

Allegany College of Maryland

Campaign: 2020-03 Stopouts and Applicants Spring

Cost: \$540.00 | Dates: November 2, 2020 to January 18, 2021



1

Awareness

Goal: Encourage students who attended in previous semesters but did not finish a degree to return and complete a program



Ads delivered
65,279

Audience:
Stopouts (312)
Applicants (2,040)
Site Retargeting

Ads	Ads/Day	Avg \$/Ad
29,866	427	\$0.0081
31,185	446	\$0.0083
4,228	60	\$0.0089

Ads delivered per day
933

Average cost per ad
\$0.0083

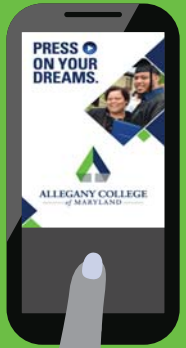
2

Prospects

Total clicks on ads
138

Actions Taken By Audience	*CTR	**CPC
Stopouts	0.1842%	\$4.42
Applicants	0.1860%	\$4.47
Site Retargeting	0.5913%	\$1.51

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks



Cost per click (CPC**)
\$3.91

Click through rate (CTR*)
0.2114%

3

Inquiries

By Audience	Actions	***CPA
Stopouts	8	\$30.37
Applicants	2	\$129.68
Site Retargeting	4	\$9.42

***Cost Per Action: Dollars spent divided by number of actions

Total Actions
14

Cost Per Action (CPA***)
\$38.57

Enrollments
163

ROI
44,272.22%



CLARUS
corporation

308.762.2565
claruscorporation.com
info@claruscorporation.com

ROI calculated by average of 6 CH x tuitions of \$245/CH per enrollee



Copper Mountain College

Campaign: 2020-03&04 Fall Enrollment

Cost: \$3,695.78 | Dates: July 15 to August 15, 2020



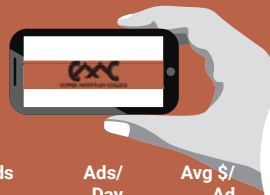
1

Awareness

Goal: Increase enrollment in Fall 2020

Audience:

	Ads	Ads/Day	Avg \$/Ad
Current Students (1,707)	157,753	4,930	\$0.0080
Keyword Search	44,581	1,393	\$0.0082
Conquest Websites	2,825	88	\$0.0083
Site Retargeting	20,528	642	\$0.0089
Student Finder-HS Seniors (1,290)	80,357	2,511	\$0.0116
Student Finder-University Students (72)	75,509	2,360	\$0.0123



Ads delivered

381,553

Ads delivered per day

11,924

Average cost per ad

\$0.0097

2

Prospects

Actions Taken

By Audience	*CTR	**CPC
Current Students	0.1287%	\$6.22
Keyword Search	0.0852%	\$9.67
Conquest Websites	0.1416%	\$5.83
Site Retargeting	0.1510%	\$5.89
Student Finder-HS Seniors	0.1244%	\$9.30
Student Finder-University Students	0.1576%	\$7.82

*Click Through Rate: Clicks divided by ads delivered

**Cost Per Click: Dollars spent divided by clicks

Total clicks on ads

495

Cost per click (CPC**)

\$7.47

Click through rate (CTR*)

0.1297%

3

Inquiries

By Audience	Actions	***CPA
Current Students	255	\$4.95
Keyword Search	159	\$2.31
Conquest Websites	9	\$2.59
Site Retargeting	275	\$0.66
Student Finder-HS Seniors	66	\$14.10
Student Finder-University Students	57	\$16.32

***Cost Per Action: Dollars spent divided by number of actions

Total Actions

821

Cost Per Action (CPA***)

\$4.50

Enrollments

723

ROI

2,567.29%



308.762.2565

claruscorporation.com

info@claruscorporation.com

ROI calculated by 6,343.5 credit hours enrolled x tuitions of \$46/CH

Dyersburg State Community College

Campaign: 2020-02 Current Not Enrolled

Cost: \$528.48 | Dates: June 16 to June 30, 2020



+

1

Awareness

Goal: Promote enrollment for Fall registration

Audience:

