



Executive Summary November 2015

**Performance Overview:** November 1<sup>st</sup> through November 30<sup>th</sup>, 2015

**Search**

Spend: \$1,042.77

CPL: \$16

**Display**

Spend: \$963.19

CPL: \$193

**Overall**

Spend: \$2,005.96

CPL: \$28

Name	Impressions	Clicks	Visits	CTR	Page Views	Total Leads
Sullivan University - Fort Knox - Display	245,132	1,247	1,147	0.51%	3,698	5
Sullivan University - Fort Knox - Search	2,502	161	209	6.43%	788	66



Total Program Expenditure

Google

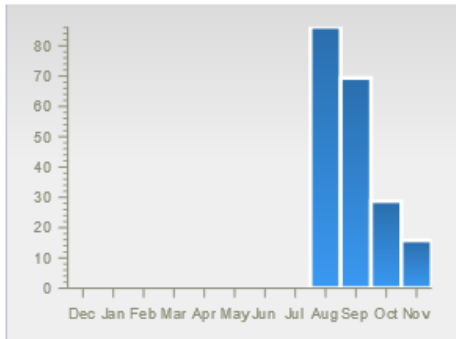
spend	\$597.42
impressions	1,496
clicks	64
ctr	4.28%
avg cpc	\$9.33
last avg. pos	1.90
# web leads	1
conv %	1.56%
cpl	\$597.42

bing

spend	\$405.35
impressions	1,006
clicks	97
ctr	9.64%
avg cpc	\$4.18
last avg. pos	1.85
# web leads	1
conv %	1.03%
cpl	\$405.35

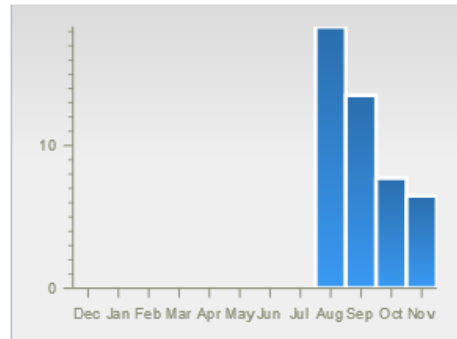
- Spend amounts do not include the cost of the Return Call Forwarding tracking lines. The Search campaign is using two RCF lines at a cost of \$20/mo. per line.
- CPL in Networks chart does not include phone calls.

