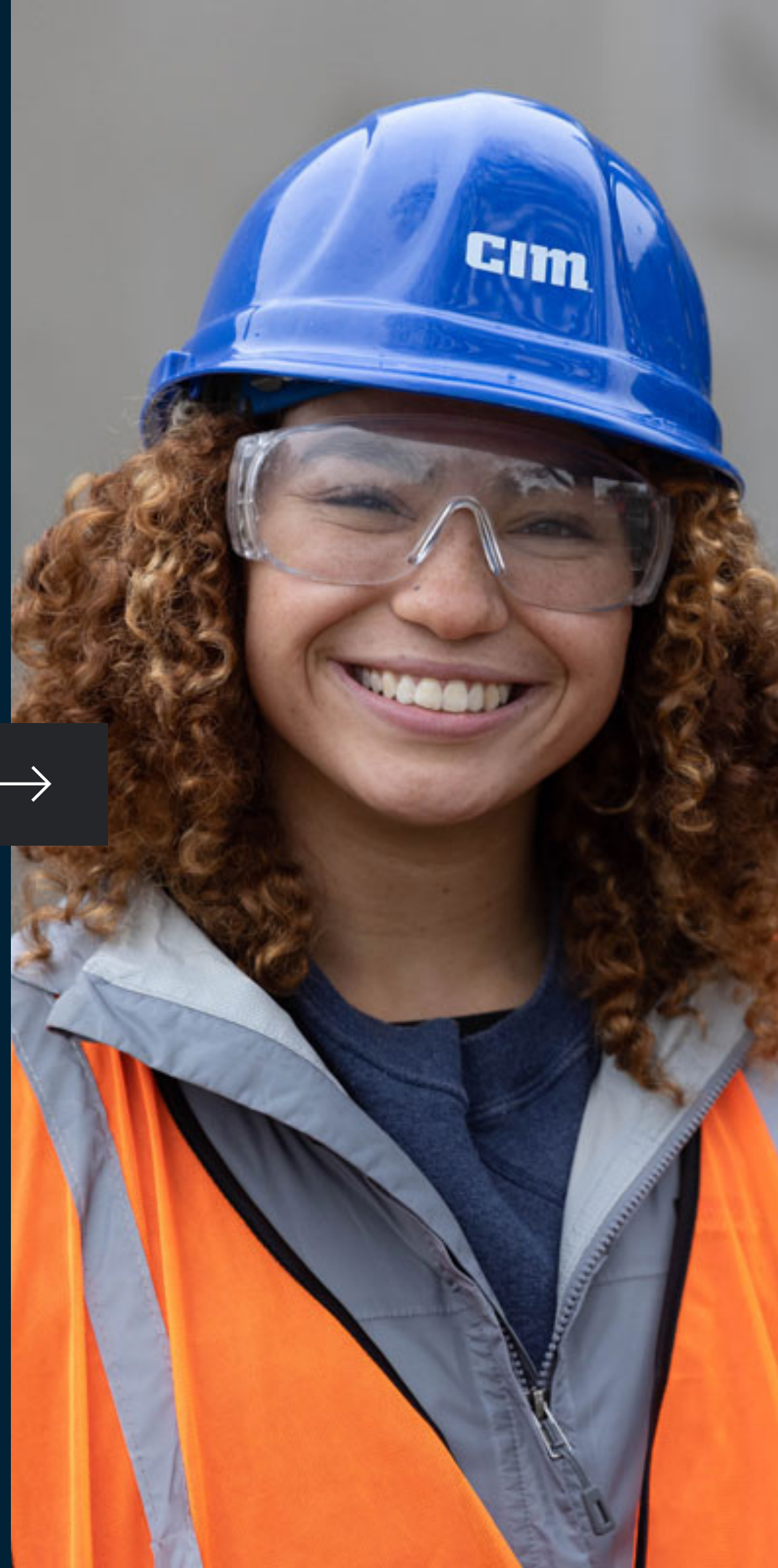
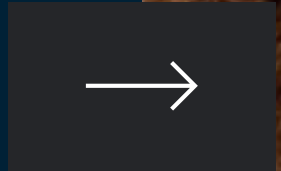




# Campaign Reporting Concrete Industry Management

Prepared for



# Executive Summary

The following report is an overview of CIM's first national advertising campaign. The campaign is a 70-day campaign, which was completed on May 15 (Duration 3/6 - 5/15). Overall, the campaign performed well above market expectations analytically and has given us meaningful behavioral insights into CIM's target audience.

The goal of the first campaign was awareness and to introduce CIM as a field of study to potential students. We utilized a healthy mix of ad platforms that focused on awareness and lower funnel, which is a more targeted, action-driven approach.

This report will cover high-level key metrics as well as our analysis. Further data can be provided upon request. We utilized Google Display & Video 360 (display, CTV/OTV, YouTube), Google Ads (search/display), Spotify (audio/video), and Reddit as our main methods of promotion.

This report covers the full period of the campaign from 3/6/23 to 5/15/23.



