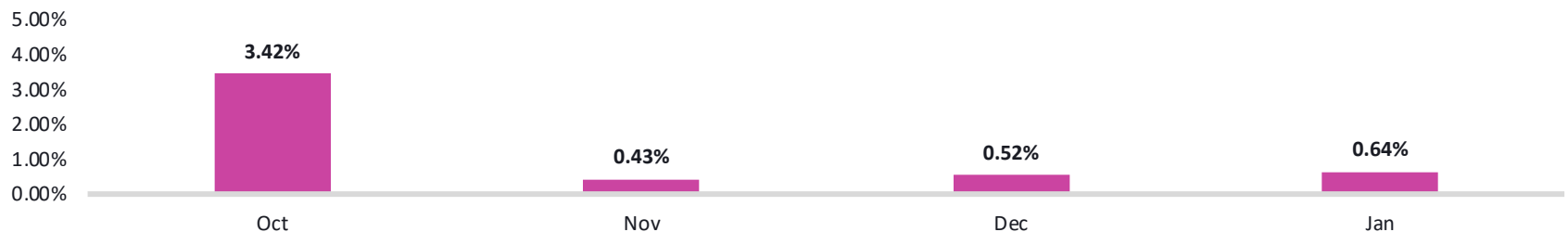
## Click volume

BY MONTH



## Click through rate

BY MONTH



# Microsite Conversion Rate

Media performance trends



Conversion rates continue to improve further across all media channels due to ongoing optimization efforts, related to targeting and placement. Google campaigns remain strong, we've seen healthy performance on Bing to start, and conversions on Display have also increased since last report.



## 3.75%

Overall conversion rate

## Conversion rate

BY MONTH

6%

5%

4%

3%

2%

1%

0%

Oct

Nov

Dec

Jan

■ OVERALL CVR

4.55%

Google Paid Search CVR

2.76%

Bing Paid Search CVR

1.87%

Display CVR

3.76%

3.40%

1.68%

3.75%

# Top-of-funnel costs



Cost per click increased in January as competition ramped back up following the holiday season. However, cost per lead saw significant improvement this reporting period, post launch of the new Bing paid search campaign and as the Native campaign scaled efficiently.

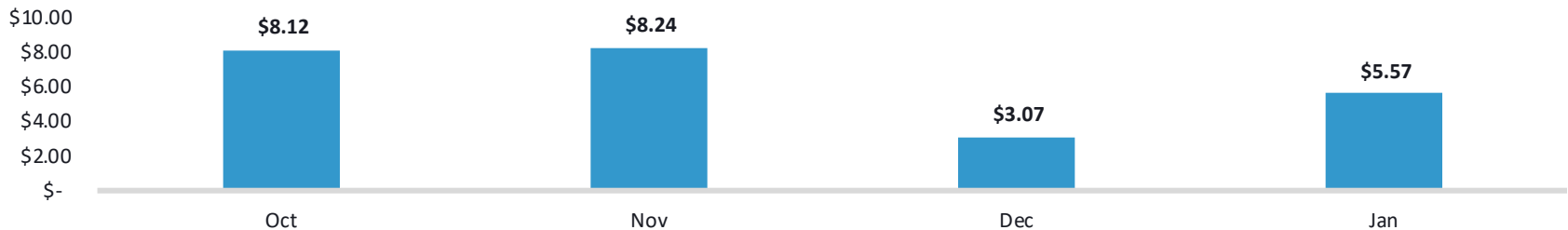


**\$5.57**  
Cost-per-click

**\$218.22**  
Cost-per-lead

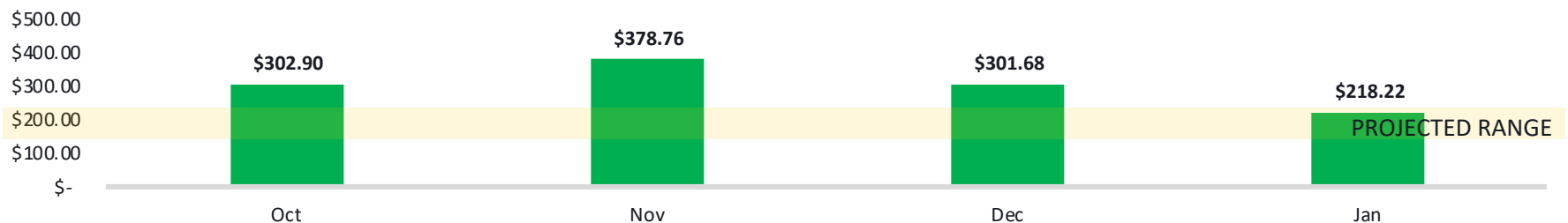
## Cost per click

BY MONTH



## Cost per lead

BY MONTH





# Google

Data as of 1/31

Campaign x campaign year-to-date performance

Despite heavier competition in January, campaigns continued to improve overall with higher conversion rates and lower costs. Education, Healthcare and Engineering Design campaigns saw the largest boost in performance this period while the General campaign continued to generate the most conversions.