Cost Per Lead



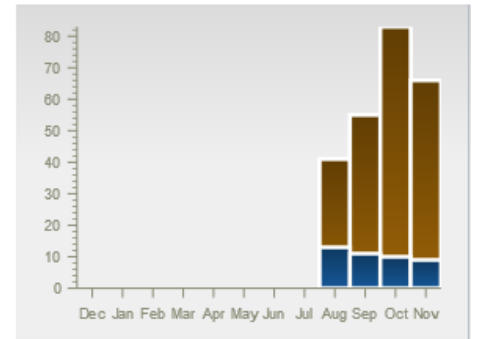
■ CPL

Cost Per Click



■ CPC

Leads Per Month



■ Phone ■ Web ■ Email

Visitors by Device

Computers

spend	\$891.31
impressions	1,848
clicks	135
ctr	7.31%
avg cpc	\$6.60

Mobile devices with full browsers

spend	\$41.81
impressions	470
clicks	20
ctr	4.26%
avg cpc	\$2.09

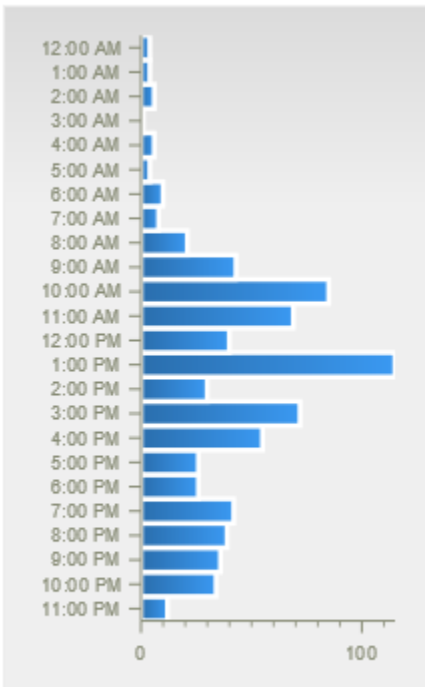
Tablets with full browsers

spend	\$69.65
impressions	184
clicks	6
ctr	3.26%
avg cpc	\$11.61

Search cont'd

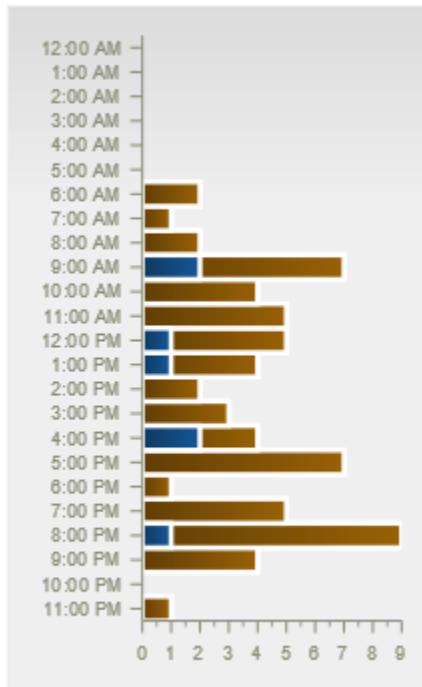
**Page Views & Leads by Hour and Day** – The best days for Search campaign lead generation in November were Mondays. Lead volume was strongest from 9 am – 10 pm EST.

Page Views By Hour (EST)



■ Page Views

Leads By Hour (EST)