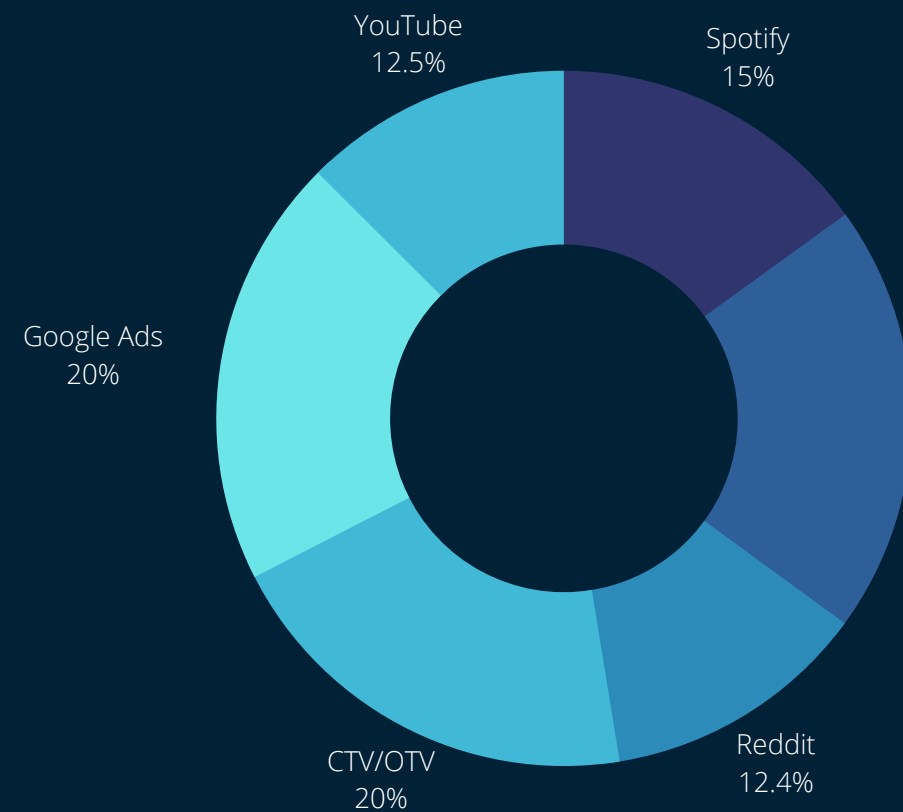
# Ad Parameters (Overall)

These are the targeting parameters we used throughout each advertising medium.

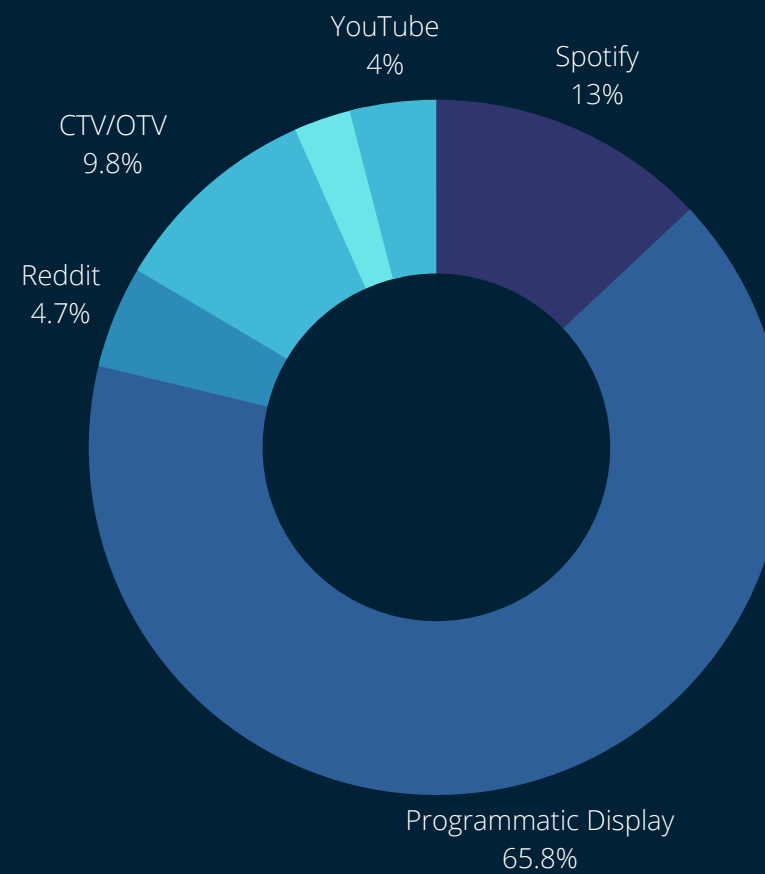
- **Target:** Male/Female, High School Grads & Current College Attendees, Ages 18-25, English/Spanish speakers
- **Locations:**
  - South Dakota State: Sioux Falls DMA, Minneapolis/St. Paul DMA, Omaha DMA, Kansas City DMA, Fargo DMA
  - Chico State: Chico/Redding DMA, Sacramento DMA, Reno DMA
  - Texas State: Dallas DMA, Houston DMA, San Antonio DMA, Austin DMA
  - MTSU: Nashville DMA, Knoxville DMA, Memphis DMA, Chattanooga DMA, Charlotte DMA, Jacksonville DMA, Savannah DMA
  - NJIT: Newark DMA, NYC DMA
- **Goal/Conversion = Website Visits, Website Actions:** Contact, University redirect, concretedegree.com redirect
- **Advertising Mediums:** Google Ads, Spotify, Google Display & Video 360, Reddit

