

Paid Media Reporting

Example of Best Paid Media Report:

<https://docs.google.com/spreadsheets/d/19OQPdpKIP3yzrflWB6MCh4iEnfOBIErPpi-EpHQQG0/edit?usp=sharing>

Notes:

- Home Office will soon be able to share the averages across the system for main KPI's for paid media
 - o If we are not able to get data from every center, we will share the average across as many centers as possible
- Paid Social - Influences other traffic sources
 - o Branded paid search
 - o Offline
 - o Organic search
 - o Direct traffic
- Paid Search – You must look at this two ways
 - o Branded vs Non-branded
 - o Focus your ad spend on the keywords that will drive enrollments first and expand your ad spend from there
 - o Having a good account/campaign set up is KEY. This will ensure you are getting the lowest Avg CPC's as possible and maximize your quality lead volume. You must ensure certain settings and levers are being leveraged in order to drive the best performance
- Paid Social Targeting
 - o Leverage audiences from HubSpot to run Look-a-like audiences
 - Target users as similar as possible to previous enrollments
 - o Send ads to the microsite as the landing page
- Main KPI's
 - o Leads, Assessments & Enrollments
 - o Cost/Lead, Cost/Enrollment
 - o I to E % for paid media leads
 - o Total Ad Spend compared to Total Revenue (%)

- Figure out the percentage that is profitable. If you are hitting that %, then you can consider increasing ad spend to grow your business. If you are above the target percentage, optimizations are needed in the ad accounts before you can look at increasing ad spend.

[Example] BB Paid Media Advertising Tracker 2023

		Paid Media Performance Tracker																							
Year	Month	Google Ads Data							Paid Social Ads							Total Spend	Corporate Production Doc (Total Center Performance)								
		Clicks	Impressions	CTR	Avg CPC	Cost	Google Leads	Google CPL	Google CVR	Clicks	Impressions	CTR	Avg CPC	Cost	Social Leads	Social CPL	Social CVR	Total Paid Media Spend	Total Leads	Total Enrollments	Lead to Enrollment %	Total Paid Media Cost / Total Enrollments	Total Revenue	Paid Media Spend % of Total Revenue	
2022	January	355	4366	8.13%	\$2.61	\$925.37	9	\$102.82	2.54%	192	34006	0.56%	\$4.42	\$831.64	1	\$831.64	0.52%	\$1,757.00	29	2	6.90%	\$878.50	\$13,120	13.39%	
	February	378	4290	8.81%	\$2.42	\$913.00	16	\$57.06	4.23%	84	16871	0.50%	\$5.20	\$441.90	1	\$441.90	1.19%	\$1,354.90	33	3	9.09%	\$451.63	\$19,680	6.88%	
	March	341	4063	8.39%	\$3.38	\$1,151.03	15	\$76.74	4.40%	96	20936	0.46%	\$6.23	\$605.32	0	-	0.00%	\$1,756.35	27	6	22.22%	\$292.72	\$39,360	4.46%	
	April	503	5378	9.35%	\$2.07	\$1,042.62	14	\$74.47	2.78%	108	19330	0.56%	\$5.51	\$583.49	3	\$194.50	2.78%	\$1,626.11	30	1	3.33%	\$1,626.11	\$6,560	24.79%	
	May	443	4960	8.93%	\$2.16	\$956.71	13	\$73.59	2.93%	130	24670	0.53%	\$4.57	\$600.85	2	\$300.43	1.54%	\$1,557.57	25	3	12.00%	\$519.19	\$19,680	7.91%	
	June	424	4671	9.08%	\$2.42	\$1,025.97	16	\$64.12	3.77%	111	22024	0.50%	\$5.43	\$609.53	2	\$304.76	1.80%	\$1,635.49	33	4	12.12%	\$408.87	\$26,240	6.23%	
	July	255	2632	9.69%	\$3.42	\$872.19	28	\$31.15	10.98%	84	27283	0.31%	\$7.04	\$579.53	2	\$289.77	2.38%	\$1,451.72	43	2	4.65%	\$725.86	\$13,120	11.06%	
	August	268	3419	7.84%	\$3.94	\$1,054.71	13	\$81.13	4.85%	107	27379	0.39%	\$5.61	\$607.20	1	\$607.20	0.93%	\$1,661.91	37	2	5.41%	\$830.95	\$13,120	12.67%	
	September	270	3006	8.98%	\$3.91	\$1,055.57	26	\$40.60	9.63%	121	26779	0.45%	\$4.91	\$582.19	4	\$145.55	3.31%	\$1,637.76	53	6	11.32%	\$272.96	\$39,360	4.16%	
	October	330	3596	9.18%	\$3.63	\$1,196.81	20	\$59.84	6.06%	128	31991	0.40%	\$4.72	\$611.02	6	\$101.84	4.69%	\$1,807.83	35	4	11.43%	\$451.96	\$26,240	6.89%	
	November	307	3216	9.55%	\$3.39	\$1,039.52	18	\$57.75	5.86%	111	25857	0.43%	\$5.27	\$573.57	3	\$191.19	2.70%	\$1,613.09	36	5	13.89%	\$322.62	\$32,800	4.92%	
	December	305	3632	8.40%	\$4.67	\$1,425.26	9	\$158.36	2.95%	172	47343	0.36%	\$4.69	\$816.16	2	\$408.08	1.16%	\$2,241.42	31	3	9.68%	\$747.14	\$19,680	11.39%	
2023	January	362	3798	9.53%	\$3.71	\$1,241.45	18	\$74.52	4.97%	230	62193	0.37%	\$3.49	\$812.94	4	\$203.23	1.74%	\$2,154.39	43	1	2.33%	\$2,154.39	\$6,560	32.84%	
	February	292	4497	6.49%	\$4.78	\$1,394.88	22	\$63.40	7.53%	183	47565	0.38%	\$4.40	\$814.45	5	\$162.89	2.73%	\$2,209.33	36	1	2.78%	\$2,209.33	\$6,560	33.68%	
	March	296	4158	7.12%	\$4.26	\$1,260.52	16	\$78.78	5.41%	195	44069	0.44%	\$4.17	\$795.95	2	\$397.97	1.03%	\$2,056.46	38	2	5.26%	\$1,028.23	\$13,120	15.67%	
	April	593	8777	6.76%	\$2.27	\$1,346.32	21	\$64.11	3.54%	144	46672	0.31%	\$5.53	\$780.49	1	\$780.49	0.69%	\$2,126.82	40	5	12.50%	\$425.36	\$32,800	6.48%	
	May	535	6188	8.65%	\$2.80	\$1,499.36	19	\$78.91	3.55%	204	49176	0.41%	\$4.06	\$812.32	2	\$406.16	0.98%	\$2,311.68	34	5	14.71%	\$462.34	\$32,800	7.05%	