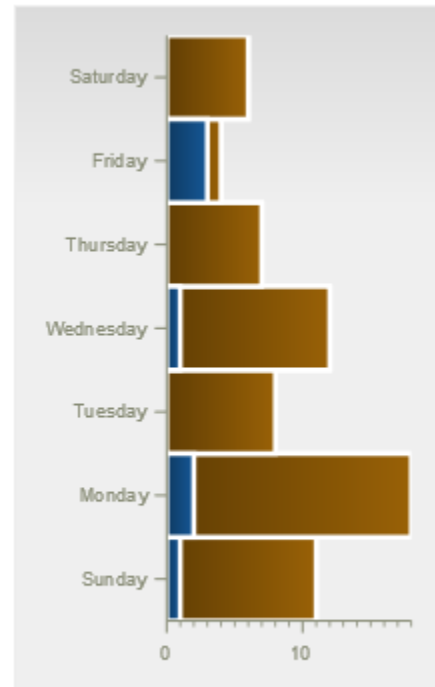


■ Phone Calls

■ Web Leads

■ Email

Leads By Day

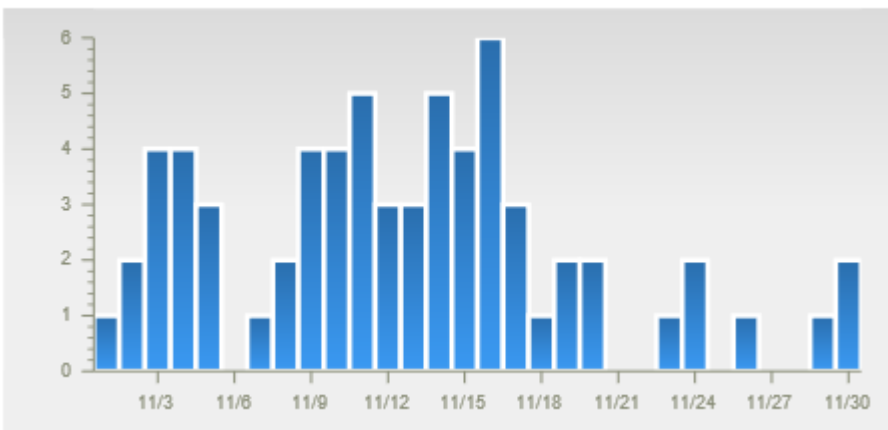


■ Phone Calls

■ Web Leads

■ Email

Leads Per Day





Visitors are being driven to the site from hundreds of different online venues. We are tracking which venues deliver leads at the lowest cost per. Systems are allocating more dollars with greater frequency to these optimal converting sites, taking budget away from non-performers.

### Top Referring Sites & Top Lead Sources

Referring URL	Visits
<a href="http://sullivan.edu/">http://sullivan.edu/</a>	145
<a href="https://www.google.com/">https://www.google.com/</a>	7
<a href="http://sctd.edu/">http://sctd.edu/</a>	7
<a href="http://www.google.com/">http://www.google.com/</a>	3
<a href="http://www.bing.com/">http://www.bing.com/</a>	3
<a href="https://www.bing.com/">https://www.bing.com/</a>	1
<a href="http://www.googleadservices.com/">http://www.googleadservices.com/</a>	1
<a href="http://r.search.yahoo.com/">http://r.search.yahoo.com/</a>	1

Lead Source	Leads
<a href="http://sullivan.edu/">http://sullivan.edu/</a>	274
<a href="http://sctd.edu/">http://sctd.edu/</a>	15
<a href="https://www.google.com/">https://www.google.com/</a>	2
<a href="http://r.search.yahoo.com/">http://r.search.yahoo.com/</a>	1



Search cont'd

## 59 Web Leads

Page Label	Page URL	Number of Views	Contact Type
▶ <i>Contact - Chat Clicked</i>	<i>/proxy-static/includes/trk.php?chatClicked</i>	2	Lead
▶ <i>Contact form Submission (in proxy)</i>	<i>/proxy-static/includes/trk.php?form_submission</i>	3	Lead
▶ <i>Contact - Apply Online Clicked</i>	<i>/?page=Online_Application_Clicked</i>	1	Lead
▶ <i>Contact form Submission (out of proxy)</i>	<i>/?page=form_submission</i>	1	Lead
▶ <i>Contact - Apply Online Clicked</i>	<i>/?page=Online_Application_Clicked</i>	52	Lead

## Top Performing Ad Copy

### Major

#### **System Support Cert.**

Develop Coding & Network Security.  
Become Certified at Sullivan Today!  
[sullivan.edu](http://sullivan.edu)

#### **AS in Accounting**

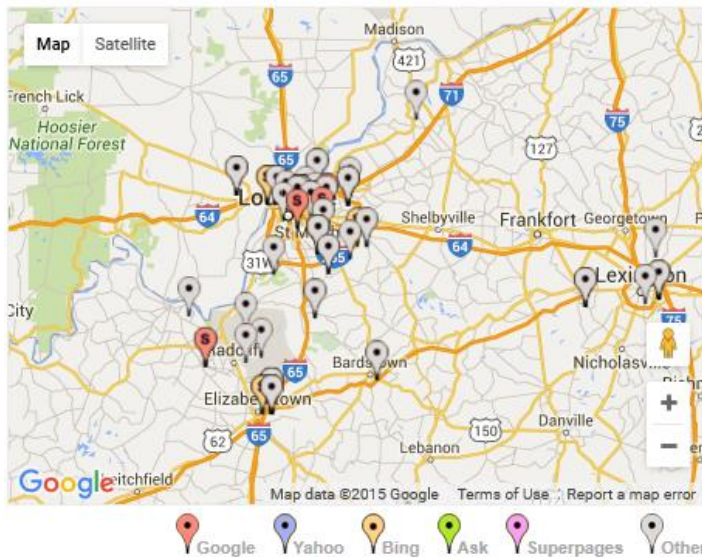
Get Real World Accounting Practice Earn Your  
Associates at Sullivan.  
[sullivan.edu](http://sullivan.edu)