# Campaign Visualization

By Budget

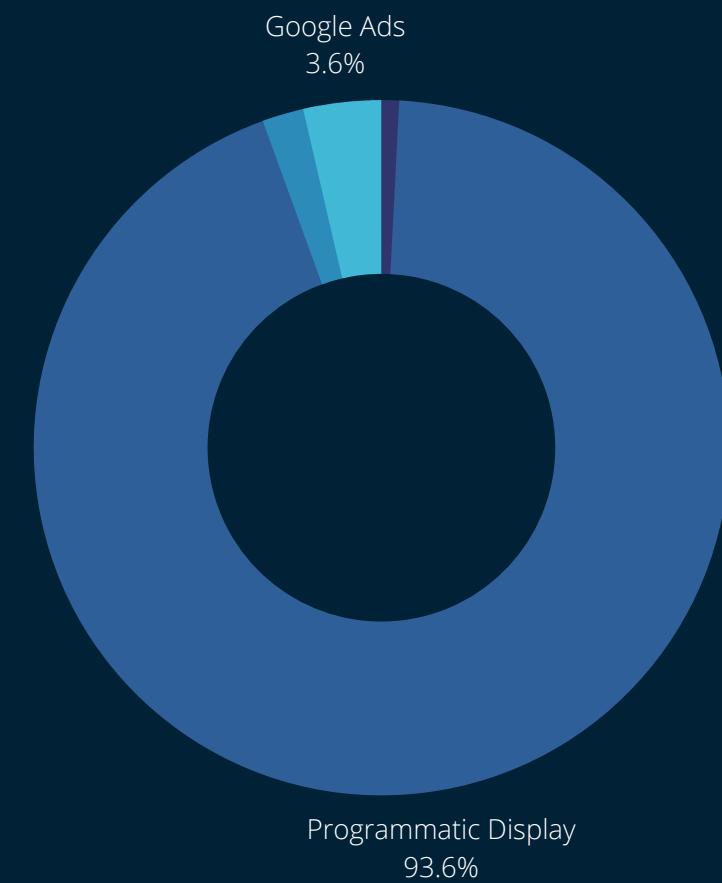


By Impressions



\*Google Ads ~2%

By Clicks



\*Reddit ~2%  
\*Spotify ~1%

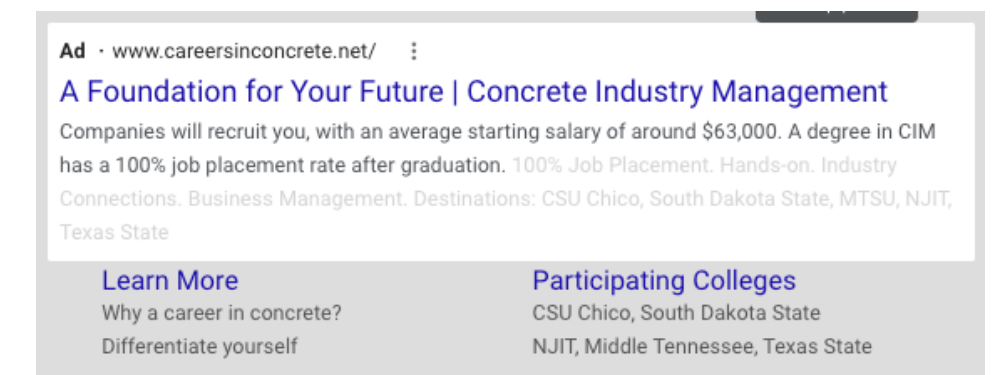
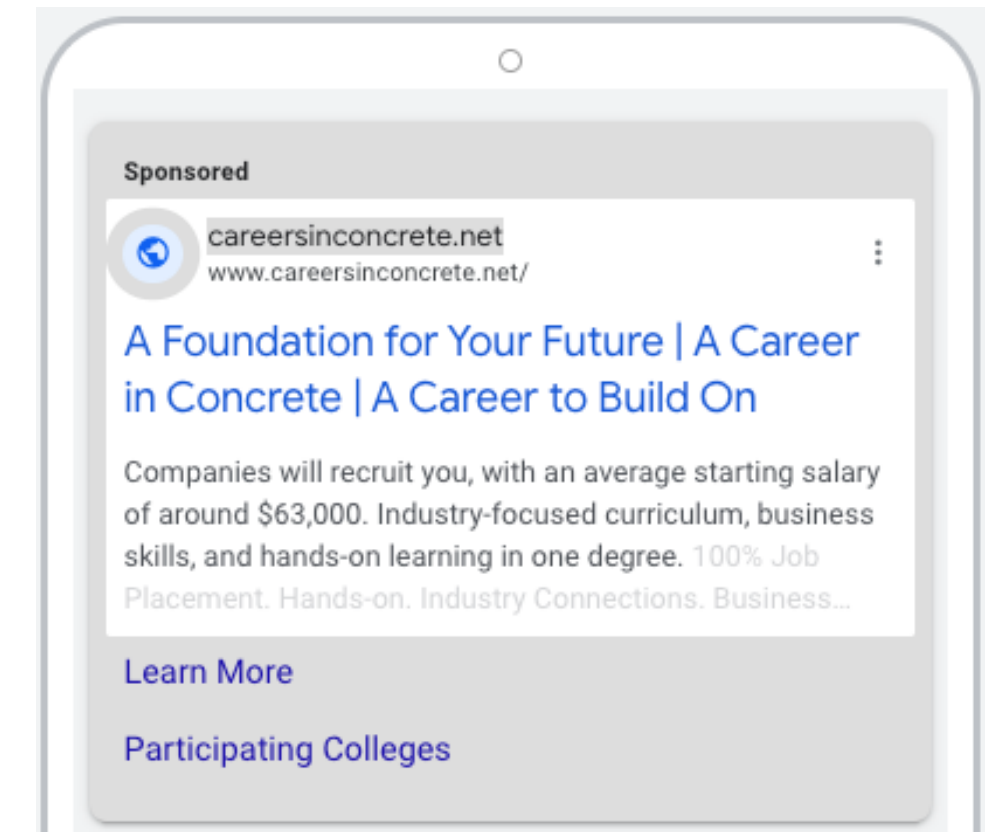
# Total Paid Metrics

