SAMPLE PAID MEDIA REPORT

RADICALLY HUMAN
VIV HIGHER EDUCATION

Agenda

01
Campaign Summary

02
Lead Generation

03
Awareness and Retargeting

04
CRM Data Review

CAMPAIGN SUMMARY

Overall Thoughts

Strategic Outlook:
We have a steady foundation to build on. The next step is driving stronger lower funnel outcomes.

Spend & Efficiency
We spen**t $350K** to generate **2,300+ leads** across all platforms. Our CPL was **$151**, landing inside the forecasted $140–$170 range, even as awareness grew from 6% to 20% of the media mix.

Enrollment & Program Mix
Campaign-driven graduate admits enrolled at **39%**, ahead of the institution's 32%. Cost is the main reason admitted students give for not enrolling. Opportunity to pair lead gen with affordability messaging and admitted-student retargeting.

Channels & Creative
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The Attribution Gap
Roughly **70% of enrollees** arrived untracked through stealth channels, and most applicants never filled out an inquiry form first. UTM persistence into the CRM is the priority so media's full impact is visible.

KPI Summary - Platform Reported

$350K
Total Spend

2,300+
Total Leads

$151
Cost Per Lead (CPL)

1.91%
CTR

270K
Clicks

14M
Impressions

Goal and Objective Reflection

We set four goals at the start of the year. Leads came in on target and efficiently, and **12%** of leads have already moved into application stages.

Recommendation: Keep the lead engine steady and shift focus to the post-lead experience, where application completion and yield have the most room to grow.

OBJECTIVE	ACTUAL	STATUS
1,900–2,200 LEADS	2,300+ LEADS	MET
CPL OF $140–$170	$151 CPL	MET
10–12% OF LEADS APPLY	12% IN APP STAGES	MET
COST PER ENROLL ≤$3,500	~$10K (1.6%)	NOT YET

Budget by Funnel Role

Seven of every ten dollars went to search, retargeting and LinkedIn lead forms, and that spend produced 96% of leads. Awareness tests showed which channels to keep, and event registrations need dedicated UTMs to tie back to the CRM.

Tactic	Spend	% Spend	Leads	% Leads	CPL
Search	$239K	53%	1,950	81%	$123
Awareness	$106K	24%	65	3%	n/a
Retargeting	$44K	10%	260	11%	$166
LinkedIn Forms	$44K	10%	~100	4%	~$430
Events	$18K	4%	~20	1%	n/a

LEAD GENERATION

Google Search

Overall, we have an effective and healthy search program with room to scale. Our campaigns are limited by competition, not budget. Ongoing keyword clustering, ad rank and geo updates will be a focus.

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Campaign Mix

Program campaigns serve as the backbone of our search program.
New program campaigns cost more per lead in year one, a necessary tradeoff to build demand.

Brand Campaigns

Brand drives a **13.6% CTR,** but converts below the account average.
Next Step: Reimagine the brand landing page for prospects who already know the school.

Geographic Focus

About **60% of budget** runs in the home state, and CPL is strong across all targeted geos.
Next Step: Update geos at the program level using enrollment data.

Google Search Campaigns

Program-specific campaigns outperform general terms, with the top program converting at nearly 10% for a $51 CPL. New program campaigns are still building demand and carry a higher CPL in their first year.

Campaign	Cost	CTR	Leads	Conv. Rate	CPL
General	$26.0K	6.4%	228	5.6%	$114
Brand	$23.9K	13.6%	226	5.4%	$106
Program A	$17.0K	8.9%	335	9.9%	$51
Program B	$15.5K	5.1%	98	4.4%	$158
Program C	$13.2K	4.2%	100	5.0%	$133
Program D	$13.2K	5.1%	140	6.2%	$94
Program E	$12.6K	3.8%	90	7.0%	$140
New Program	$22.3K	5.2%	82	3.0%	$272

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Campaign YOY Performance

We restructured the search program to streamline campaigns, reduce waste, and break out **core** and **expansion** geographic targeting. In every program, that netted a strong improvement in campaign efficiency.

Recommendation: Continue with the core and expansion structure. Focus most of the budget in core geos unless performance dictates otherwise.

Program	Old CPL	New CPL	% Change
Program A	$286	$80	-72%
Program B	$159	$100	-37%
Program C	$187	$60	-68%
Program D	$146	$28	-81%
Program E	$261	$58	-78%

LinkedIn Lead Forms

There was a lot of variability in the portfolio. Our audience is on LinkedIn, but taking action at varying rates by program.

Recommendation: Continue with the top three programs. Test a more general, thematic, or bundled message to support other programs, and use in-platform lead forms uploaded into the CRM.

Campaign	Spend	Leads	CPL
Program A	$10,908	117	$93
Program B	$10,907	85	$128
Program C	$6,047	11	$550
Program D	$4,102	21	$195
Program E	$3,981	12	$332
Program F	$3,592	15	$239
Program G	$3,584	11	$326
Program H	$2,013	4	$503

AWARENESS

Awareness Reach and CPM

A regional campus burst delivered nearly **17M** awareness impressions at competitive CPMs.

Recommendation: Keep out-of-home in the plan across two flights next year to build recall over time.