Current Not Enrolled (693)
Site Retargeting

Ads	Ads/Day	Avg \$/Ad
59,264	3,951	\$0.0084
3,186	212	\$0.0093

Ads delivered
62,450

Ads delivered per day
4,163

Average cost per ad
\$0.0085

2

Prospects

Actions Taken By Audience	*CTR	**CPC
Current Not Enrolled	0.1147%	\$7.33
Site Retargeting	0.1883%	\$4.95

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Total clicks on ads
74

Cost per click (CPC**)
\$7.14

Click through rate (CTR*)
0.1185%

3

Inquiries

By Audience	Actions	***CPA
Current Not Enrolled	35	\$14.25
Site Retargeting	3	\$9.91

***Cost Per Action: Dollars spent divided by number of actions

Total Actions

38

Cost Per Action (CPA***)
\$13.91

Enrollments
76

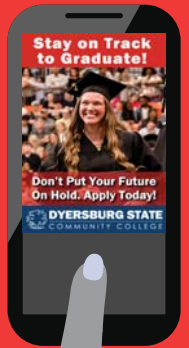
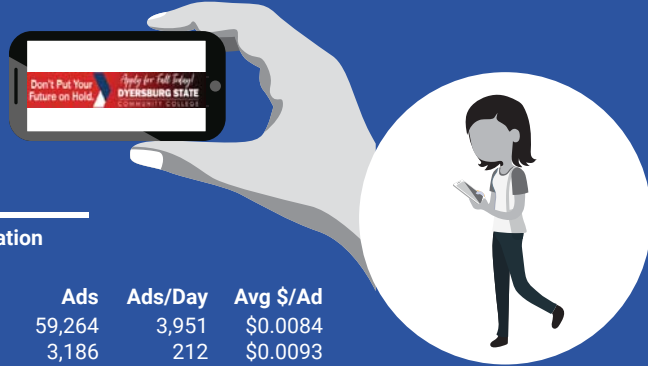
ROI
21,422.67%

ROI calculated by 719 credit hours enrolled x tuitions of \$168/CH



308.762.2565

claruscorporation.com
info@claruscorporation.com



Dyersburg State Community College

Campaign: 2020-04 TN Reconnect Fall

Cost: \$393.12 | Dates: June 15 to June 30, 2020



+

1

Awareness

Goal: Promote enrollment for Fall registration

Audience:

Adults (531)
Site Retargeting

Ads	Ads/Day	Avg \$/Ad
44,158	2,760	\$0.0087
912	57	\$0.0099

Ads delivered
45,070

Ads delivered per day
2,817

Average cost per ad
\$0.0087

2

Prospects

Actions Taken By Audience	*CTR	**CPC
Adults	0.1608%	\$5.41
Site Retargeting	0.2193%	\$4.50

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Total clicks on ads
73

Cost per click (CPC**)
\$5.39

Click through rate (CTR*)
0.1620%

3

Inquiries

By Audience	Actions	***CPA
Adults	18	\$21.34
Site Retargeting	6	\$1.50

***Cost Per Action: Dollars spent divided by number of actions

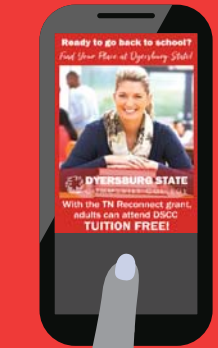
Total Actions

24

Cost Per Action (CPA***)
\$16.38

Enrollments
246

ROI
96,844.44%



CLARUS
corporation

308.762.2565

claruscorporation.com

info@claruscorporation.com

ROI calculated by 2,354 credit hours enrolled x tuitions of \$168/CH

Eastern Wyoming College

Campaign: 2020-10 Applicants Not Enrolled CARES

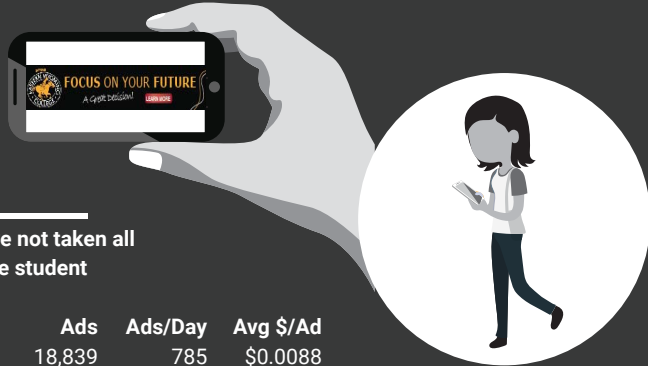
Cost: \$180.00 | Dates: December 18, 2020 to January 10, 2021



