Fall Recruitment Social Media Paid Campaign
June 1 – August 14

One ad campaign – 2 separate ads
Total Campaign Budget - $10,500

Ad 1 – Fall Recruitment with loaner laptop mention
Reach (Number of people who saw the ad) – 149,280
Each person saw the ad approximately 3+ times.
Total amount spent ad1 to date - $5344.54

Results:

Unique Ad Link Click (this indicates anytime someone new has clicked on the ad, for example: like, comment, click to facebook page or click through to ad landing page.)
Ad Link Click – 1,843
Unique Landing page view (for this ad, landing page is our admissions how to apply page) – 1,470
Leads (a lead in this case is a click through to CUNYApplication which is the link label to CUNYFirst application) – 660 leads

Ad 2 – Fall Recruitment
Reach (Number of people who saw the ad) – 146,624
Each person saw the ad nearly 4 times.
Total amount spent ad2 to date - $5236.14

Results:

Unique Ad Link Click (this indicates anytime someone new has clicked on the ad, for example: like, comment, click to facebook page or click through to ad landing page.)
Ad Link Click – 1,407
Unique Landing page view (for this ad, landing page is our admissions how to apply page) – 896
Leads (a lead in this case is a click through to CUNYApplication which is the link label to CUNYFirst application) – 848 leads