Note: Two direct mail drops also extended reach and are not counted here.

Channel	Impressions	CPM
Out-of-Home	12.3M	$3.16
Programmatic	1.82M	$4.84
YouTube	995K	$11.82
Digital OOH	594K	$8.48
Streaming Audio	465K	$21.51
Spotify	448K	$14.86

Awareness Reach and CPM

Looking at GA4 and CRM inquiry data during the awareness flight:

17x

Daily Sessions

Daily sessions grew 17x during the flight and eased when investment came down.

+73%

Organic Traffic

Organic traffic rose 73% and new users rose 95%. Direct traffic stayed ~40% above baseline after.

+35%

Inquiry Growth

Programs with dedicated campaigns grew inquiries 35%, compared to 6% for programs outside the campaign.

Source: GA4 and CRM inquiry data

Video vs. Static Creative

Meta awareness creative review:

2.3-2.5%

Static CTR

Static ads took 73% of impressions. The algorithm favored them even though they earned fewer clicks.

5.3-6.2%

Video CTR

Video ads drew 2–3x the CTR on just 27% of impressions. Across the full year, video beat static by 2–4x.

Action

Prioritize Video

Lead with video across YouTube, TikTok and Meta as new creative launches. Add multiple video versions so platforms can scale them.

Source: Meta Ads Manager

RETARGETING

Retargeting

Strategic Recommendation:
Sequence messages around deadlines, events and affordability, with separate journeys for leads, app starts and admits.
Action: Keep awareness live whenever retargeting is.

Meta awareness creative review:

$99–$131
Meta retargeting CPL, our strongest channel

+14%
Retargeting spend the month awareness paused

-55%
Retargeting leads that same month

Keep the Pool Full
Without awareness feeding it, the retargeting audience shrank and fatigued. Retargeting works best when awareness is live alongside it.

Source: Meta Ads Manager

CRM DATA REVIEW

Lead Variance in Paid Reports

Comparison of **lead counts** across the platforms and the CRM, full year:

2,327

Platform Leads

Total leads recorded directly within the ad platforms.

2,095

CRM Leads

Unique inquiries in the CRM tied to paid media. Variance stayed in range all year.

$168

CRM CPL

Cost per CRM-reported lead, right within our targeted range.

Source: Meta Ads Manager

CRM vs. Platform By Channel

For a regional burst campaign, the platforms counted 2.5x the leads the CRM did. The gap is driven by how leads are defined: the CRM only counts unique, completed inquiry forms. Programmatic has the largest variance because it tracks view-through activity.

Channel	Spend	CRM Leads	Cost / CRM Lead	Platform Leads	Cost / Platform Lead
Google Search	$39.0K	42	$928	83	$472
Meta	$8.5K	13	$650	29	$291
Programmatic	$27.9K	1	$27,864	46	$606
YouTube	$11.8K	1	$11,761	3	$3,920
LinkedIn	$4.1K	2	$2,049	9	$455
Microsoft Ads	$4.1K	4	$1,023	0	n/a
All Digital	$101.9K	63	$1,617	170	$601

Source: CRM application funnel

From App to Enroll, Where We Lose Students

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Where Students Drop
35 applicants withdrew before a decision, and 53 admitted students never enrolled. Cost is the top reason they give.

Applicant Quality
Campaign-driven graduate admits enrolled at 39%, ahead of the institution's overall 32%.

Strategic Takeaway
Media generates quality applicants. Pair lead gen with affordability messaging and admitted-student retargeting.

Yield by Audience

Graduate

39%

Undergraduate

45%

Certificate

44%

Stage	Count
Applications	139
Withdrew	35
Admitted	100
No Response	32
Declined	21
Enrolled	43

The Attribution Gap

Untracked Enrollees

Roughly **70% of enrollees** arrived untracked through stealth channels, so paid media's true contribution is likely undercounted.

Silent Applicants

64% of master's and **59% of transfer** applicants applied without filling out an inquiry form first. This supports continued investment in awareness and brand search.

Search Discovery

"Search" self-reported share grew from **16% to 26%** of enrolled-student responses over three cycles.

What We Do

Persist UTMs into the CRM and build lead-quality reports there.
Judge programs on **applications and enrollments**, not cost per lead alone.

Strategic Pillars for Next Year

Google Search
Build off the strength of the current program. Structure by program and geo, and retire campaigns whose leads rarely apply.

Channel Mix & Format
Build off the strength of the current program. Structure by program and geo, and retire campaigns whose leads rarely apply.

Retargeting
Keep awareness live to refill audiences. Use separate journeys for leads, app starts and admits.

UTM Tagging & CRM
Ensure UTM tagging and persistence are resolved. Build CRM reports to assess lead quality and conversion behavior.

Awareness Spend
Fewer channels, each with a clear job. Judge awareness on reach, site lift and inquiry growth.

LinkedIn Forms
Leverage in-platform forms with uploads into the CRM. Test bundling programs to supplement top performers.

Messaging Refresh
Lead with affordability from the first impression, and carry it into the landing pages.

Lower Funnel
Manage to applications and enrollments against program goals. Use phased messaging in retargeting with offers like events or content pieces.

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