1

Awareness

Goal: Target previous applicants who have not taken all necessary steps to become an active student



Ads delivered
20,329

Audience:
Applicants Not Enrolled (1,510)
Site Retargeting

Ads	Ads/Day	Avg \$/Ad
18,839	785	\$0.0088
1,490	62	\$0.0091

Ads delivered per day
847

Average cost per ad
\$0.0089

2

Prospects

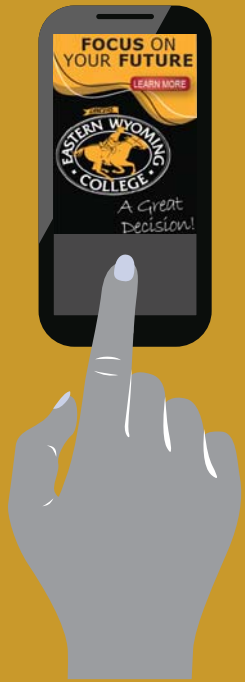
Total clicks on ads
59

Actions Taken By Audience	*CTR	**CPC
Applicants Not Enrolled	0.2548%	\$3.47
Site Retargeting	0.7383%	\$1.24

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Cost per click (CPC**)
\$3.05

Click through rate (CTR*)
0.2902%



3

Inquiries

By Audience	Actions	***CPA
Applicants Not Enrolled	5	\$33.28
Site Retargeting	1	\$13.60

***Cost Per Action: Dollars spent divided by number of actions



Total Actions
6

Cost Per Action (CPA***)
\$30.00

Enrollments
32

ROI
26,644.44%

ROI calculated by 332 CH enrolled x \$145/CH



308.762.2565
claruscorporation.com
info@claruscorporation.com

Illinois Central College

Campaign: 2020-12 Spring

Cost: \$3,150.00 | Dates: December 4, 2020 to January 19, 2021



1

Awareness

Goal: Promote Spring registration

Audience:
Current Not Enrolled

Ads	Ads/Day	Avg \$/Ad
388,213	9,469	\$0.0081

Ads delivered
388,213

Ads delivered per day
9,469

Average cost per ad
\$0.0081

2

Prospects

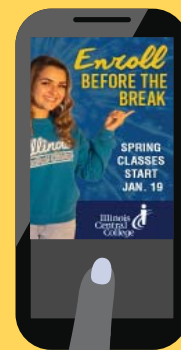
Actions Taken By Audience	*CTR	**CPC
Current Not Enrolled	0.1252%	\$6.48

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Total clicks on ads
486

Cost per click (CPC**)
\$6.48

Click through rate (CTR*)
0.1252%



3

Inquiries

By Audience	Actions	***CPA
Current Not Enrolled	2,236	\$1.41

***Cost Per Action: Dollars spent divided by number of actions



Total Actions

2,236

Cost Per Action (CPA***)
\$1.41

Enrollments
3,906

ROI
105,651.97%

ROI calculated by average of 6 CH x tuitions of \$155/CH per enrollee



308.762.2565
claruscorporation.com
info@claruscorporation.com

Johnston Community College

Campaign: 2020-05 Spring

Cost: \$10,225.20 | Dates: November 11, 2020 to January 5, 2021



1 Awareness

Goal: Increase enrollment for the Spring 2021 semester



Audience:

	Ads	Ads/Day	Avg \$/Ad
Current Not Enrolled (2,234)	328,964	5,874	\$0.0082
StopOuts (4,485)	340,103	6,073	\$0.0080
Inquiries (643)	335,084	5,984	\$0.0080
Site Retargeting	2,581	46	\$0.0089
CTV (7,362)	50,925	909	\$0.0412