Sum of all platforms used during the campaign

- 28,492,406 Impressions (users who 'saw' an ad)
- 300,962 Clicks (users who visited the microsite through an ad)
- 2,813 Conversions (users who took action on the microsite, i.e. clicked a call-to-action button)
- \$78.5k budget spent of allocated \$80k (98% Exhausted)
- Device Usage: 87% Mobile, 9% Desktop, 3% Tablet
- Events breakdown (From Ads Only):
  - Connect with Us (Click): 2.1k
  - Visit [concretedegree.com](http://concretedegree.com): 129
  - Contact Button Clicks (From Ads): Chico 72, SDSU 54, MTSU 34, NJIT 26, TX State 28

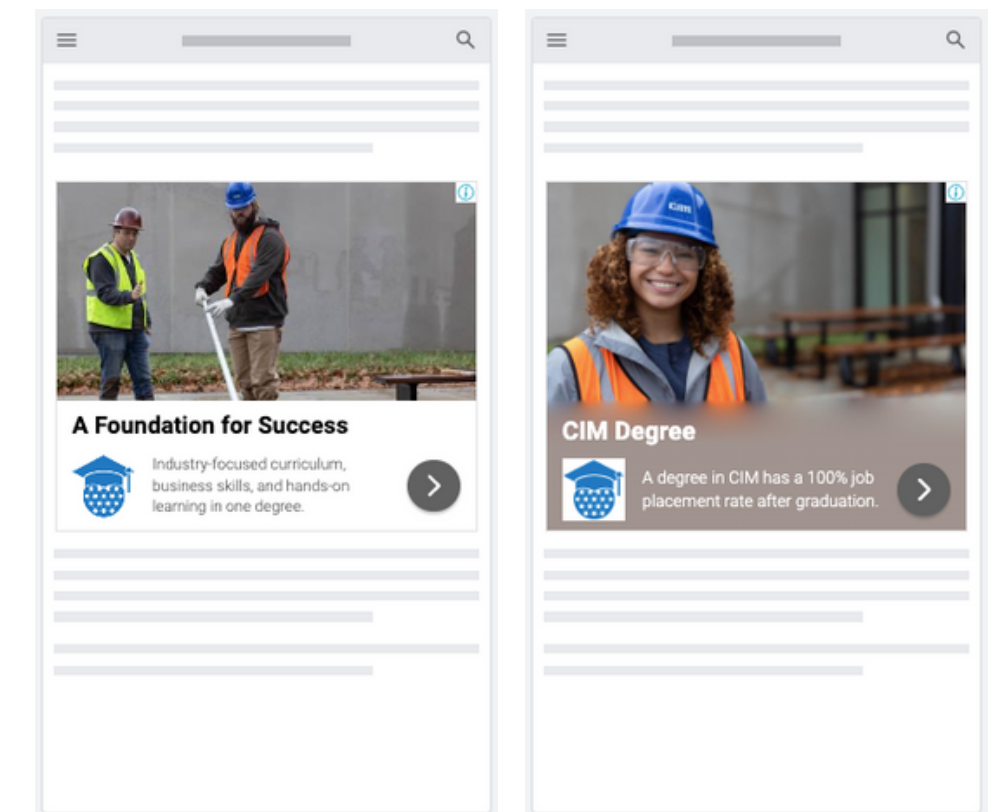
# Google Search Campaign

- These ads appear when users conduct a Google search. Responsive search ads were used, meaning the headlines and body copy adapt based on user search. This is a lower funnel tactic, which means it's intent-driven advertising. Users are specifically searching for something and our ads will appear. We will see fewer impressions but more conversions on this platform.
- **10.19% CTR** Click-through rate, which is the percentage of impressions that resulted in an action). Our benchmark was a CTR above 3% based on industry insights.
- 35.5k Impressions (users who 'saw' the ad), 3.6k Clicks (users who took action)
- 413 Conversions (users who took action on the microsite (Connect button or University-specific contact click)
- Top performing keywords (based on CTR): engineering degree, construction management colleges, engineering programs, concrete management degree, construction education