Campaign Name	Clicks	Impressions	CTR	Cost	CPC	Conversions	Cost per conversion	Conversion rate
BB-Retargeting (paused)	12,941	1,348,818	0.96%	\$2,090.15	\$0.16	7	\$298.59	0.1%
BB-Branded	1,105	12,369	8.93%	\$5,184.64	\$4.69	72	\$72.37	6.5%
BB-Business-Entrepreneurship	1,219	42,566	2.86%	\$17,892.62	\$14.68	40	\$442.44	3.3%
BB-Education	5,548	110,908	5.00%	\$25,329.11	\$4.57	151	\$167.97	2.7%
BB-Energy-Utilities	331	18,543	1.79%	\$6,570.93	\$19.85	5	\$1,315.17	1.5%
BB-Engineering-Design	1,909	28,029	6.81%	\$23,360.48	\$12.24	82	\$284.31	4.3%
BB-Entertainment -Digital Media	4,172	102,204	4.08%	\$27,332.04	\$6.55	169	\$161.39	4.1%
BB-General	8,751	172,673	5.07%	\$50,197.76	\$5.74	463	\$108.50	5.3%
BB-Healthcare-Medical Technology	3,507	118,128	2.97%	\$24,204.13	\$6.90	166	\$145.57	4.7%
BB-Information-Technology	3,347	178,610	1.87%	\$26,078.96	\$7.79	116	\$225.10	3.5%
BB-Manufacturing –Prod. Dev	3,893	78,435	4.96%	\$25,621.91	\$6.58	156	\$164.63	4.0%
BB-Transportation	1,548	32,200	4.81%	\$24,768.28	\$16.00	61	\$406.91	3.9%
<b>TOTALS</b>	<b>48,271</b>	<b>2,243,483</b>	<b>2.15%</b>	<b>\$258,631.01</b>	<b>\$5.36</b>	<b>1488</b>	<b>\$173.86</b>	<b>3.08%</b>

# Bing

DATA AS OF 1/31

Campaign x campaign year-to-date performance

A paid search campaign was launched on Bing as of January 8 to test a new channel. The campaign started off relatively strong and is scaling well in a highly competitive month and channel. We were able to generate high conversions for the Manufacturing, Engineering Design and General campaigns. The Energy Utility, Transportation, Education and branded campaigns were paused for the second half of January, mainly due to high cost and lower performance relative to the other campaigns. Overall however, the channel is producing solid conversions at a healthy cost.

Campaign Name	Clicks	Impressions	CTR	Cost	CPC	Conversions	Cost per conversion	Conversion Rate
BB-Bing Ads	2,133	75,098	2.84%	\$10,010.31	\$4.69	58	\$172.59	2.72%
<b>TOTALS</b>	<b>2,133</b>	<b>75,098</b>	<b>2.84%</b>	<b>10,010</b>	<b>\$4.69</b>	<b>58</b>	<b>\$172.59</b>	<b>2.72%</b>

# Programmatic Display

DATA AS OF 1/31

Campaign x campaign year-to-date performance

Costs for the Programmatic Display ads are slowly but steadily decreasing as the campaigns stabilize in the market. The Native campaign ramped up quickly following launch in December and is off to great start. Conversion volume increased and cost per conversion saw a significant drop this reporting period (previously \$391.91 per conversion overall).

Campaign Name	Clicks	Impressions	CTR	Cost	CPC	Conversions	Cost per conversion	Conversion Rate
Cross Screen Display	6,930	5,439,903	0.13%	\$34,773.09	\$5.02	103	\$337.60	1.49%
Native Ads	1,238	1,108,844	0.11%	\$10,040.99	\$8.11	27	\$371.89	2.18%
<b>TOTALS</b>	<b>8,168</b>	<b>5,439,903</b>	<b>0.13%</b>	<b>\$44,814.08</b>	<b>\$5.49</b>	<b>130</b>	<b>\$344.72</b>	<b>1.59%</b>