Ads delivered
1,057,657

Ads delivered per day
18,887

Average cost per ad
\$0.0097

2 Prospects

Actions Taken By Audience

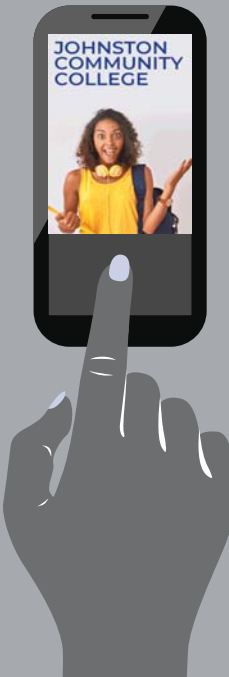
	*CTR	**CPC
Current Not Enrolled	0.1252%	\$6.54
StopOuts	0.1226%	\$6.51
Inquiries	0.1188%	\$6.77
Site Retargeting	0.6587%	\$1.35
CTV	0.0511%	\$80.77

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Total clicks on ads
1,270

Cost per click (CPC**)
\$8.05

Click through rate (CTR*)
0.1201%



3 Inquiries

By Audience	Actions	***CPA
Current Not Enrolled	1,071	\$2.51
StopOuts	744	\$3.65
Inquiries	860	\$3.13
Site Retargeting	1	\$22.94
CTV	81	\$25.93

***Cost Per Action: Dollars spent divided by number of actions

Total Actions
2,757

Cost Per Action (CPA***)
\$3.71

Enrollments
1,881

ROI
14,728.34%



308.762.2565

claruscorporation.com

info@claruscorporation.com

ROI calculated by 15,988 enrolled CH x tuitions of \$121.50/CH

Lurleen B. Wallace Community College

Campaign: 2020-01 Spring Reg

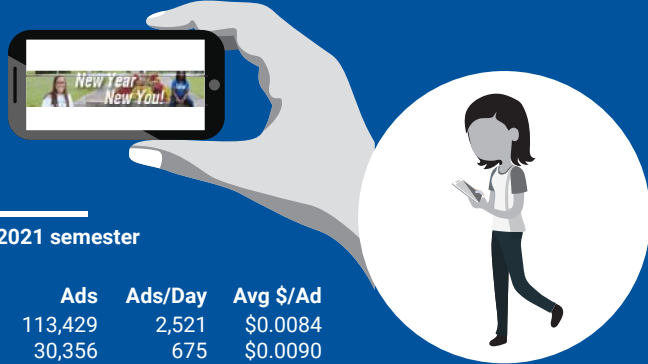
Cost: \$1,350.00 | Dates: November 17, 2019 to January 8, 2021



1

Awareness

Goal: Increase enrollment for the Spring 2021 semester



Audience:

	Ads	Ads/Day	Avg \$/Ad
Current Not Enrolled (803)	113,429	2,521	\$0.0084
Keyword Search	30,356	675	\$0.0090
Site Retargeting	13,899	309	\$0.0090

Ads delivered
157,684

Ads delivered per day
3,504

Average cost per ad
\$0.0086

2

Prospects

Total clicks on ads
275

Actions Taken By Audience	*CTR	**CPC
Current Not Enrolled	0.1737%	\$4.84
Keyword Search	0.1318%	\$6.80
Site Retargeting	0.2734%	\$3.30

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Cost per click (CPC**)
\$4.91

Click through rate (CTR*)
0.1744%

3

Inquiries

By Audience	Actions	***CPA
Current Not Enrolled	295	\$3.23
Keyword Search	187	\$1.46
Site Retargeting	18	\$6.97

***Cost Per Action: Dollars spent divided by number of actions

Total Actions

500

Cost Per Action (CPA***)
\$2.70

Enrollments
332

ROI
21,211.07%



CLARUS
corporation

308.762.2565
claruscorporation.com
info@claruscorporation.com

ROI calculated by 3,565 CH enrolled x tuitions of \$162/CH

Montcalm Community College

Campaign: 2020-01 Summer

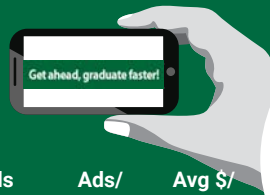
Cost: \$2,700.00 | Dates: March 6 to May 1, 2020