# Google Display Campaign

- These are responsive display ads, meaning the creative changes based on where the ad is placed. Thousands of websites use the Google Display network on their platforms.
- **.96% CTR** (Click-through rate, which is the percentage of impressions that resulted in an action). Our benchmark was a CTR above .4% based on industry insights.
- **\$0.60** (Cost per mille). Our benchmark was a CPM of around \$3.00 based on industry insights.
- 757k Impressions (users who 'saw' the ad), 7.2k Clicks (users who took action)
- 309 Conversions (users who took action on the microsite (Connect button or University-specific contact click))
- Top performing keywords (based on CTR): engineering degree programs, engineering degree, trades school, construction college





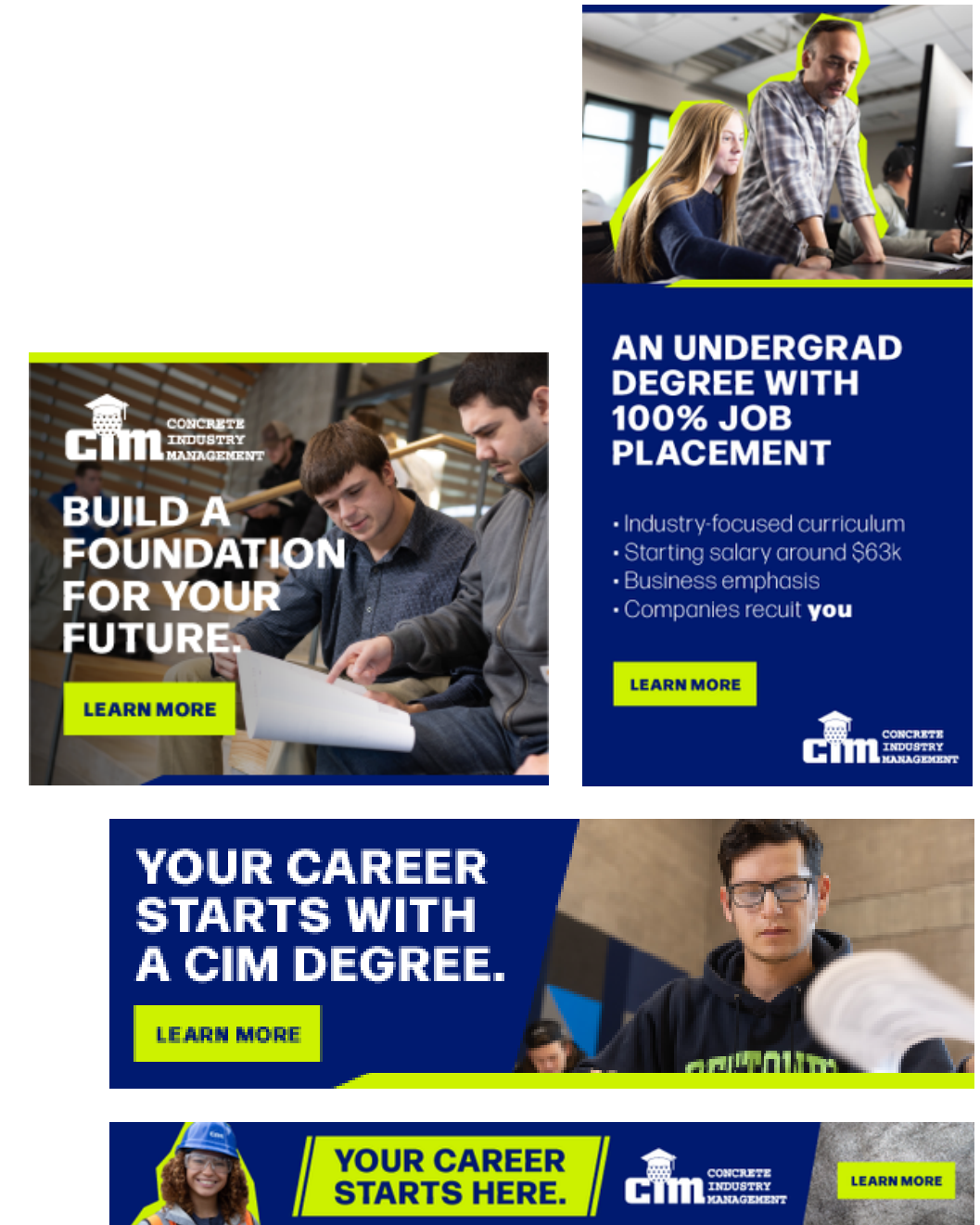
# Why Google Ads?

With over 5 billion searches per day, it's evident why CIM should allocate a large portion of the budget to the Google ecosystem. Google search allows advertisers to capture a user when they are actively searching for a service, which in a sense harnesses intent. An advertiser is actually helping someone find their answer rather than interrupting their online browsing experience. In addition, using Google's remarketing tool, CIM can serve interested users who have visited the website with display ads as they continue to browse the web on desktop, mobile, or tablet.