Search cont'd

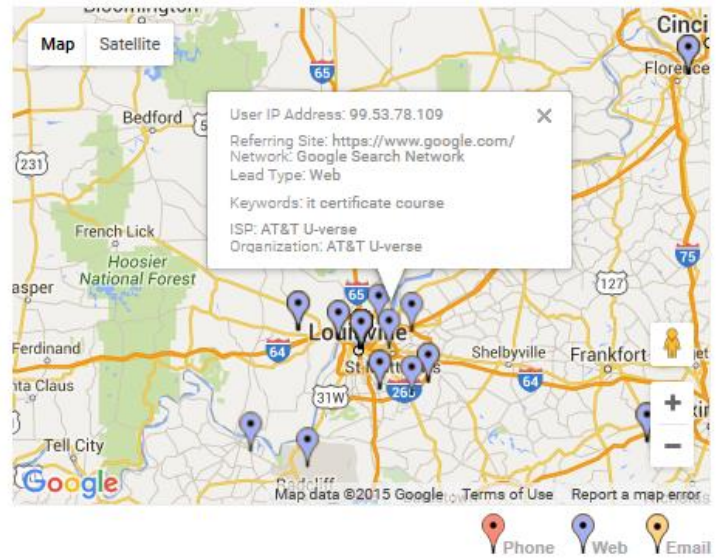
## Visitor and Converting Visitor Maps

The Ft. Knox campaign is running in the following geography: 30 miles around Ft. Knox

Most Recent 1000 Visits



Most Recent 1000 Converting Visits

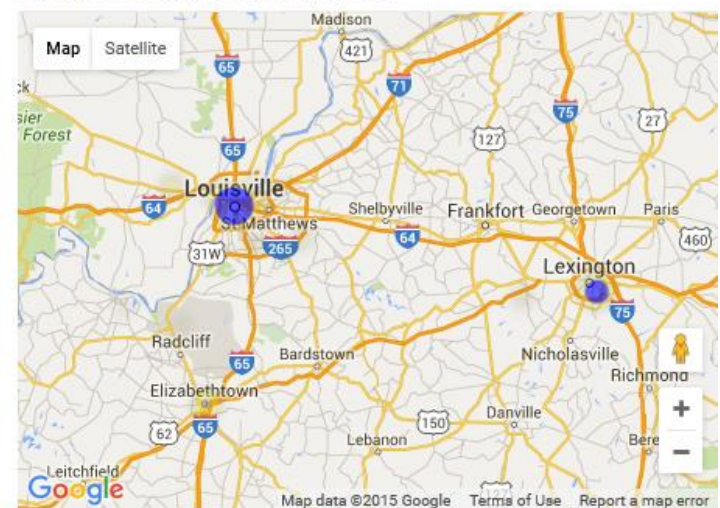


Heat Maps show that certain geographies generated leads at higher percentages. Areas near Central Louisville converted at higher ratios. More dollars are being applied to better converting regions.