1

Awareness

Goal: Encourage registration for Summer semester



Ads delivered
354,963

Audience:	Ads	Ads/Day	Avg \$/Ad
StopOuts (808)	58,271	1,022	\$0.0075
Current Students (1,285)	65,383	1,147	\$0.0071
Non-Enrolling (53)	56,981	1,000	\$0.0080
Locations	65,902	1,156	\$0.0072
Optimized Audience	72,191	1,267	\$0.0080
Site Retargeting	36,235	636	\$0.0080

Ads delivered per day
6,227

Average cost per ad
\$0.0076

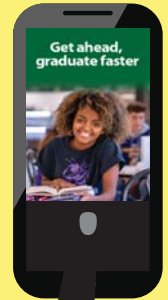
2

Prospects

Total clicks on ads
675

Actions Taken By Audience	*CTR	**CPC
StopOuts	0.1785%	\$4.22
Current Students	0.1713%	\$4.17
Non-Enrolling	0.1562%	\$5.10
Locations	0.1760%	\$4.07
Optimized Audience	0.2604%	\$3.08
Site Retargeting	0.1821%	\$4.37

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks



Cost per click (CPC**)
\$4.00

Click through rate (CTR*)
0.1902%

3

Inquiries

Total Actions
1,326

By Audience	Actions	***CPA
StopOuts	27	\$16.27
Current Students	39	\$11.96
Non-Enrolling	24	\$18.93
Locations	107	\$4.42
Optimized Audience	65	\$8.91
Site Retargeting	1,064	\$0.27

***Cost Per Action: Dollars spent divided by number of actions

Cost Per Action (CPA***)
\$2.04

Enrollments
131

ROI
3,189.56%



ROI calculated by average of 6 CH x tuitions of \$113/CH per enrollee

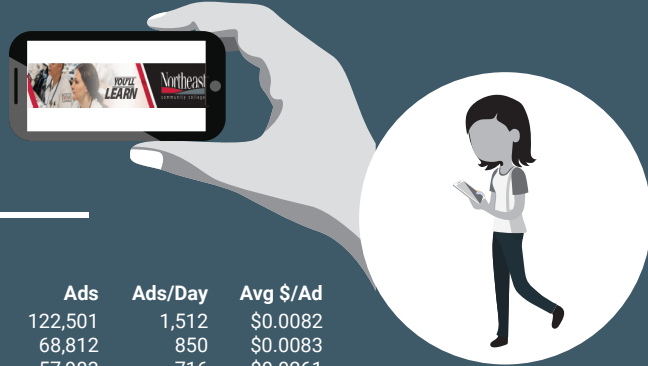


308.762.2565
claruscorporation.com
info@claruscorporation.com

Northeast Community College

Campaign: 2020-17 Spring

Cost: \$4,550.00 | Dates: October 19, 2020 to January 15, 2021



1

Awareness

Goal: Promote Spring registration

Ads delivered
414,761

Audience:	Ads	Ads/Day	Avg \$/Ad
Prospects/ Inquiries/ Applicants (1,574)	122,501	1,512	\$0.0082
Optimized Audience	68,812	850	\$0.0083
Optimized Audience (video)	57,983	716	\$0.0261
Site Retargeting	35,515	438	\$0.0081
Site Retargeting (video)	6,830	84	\$0.0246
Current Students (4,329)	123,120	1,520	\$0.0082

Ads delivered per day
5,121

Average cost per ad
\$0.0110

2

Prospects

Total clicks on ads
1,484

Actions Taken By Audience	*CTR	**CPC
Prospects/ Inquiries/ Applicants	0.4286%	\$1.91
Optimized Audience	0.7164%	\$1.16
Optimized Audience (video)	0.1983%	\$13.15
Site Retargeting	0.4871%	\$1.66
Site Retargeting (video)	0.0878%	\$28.00
Current Students	0.1397%	\$5.84

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Cost per click (CPC**)
\$3.07

Click through rate (CTR*)
0.3578%

3

Inquiries

By Audience	Actions	***CPA
Prospects/ Inquiries/ Applicants	224	\$4.48
Optimized Audience	357	\$1.61
Optimized Audience (video)	449	\$3.37
Site Retargeting	2,518	\$0.11
Site Retargeting (video)	316	\$0.53
Current Students	274	\$3.67