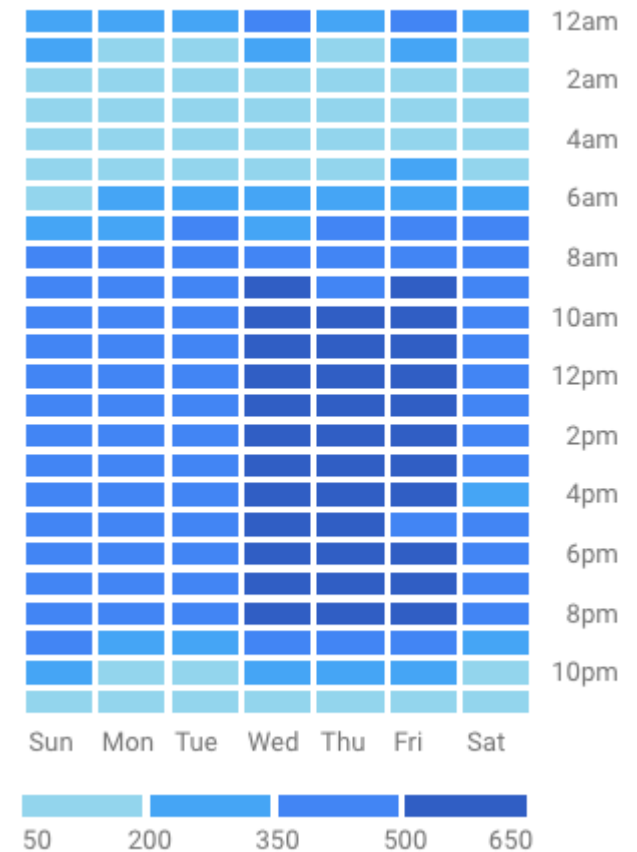


# Microsite Performance

1/1 - 1/31

Users	Sessions	Bounce Rate	Session Duration
55K	60K	89.03%	0m 18s

Users by time of day



Top Pages	Pageviews
/	34,169
/paying-for-college	8,784
/trades-construction-programs	5,165
/why-ccla	2,838
/healthcare-medical-technology-programs	2,570
/entertainment-digital-media-programs	1,834
/education-programs	1,791
/thank-you	1,462
/information-technology-programs	1,375
/manufacturing-produ...velopment-programs	1,372

# Qualify & Transfer Insights



# Lead Source



With January being a higher traffic month and increased spending for both Blackboard and Collier Simon campaigns, lead volume grew significantly. We continue to see a population of unmarked leads, though this number has remained relatively consistent while overall volume has continued to increase.