Most Recent 1000 Visits—Heatmap



Most Recent 1000 Converting Visits—Heatmap







Search cont'd

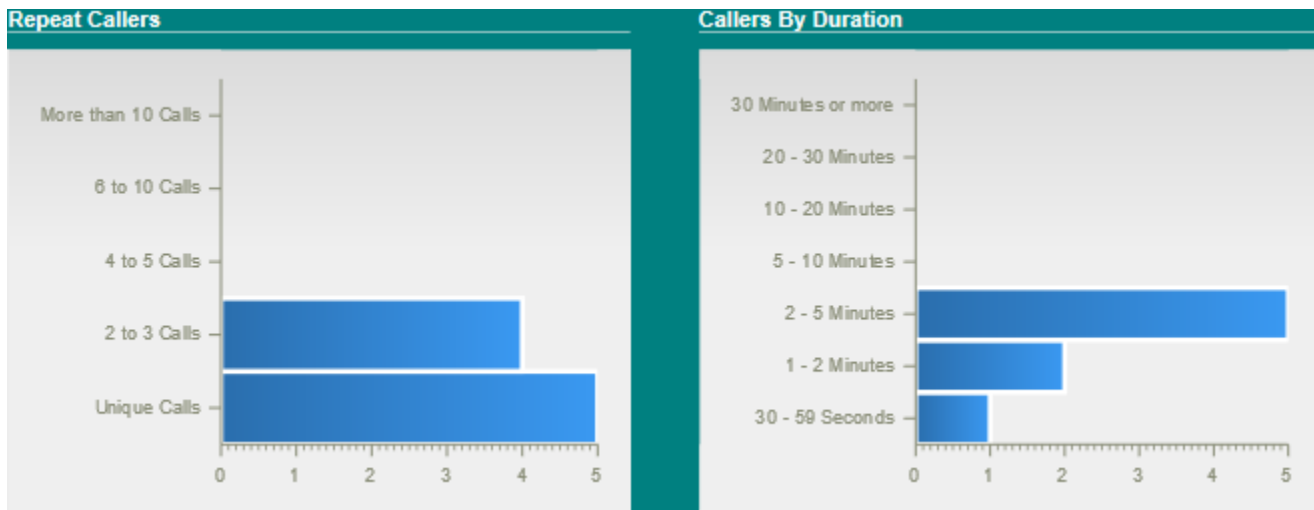
### Visits and Conversions by City

City/Region	Visits
Louisville, KY	56
Elizabethtown, KY	17
Lexington, KY	8
Fort Huachuca, AZ	4
New Albany, IN	4
Jeffersonville, IN	4
Georgetown, IN	4
Louisville, KY	4
Erlanger, KY	4
Versailles, KY	4
Vine Grove, KY	3
Elizabethtown, KY	3
Canton, GA	2
Louisville, KY	2
New Albany, IN	2
Bardstown, KY	2
Radcliff, KY	2

City/Region	Conv
Louisville, KY	183
Lexington, KY	54
Erlanger, KY	16
Elizabethtown, KY	11
Georgetown, IN	9
Versailles, KY	6
Clarkston, MI	4
New Albany, IN	2
Fort Knox, KY	1
Brandenburg, KY	1
Jeffersonville, IN	1
Evansville, IN	1

### Call Summary – 9 Calls Received

Average Call Duration: 02:16





Search cont'd

## Phone Calls by City & Zip Code

City	Calls +	Postal Code	Calls +
(Not Available)	2 ^	(Not Available)	2 ^
Bayonne, NJ	2	07002	2
Elizabethtown, KY	2	42701	2
Radcliff, KY	2	40159	1
Louisville, KY	1	40160	1
		40213	1

\*Calls from cell phones are often labeled (Not Available)

## Most Popular Pages

	Page Label	Page URL	Number of Views +
▶	Fort Knox Campus	/fort-knox-campus/	118 ^
▶	Contact - Apply Online Clicked	/?page=Online_Application_Clicked	52
▶	Explore by Degree	/explore-by-degree/	17
▶	Online Programs of Study	/programs-of-study/	15
▶	Explore by School	/explore-by-school/	9
▶	Application for Admission to Sullivan University	/apply-online/	7
▶	Online Division	/online-division/	7
▶	Tuition you can afford	/tuition-fees/	6
▶	Academic Catalog	/academic-catalogs/	4
▶	Sullivan College of Technology and Design	/sctd/	4
▶	Contact form Submission (in proxy)	/proxy-static/includes/trk.php?form_submission	3
▶	Tuition you can afford	/tuition-fees/	3
▶	Contact Us	/contact-us/	3