***Cost Per Action: Dollars spent divided by number of actions

Total Actions
4,138

Cost Per Action (CPA***)
\$1.10

Enrollments
1,784

ROI
20,970.87%



308.762.2565
claruscorporation.com
info@claruscorporation.com

ROI calculated by average of 6 CH x tuitions of \$125/CH per enrollee

Northwest Florida State College

Campaign: 2020-17 Applicants-Inquiries Spring

Cost: \$2,300.00 | Dates: November 17, 2020 to January 11, 2021



1

Awareness

Goal: Promote registration to applicants and inquiries

Audience:

Applicants (13,114)
Inquiries (3,576)
Site Retargeting

Ads	Ads/Day	Avg \$/Ad
186,705	3,890	\$0.0083
63,047	1,313	\$0.0082
28,169	587	\$0.0082

Ads delivered
277,921

Ads delivered per day
5,790

Average cost per ad
\$0.0083

2

Prospects

Actions Taken By Audience	*CTR	**CPC
Applicants	0.2126%	\$3.91
Inquiries	0.2062%	\$3.98
Site Retargeting	0.2698%	\$3.03

*Click Through Rate: Clicks divided by ads delivered

**Cost Per Click: Dollars spent divided by clicks

Total clicks on ads
603

Cost per click (CPC**)
\$3.81

Click through rate (CTR*)
0.2170%

3

Inquiries

By Audience	Actions	***CPA
Applicants	227	\$6.84
Inquiries	26	\$19.90
Site Retargeting	1,674	\$0.14

***Cost Per Action: Dollars spent divided by number of actions

Total Actions

1,927

Cost Per Action (CPA***)
\$1.19

Enrollments
2,910

ROI
78,857.16%

ROI calculated by average of 6 CH x tuitions of \$104.01/CH per enrollee

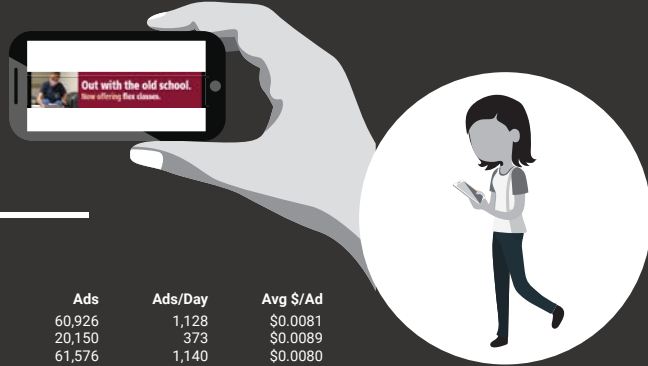


308.762.2565
claruscorporation.com
info@claruscorporation.com

Pueblo Community College

Campaign: 2020-17 Flex Spring

Cost: \$5,465.00 | Dates: November 15, 2020 to January 15, 2021



1

Awareness

Goal: Raise awareness of the College's variety of learning modalities for the Spring 2021 semester

Ads delivered
535,632

Ads delivered per day
9,919

Average cost per ad
\$0.0102

Audience:	Ads	Ads/Day	Avg \$/Ad
Applied Not Enrolled (1,953)	60,926	1,128	\$0.0081
Site Retargeting	20,150	373	\$0.0089
Current Not Enrolled (977)	61,576	1,140	\$0.0080
HS Students/ SAT (6,443)	121,654	2,253	\$0.0083
Veterans (2,204)	59,905	1,109	\$0.0082
Inquiries (1,793)	60,962	1,129	\$0.0081
University Students (1,575)	120,016	2,223	\$0.0120
Applied Not Enrolled (video) (1,953)	5,487	102	\$0.0293
Current Not Enrolled (video) (977)	5,671	105	\$0.0283
HS Students/ SAT (video) (6,443)	9,637	178	\$0.0287
Veterans (video) (2,204)	4,826	89	\$0.0287
Inquiries (1,793)	4,822	89	\$0.0287