# Programmatic Display

- Display ads were placed on various platforms using Google Display & Video 360. Programmatic display differs from Google Display ads in that ads are served on multiple ad exchanges.
- **1.4% CTR** (Click-through rate, which is the percentage of impressions that resulted in an action). Our benchmark was a CTR above .05% based on industry insights.
- **\$0.69 CPM** (Cost per mille). Our benchmark was a CPM of around \$6.00 based on industry insights.
- 19.7mm Impressions (users who 'saw' the ad), 282k Clicks (users who took action)
- 524 Conversions (users who took action on the microsite (Connect button or University-specific contact click))





# Why Programmatic Display?

By utilizing programmatic advertising, CIM will have access to increased distribution and scale, with a reach of over 20 ad exchanges. Side note—we do still believe Google Display is necessary to integrate with search and serves as a supplement to a wider programmatic campaign. Within one programmatic campaign, we can incorporate display content on connected television, mobile applications, and websites. Targeting capabilities are generally extremely reliable with the vast amount of user data programmatic advertising holds allowing CIM to reach a quality audience.

# Programmatic Video

- Ads were placed on various platforms using Google Display & Video 360. Programmatic video was placed on digital streaming platforms such as on Smart TVs, websites, and YouTube. The creative included three versions of the CIM video (15 second, 30 second, and full).
- **\$0.01** CPV (Cost per view). Our benchmark was a CTR above \$0.10 based on industry insights.
- **97%** Completed Views (View Rate, which is the percentage of completed video views). Our benchmark was a view rate of 70%.
- **1.54** Frequency (the number of times a unique viewer sees the same ad). Our benchmark was a frequency of >2 or less than 20.
- 4.1mm Impressions (users who 'saw' the ad)



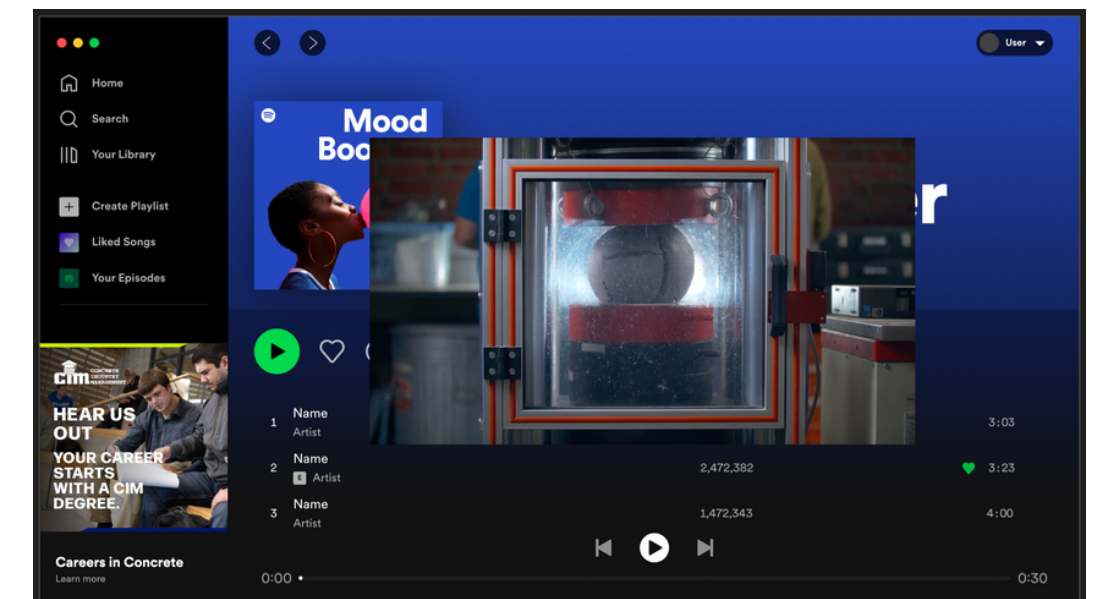
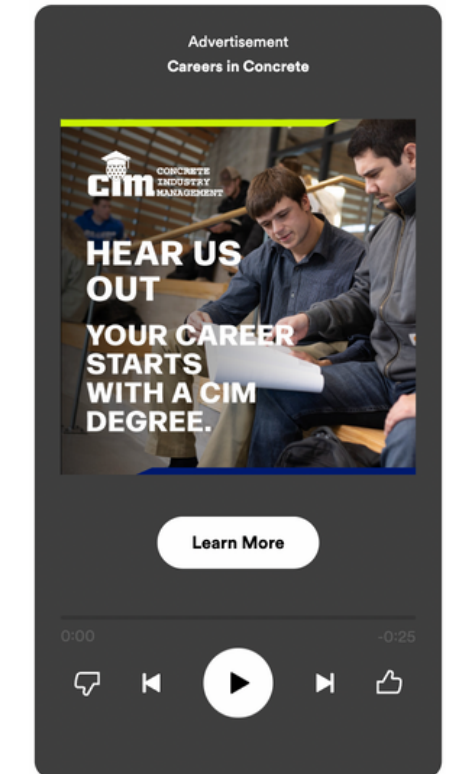


# Why Programmatic Video?

It's no surprise that streaming video has grown extensively. According to Nielsen, audiences now spend nearly 30% of their total TV time watching over-the-top video (OTT) content. Targeted video content at scale is much more cost-effective than placing ads with traditional television networks and it's been proven that the creative reach a higher quality audience for the advertiser. 78% of all U.S. households have some form of streaming video subscription and that number only continues to grow. Pew Research Center reports that 76% of surveyed consumers watched TV via cable or satellite in 2015 — but that number dropped to just 56% in 2021 as 'cord-cutters' continue to realize they can access the content they're interested in online.