# Display

## Total Program Expenditure



spend	\$923.19
impressions	245,132
clicks	1,247
ctr	0.51%
avg cpc	\$0.74
last avg. pos	1.20
# web leads	3
conv %	0.24%
cpl	\$307.73

- Spend amounts do not include the cost of the Return Call Forwarding tracking lines. The Display campaign is using two RCF lines at a cost of \$20/mo. per line.
- CPL in Networks chart does not include phone calls

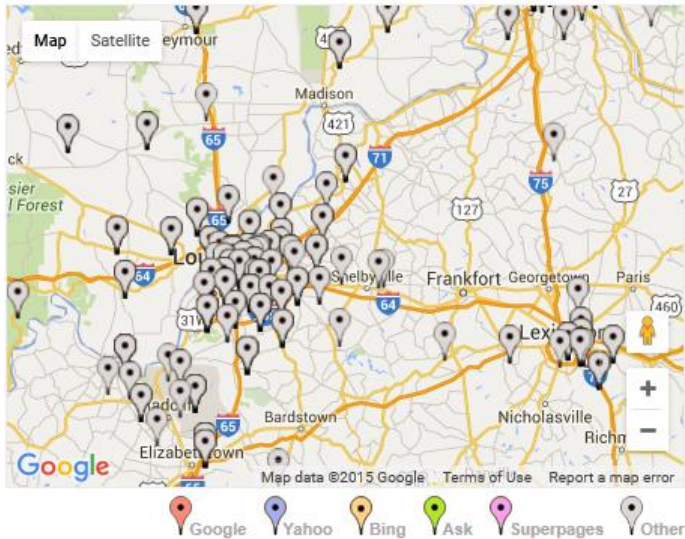
## Top Referring Sites and Lead Sources

Referring URL	Visits
<a href="http://tpc.google syndication.com/">http://tpc.google syndication.com/</a>	351
<a href="http://www.google.com/">http://www.google.com/</a>	63
<a href="http://googleads.g.doubleclick.net/">http://googleads.g.doubleclick.net/</a>	4
<a href="https://googleads.g.doubleclick.net/">https://googleads.g.doubleclick.net/</a>	2
<a href="http://www.lebanonenterprise.com/">http://www.lebanonenterprise.com/</a>	1
<a href="http://www.googleadservices.com/">http://www.googleadservices.com/</a>	1
<a href="http://celebslam.celebuzz.com/">http://celebslam.celebuzz.com/</a>	1

Lead Source	Leads
<a href="http://tpc.google syndication.com/">http://tpc.google syndication.com/</a>	8