2

Prospects

Total clicks on ads
886

Actions Taken By Audience	*CTR	**CPC
Applied Not Enrolled	0.1559%	\$5.17
Site Retargeting	0.2333%	\$3.80
Current Not Enrolled	0.1884%	\$4.24
HS Students/ SAT	0.1545%	\$5.35
Veterans	0.1803%	\$4.55
Inquiries	0.1755%	\$4.59
University Students	0.1416%	\$8.47
Applied Not Enrolled (video)	0.2005%	\$14.60
Current Not Enrolled (video)	0.2116%	\$13.38
HS Students/ SAT (video)	0.0934%	\$30.76
Veterans (video)	0.3315%	\$8.65
Inquiries	0.1452%	\$19.78

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Cost per click (CPC**)
\$6.17

Click through rate (CTR*)
0.1654%

3

Inquiries

Total Actions

915

By Audience	Actions	***CPA
Applied Not Enrolled	67	\$7.33
Site Retargeting	148	\$1.21
Current Not Enrolled	121	\$4.07
HS Students/ SAT	134	\$7.51
Veterans	174	\$2.82
Inquiries	36	\$13.64
University Students	144	\$10.00
Applied Not Enrolled (video)	12	\$13.38
Current Not Enrolled (video)	29	\$5.54
HS Students/ SAT (video)	12	\$23.07
Veterans (video)	28	\$4.95
Inquiries	10	\$13.85

***Cost Per Action: Dollars spent divided by number of actions

Cost Per Action (CPA***)
\$5.97

Enrollments
836

ROI
17,349.05%



308.762.2565

claruscorporation.com

info@claruscorporation.com

ROI calculated by average of 6 CH x tuitions of \$210.46/CH per enrollee

San Jacinto College

Campaign: 2020-04 Current Students

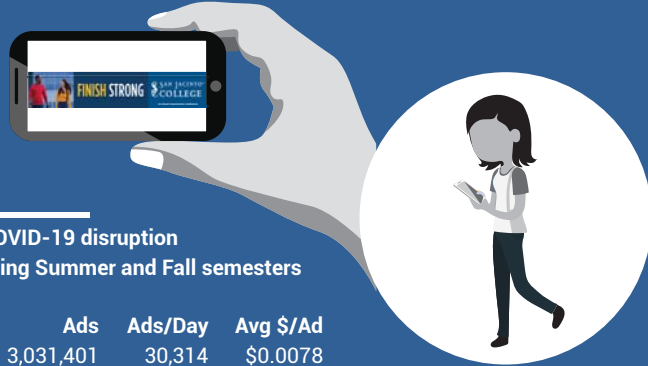
Cost: \$62,436.82 | Dates: May 6 to August 13, 2020



1

Awareness

Goal: Send positive messaging face of COVID-19 disruption and encourage enrollment in upcoming Summer and Fall semesters



Ads delivered
4,356,572

Audience:	Ads	Ads/Day	Avg \$/Ad
Current Students (55,085)	3,031,401	30,314	\$0.0078
Current Students CTV (55,085)	828,655	8,287	\$0.0418
Site Retargeting	329,890	3,299	\$0.0084
Current Technical Students (4,101)	166,626	1,666	\$0.0080

Ads delivered per day
43,566

Average cost per ad
\$0.0143

2

Prospects

Total clicks on ads
4,987

Actions Taken By Audience	*CTR	**CPC
Current Students	0.1419%	\$5.50
Current Students CTV	0.0154%	\$270.85
Site Retargeting	0.0852%	\$9.88
Current Technical Students	0.1662%	\$4.82

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Cost per click (CPC**)
\$12.52

Click through rate (CTR*)
0.1145%

3

Inquiries

By Audience	Actions	***CPA
Current Students	4,874	\$4.85
Current Students CTV	6,331	\$5.48
Site Retargeting	22,015	\$0.13
Current Technical Students	215	\$6.21

***Cost Per Action: Dollars spent divided by number of actions

Total Actions
33,435

Cost Per Action (CPA***)
\$1.87

Enrollments
46,058

ROI
34,423.13%



308.762.2565
claruscorporation.com
info@claruscorporation.com

ROI calculated by average of 6 CH x tuitions of \$78/CH per enrollee

University of Arkansas Community College Batesville

Campaign: 2020-03 Spring Enrollment

Cost: \$3,665.09 | Dates: October 13, 2020 to January 10, 2021



+

1

Awareness

Goal: Increase enrollment for the Spring 2021 semester



Audience:

	Ads	Ads/Day	Avg \$/Ad
High Schools	88,090	2,149	\$0.0085
Workforce Centers	35,957	877	\$0.0090
Current Students (669)	90,446	2,206	\$0.0083
StopOuts (799)	89,302	2,178	\$0.0084
Applicants (848)	91,552	2,233	\$0.0082
Site Retargeting	25,798	629	\$0.0091
Student Finder-University Students (96)	10,429	254	\$0.0115

Ads delivered
431,574

Ads delivered per day
10,526

Average cost per ad
\$0.0085

2

Prospects

Actions Taken By Audience

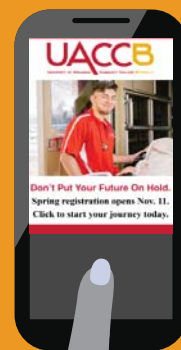
	*CTR	**CPC
High Schools	0.1271%	\$6.68
Workforce Centers	0.1947%	\$4.61
Current Students	0.1846%	\$4.47
StopOuts	0.1590%	\$5.26
Applicants	0.1453%	\$5.61
Site Retargeting	0.1938%	\$4.69
Student Finder-University Students	0.2877%	\$4.00

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Total clicks on ads
704

Cost per click (CPC**)
\$5.21

Click through rate (CTR*)
0.1631%



3

Inquiries

By Audience	Actions	***CPA
High Schools	16	\$46.78
Workforce Centers	9	\$35.89
Current Students	44	\$16.96
StopOuts	25	\$29.85
Applicants	18	\$41.46
Site Retargeting	9	\$26.08
Student Finder-University Students	1	\$120.00

***Cost Per Action: Dollars spent divided by number of actions

Total Actions

122

Cost Per Action (CPA***)
\$30.04

Enrollments
552

ROI
6,587.09%

ROI calculated by average of 6 CH x tuitions of \$74/CH per enrollee



308.762.2565
claruscorporation.com
info@claruscorporation.com

Westmoreland County Community College

Campaign: 2020-06 Online Anytime

Cost: \$4,455.00 | Dates: August 26 to September 13, 2020



1

Awareness

Goal: Promote online offerings to current students at area four-year schools

Ads delivered
543,959

Audience:

Local Universities
2020 HS Graduates (4,313)
2019 HS Graduates (4,643)
Keyword Search
Conquest Websites
Site Retargeting

Ads	Ads/Day	Avg \$/Ad
127,805	6,727	\$0.0082
149,397	7,863	\$0.0081
150,665	7,930	\$0.0080
102,621	5,401	\$0.0085
2,728	144	\$0.0087
10,743	565	\$0.0088

Ads delivered per day
28,629

Average cost per ad
\$0.0082

2

Prospects

Total clicks on ads
661

Actions Taken By Audience	*CTR	**CPC
Local Universities	0.1135%	\$7.24
2020 HS Graduates	0.1459%	\$5.53
2019 HS Graduates	0.1327%	\$6.02
Keyword Search	0.0633%	\$13.49
Conquest Websites	0.1466%	\$5.92
Site Retargeting	0.2699%	\$3.27

*Click Through Rate: Clicks divided by ads delivered
**Cost Per Click: Dollars spent divided by clicks

Cost per click (CPC**)
\$6.74

Click through rate (CTR*)
0.1215%

3

Inquiries

By Audience

	Actions	***CPA
Local Universities	44	\$23.88
2020 HS Graduates	191	\$6.31
2019 HS Graduates	214	\$5.63
Keyword Search	590	\$1.49
Conquest Websites	19	\$1.25
Site Retargeting	22	\$4.32

***Cost Per Action: Dollars spent divided by number of actions

Total Actions

1,080

Cost Per Action (CPA***)
\$4.13

Enrollments
469

ROI
11,088.87%

ROI calculated by average of 6 CH x tuitions of \$200/CH per enrollee

CLARUS
corporation

308.762.2565
claruscorporation.com
info@claruscorporation.com