# Spotify Campaign

- Audio and video ads were placed on the Spotify music platform.
- 4.1mm Impressions (users who 'saw' the ad), 2.5k Clicks (users who took action)
- **.217%** CTR (Click-through rate, which is the percentage of impressions that resulted in an action). Our benchmark was a CTR above .06% based on industry insights.
- 2.2 Frequency (number of times users heard an ad). Benchmark should be around 2.
- **\$5.48** CPM (Cost per mille). Our benchmark was a CPM of around ~\$10 based on industry insights.
- Listenership: 51% Male / 49% Female, Platform: 47% iOS, 17% Android, 35% Desktop



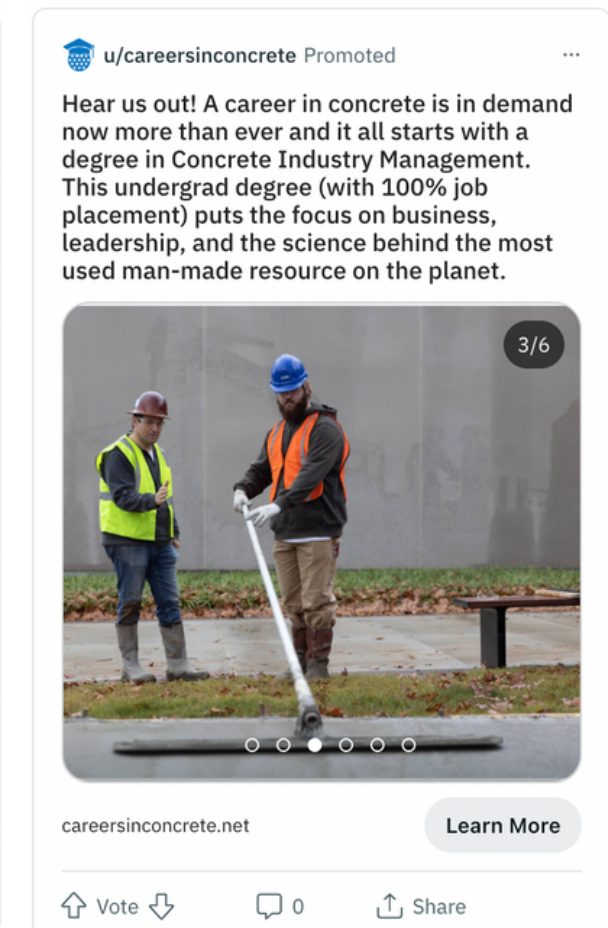
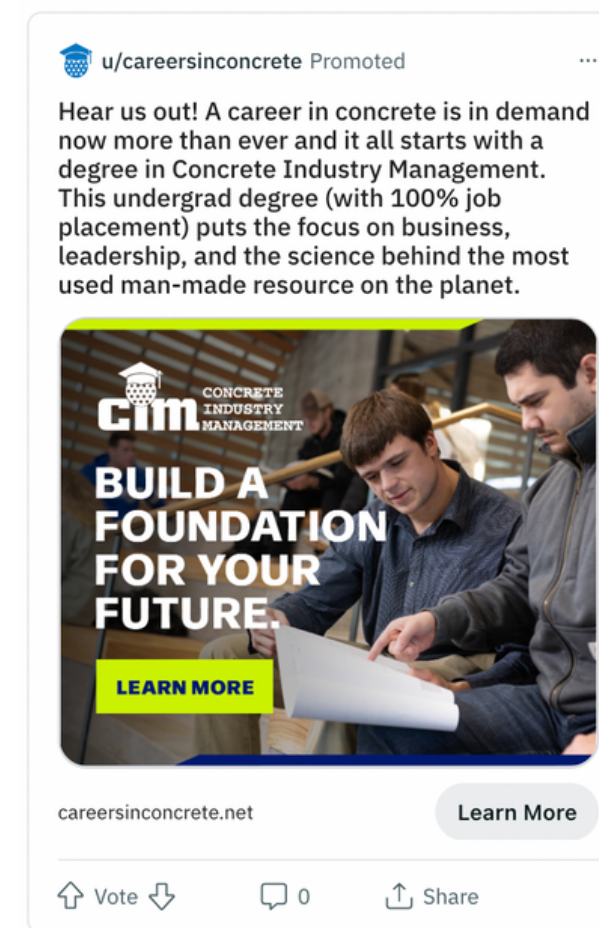


# Why Spotify?

We like Spotify because of its fast-growing audience in the Podcast space with over 2.2 million podcast titles. The Spotify Audience Network also reaches podcast listeners off-platform on publishers such as Megaphone and Anchor. Of the 47% of podcast listeners between 12-34 years old, 50% of these individuals listen to podcasts 5 hours per week and say that podcast advertising is the best way for a brand to reach them. NRMCA can use Spotify to target specific podcasts, demographics, and user-interests with audio ads (Spotify can produce) and supplementary display ads.