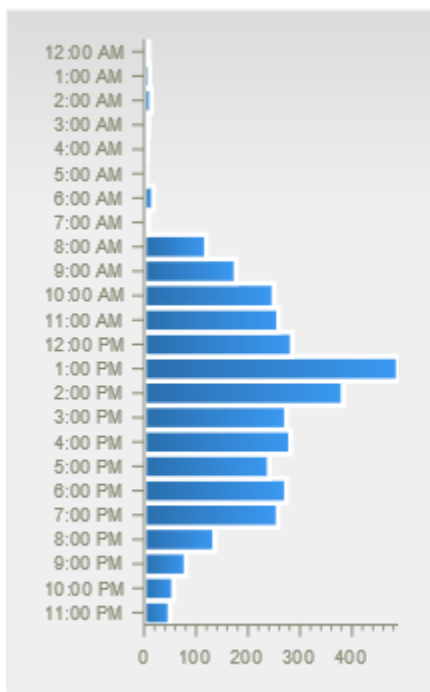
Display cont'd

Most Recent 1000 Visits

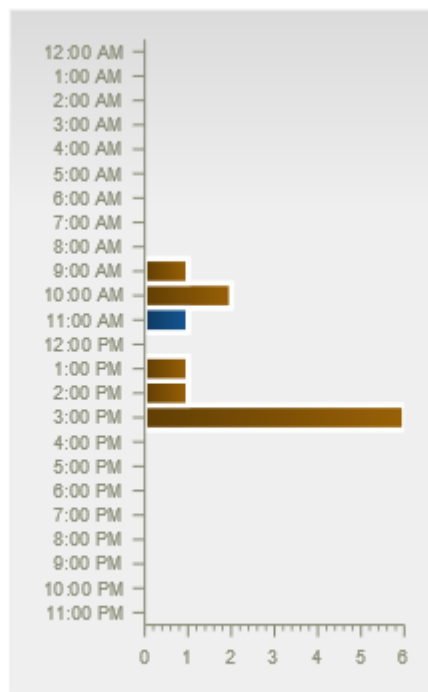


**Page Views & Leads by Hour and Day** – Wednesdays converted well in November. All Display leads occurred from 9 am – 4 pm EST.

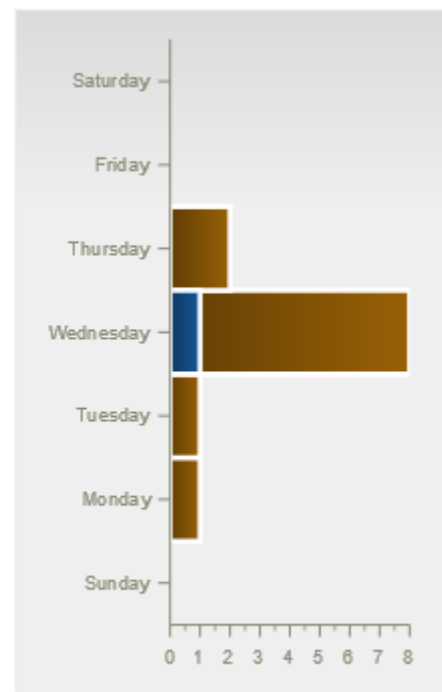
Page Views By Hour (EST)



Leads By Hour (EST)



Leads By Day



Page Views

Phone Calls

Web Leads

Email

Phone Calls

Web Leads

Email



Display cont'd

### Visits and Conversions by City

City/Region	Visits
Louisville, KY	400 ^
Lexington, KY	60
Elizabethtown, KY	40
New Albany, IN	26
Brandenburg, KY	24
Louisville, KY	20
Bloomington, IN	16
Radcliff, KY	16
Shepherdsville, KY	16
Bloomington, IN	14
Campbellsville, KY	14
Columbus, IN	13
Bowling Green, KY	13
Florence, KY	13
Jeffersonville, IN	11
Floyds Knobs, IN	10
Columbus, IN	9
Ramsey, IN	9
Mount Washington, KY	9

City/Region	Conv
Ramsey, IN	18 ^

**Optimizations** – The following optimizations were made to the Sullivan University Ft. Knox campaign in November:

- Removed redirects
- Paused poorly performing keywords with low search volume
- Expanded negative keyword list
- Adjusted bids per ad group based on conversion performance



**Lead Breakdown    November 2015**

<b>Row Labels</b>	<b># of Web Leads</b>	<b># of Phone Calls</b>
Associates in Science in Supply Chain Management	0	0
Associates of Science in Accounting	31	2
Associates of Science in Computer Information Tech	0	0
Associates of Science in Information Technology	0	1
Associates of Science in Marketing and Sales Manag	11	2
Bachelor of Science in Accounting	0	0
Branding	0	3
branding - Geo	0	0
BS in Business Administration w/concentration in F	0	0
BS in Business Administration w/concentration in M	0	0
BS in HR Leadership	6	0
BS in Information Technology	6	1
Category	0	0
Masters in Conflict Management	0	0
Masters in HR Leadership	0	0
Masters in Management	0	0
System Support and Administration Certificate	6	2
<b>Grand Total</b>	<b>60</b>	<b>11</b>