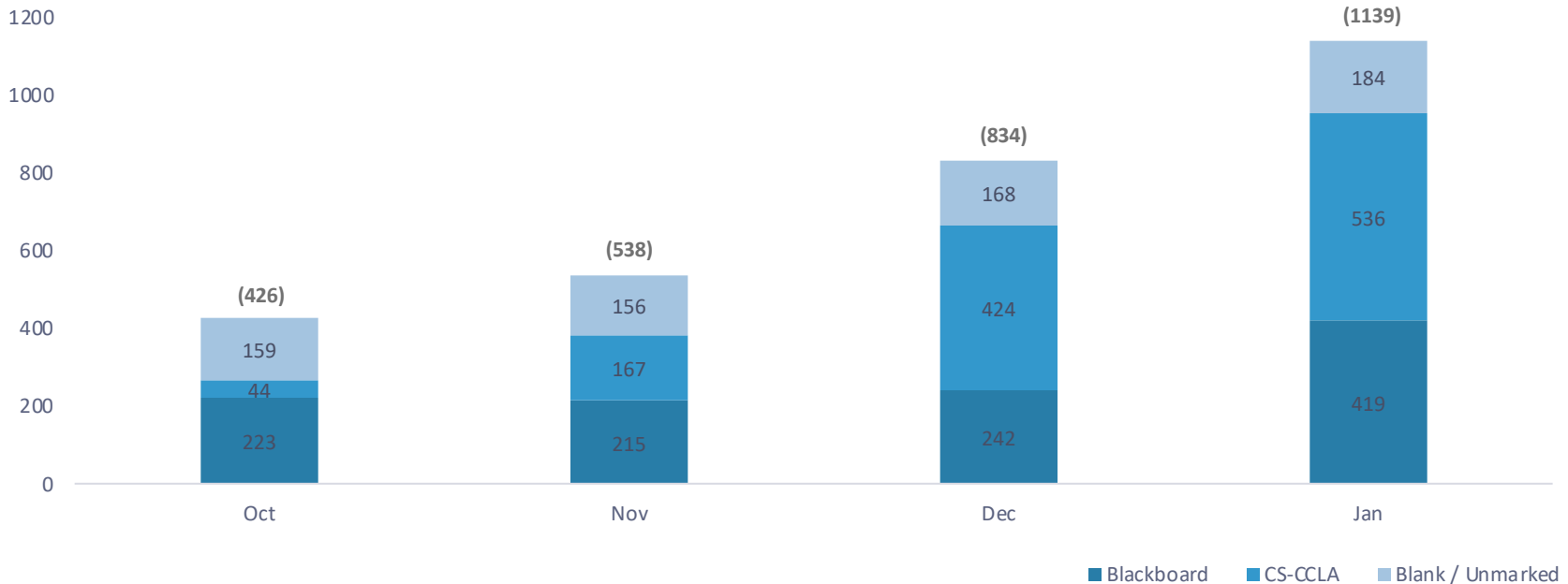


1,139

Monthly Volume

## Leads by Campaign

BY MONTH



# Lead Contact



Lead connection is healthy and continues to rise, with the contact rate for previous months increasing 4-6% this reporting period and the contact rate for January starting off strong at 32%.



1,118

Total Contacted

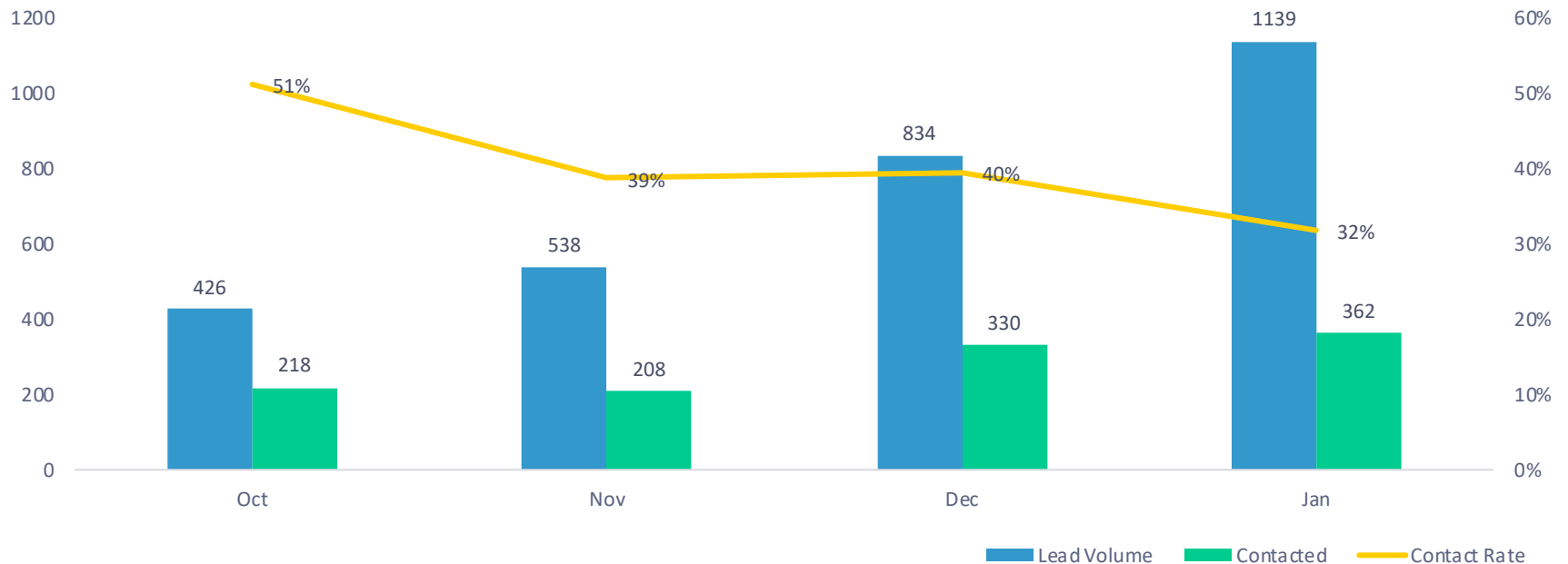
38%

Contact Rate

\*A lead is considered contacted when the coach connects and confirms they have reached the correct person

## Contact Rate

BY MONTH





# Qualify & Transfer



Overall qualification rate remains steady and above 70%. Similar to contact rate, we continue to see engagements and transfers rise for previous months as the coach continues to follow up with leads until a full conversation and qualification result is reached. The number of successful phone transfers also remains consistent and trends with the qualification rate.