# Reddit Campaign

- Carousel and static ads were placed on Reddit.
- 1.4mm Impressions (users who 'saw' the ad), 5.8k Clicks (users who took action)
- **.407%** CTR (Click-through rate, which is the percentage of impressions that resulted in an action). Our benchmark was a CTR above .2% based on industry insights.
- **\$5.91** CPM (Cost per mille). Our benchmark was a CPM of around ~\$7 based on industry insights.
- 1.57k Conversions (users who took action on the microsite (Connect button or University-specific contact click))





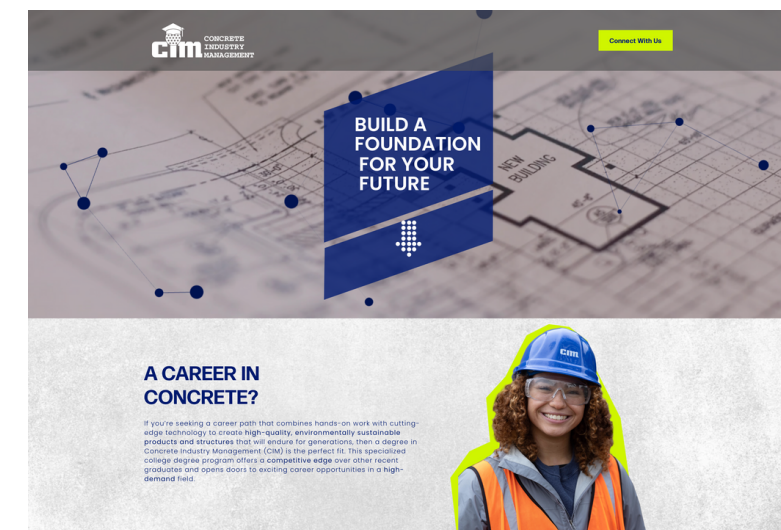
# Why Reddit?

Reddit is a social network and content contribution site used by millions. Users, or “Redditors,” contribute and curate content, sharing it into individual “subreddits,” or themed communities. User content can consist of text, links, images, and video. By targeting specific, 'subreddits' we are able to target engaged communities that reflect interest in educational areas similar to CIM. With Reddit's main demographic of 18-29, we will be able to target potential and existing college students effectively. 90% of users trust Reddit to learn about new products and brands, more than Google, Amazon, Instagram and Twitter.

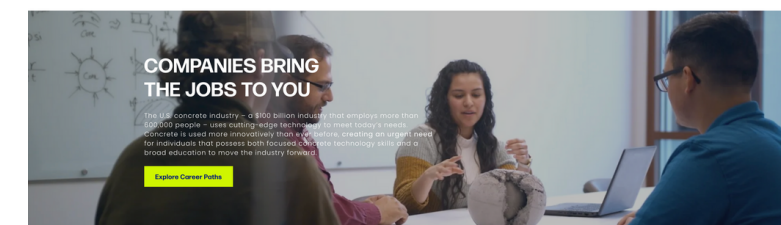


# Microsite Highlights

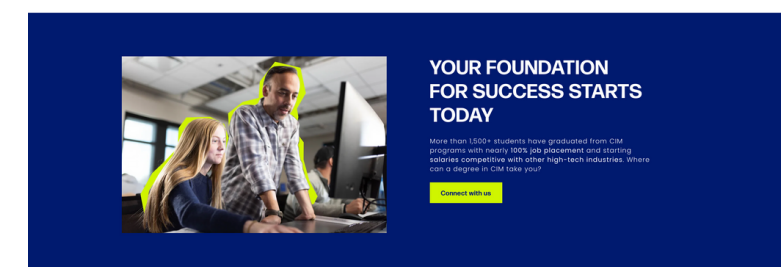
- Events breakdown (ads + organic):
  - Connect with Us (Click): 2.2k
  - Download Careers PDF: 411
  - Visit concretedegree.com: 132
  - Contact Button Clicks: Chico 74, SDSU 59, MTSU 38, NJIT 27, TX State 32
- Geographic breakdown (by users):
  - New York, Houston, Dallas, San Antonio, Nashville, Austin, KC, Minneapolis, Charlotte, Omaha, Fort Worth, Jacksonville, Sacramento
- Device breakdown:
  - Mobile 87%, Desktop 9%, Tablet 3.2%, Smart TV ~1%



**CIM graduates ranked in the top 3 highest paid majors over the past 3 years**



**PROGRAM UNIVERSITIES**



# In Conclusion: A Closer Look

Overall, the first CIM digital campaign performed well above market expectations. It is important to keep in mind that we are essentially introducing CIM to our target audience. Because of this, we shifted heavily into awareness tactics for the first flight. Impressions and consideration (or top of mind) should be our most important metric. With that said, we did employ actionable, call-to-action, focused ads encouraging potential students to reach out to various schools offering CIM.

Was it successful?

In our opinion, yes. We now have a plethora of data that will influence CIM promotional efforts moving forward. Our biggest positive is that we saw overall healthy click-through rates on all platforms, which indicates that our target audience is receptive. Choosing an area of study is not an impulse decision and continuing to promote CIM during various times of the year will be imperative to attract students. One area of improvement we saw would be to incorporate additional information onto the microsite about CIM. We should also consider a more intuitive method of reaching out to participating universities. Currently, we direct users to the university-specific CIM page, which is an additional step for perspective students.