790

Engagements

578

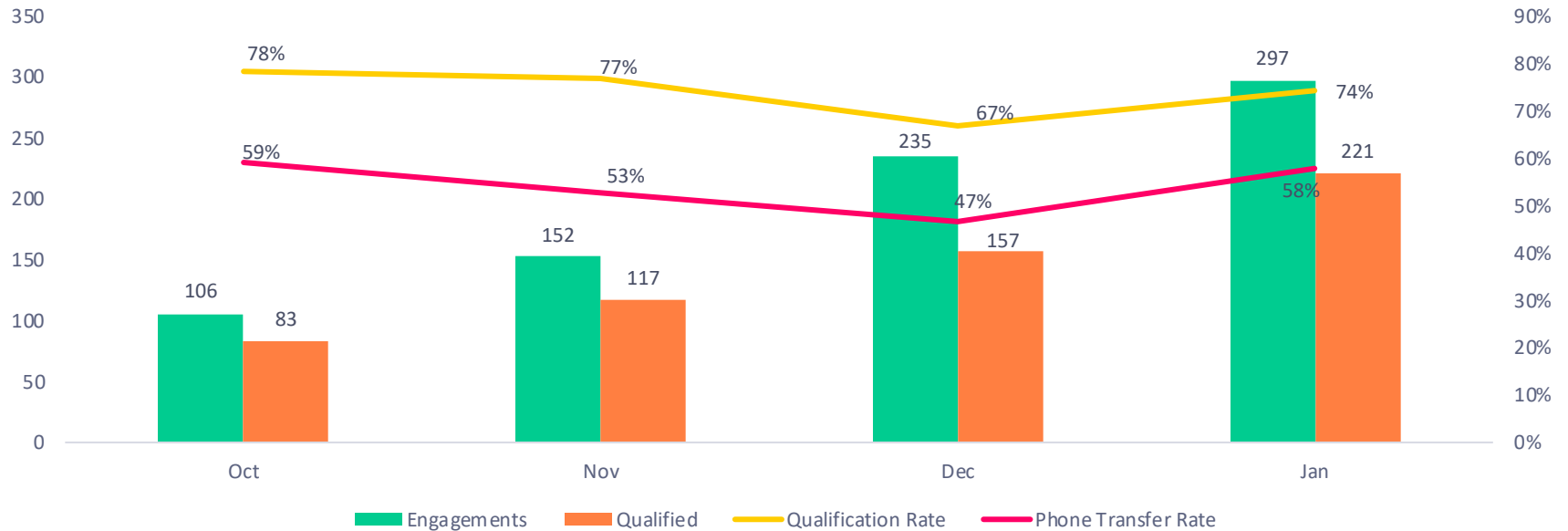
Qualified

74%

Qualify Rate

## Qualify & Transfer Rates

BY MONTH



# Lead Breakdown

<b>Program Area</b>	<b>Leads</b>
Agriculture and Natural Resources	36
Business and Entrepreneurship	235
Education	193
Energy and Utilities	36
Engineering and Design	221 (+101 since last report)
Entertainment and Digital Media	236
Fashion and Interior Design	39
Healthcare and Medical Technology	620 (+241 since last report)
Hospitality	58
Information Technology	165
Manufacturing and Product Development	66
Public Service	74
Trades and Construction	556 (+193 since last report)
Transportation	70
Undecided	328
<b>TOTAL</b>	<b>2,933</b>

# Appendix & References



# Media Definitions

**Conversions** Web visitors who complete the RFI as tracked by the ad platform (Google, Display).

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**Leads** Records inside Hubspot attributed to the Blackboard campaign.

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**Click-Through-Rate** Percent of people who see the ads that click on them, as tracked by the ad platform.

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**Conversion Rate** Percent of people who land on the microsite that complete the form (calculated with click data from the ad platform and lead data from Hubspot).

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**Clicks** When someone is served a paid advertisement and they click on the ad.

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**Cost Per Click** Total number of people who click on the ads divided by the media spend for the biweekly period.

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**Cost Per Lead** The number of leads for the biweekly period divided by the biweekly media spend.

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**Digital Spend** The amount of dollars spent on paid advertising for the biweekly period.

# Qualify & Transfer Definitions

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**Contacted**

The coach connected with lead and confirmed it was the correct person

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**Qualified**

Lead is qualified now for transfer and further discussion at the campus level

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**Warm Transfer**

A live transfer by phone from call center to campus contact

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**Transfer**

Lead information was transferred by email to campus contact

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