Open Morning May 8 2019 Digital Campaign Report

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Quick Facts

What did we do?

3 type of advertising campaigns were created to promote the Open Morning held on the

1. Google Display Ad - using Gmail channel
2. Google Search Ad - using Google Search Network
3. Facebook - using Cornish College Facebook Page and email list

41 Conversions (Survey Responses / Phonecalls) attributed to the advertsing campaigns at a cost of $923 - Cost/Conversion was $22.51

The Advertising ran from 24th of April until the 10th of May (16 Days)

The campaign had a total of 2670 click to website landing page. Of those Gmail advertising was by far the strongest option with 1850 click through rate which was more than half of all CTs.

How did the campaign go?

"We had 46 register (up from 31 last year) and 5 came who hadn't registered. So 51 sets of contact details. Only 33 came in total I think (the weather wouldn't have helped that). We've also had some registrations for the May 29 Tour that is likely to have been driven by this campaign." Rhiannon

This year vs last year equals a 65-70% increase from last year.

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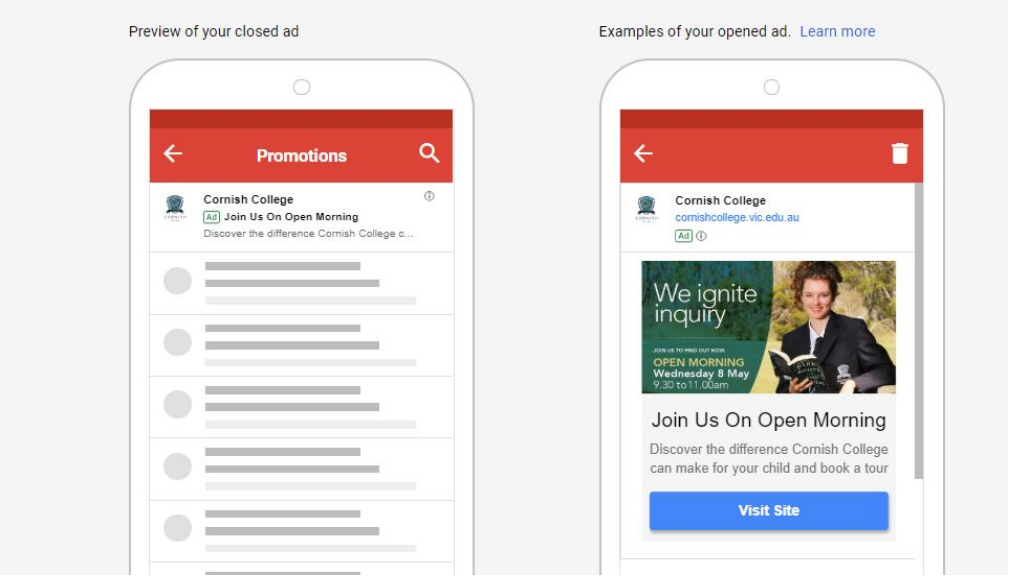
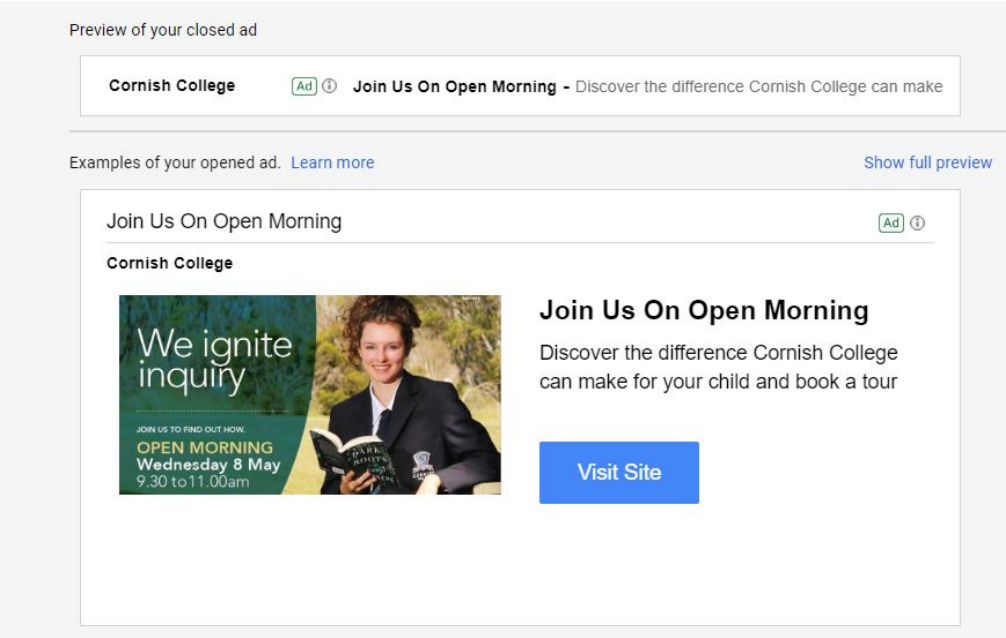
The detail

Gmail Advertising

The objective of using Gmail as an advertising channel to raise awareness and target audiences with intentions. This will assist with name recognition (branding).



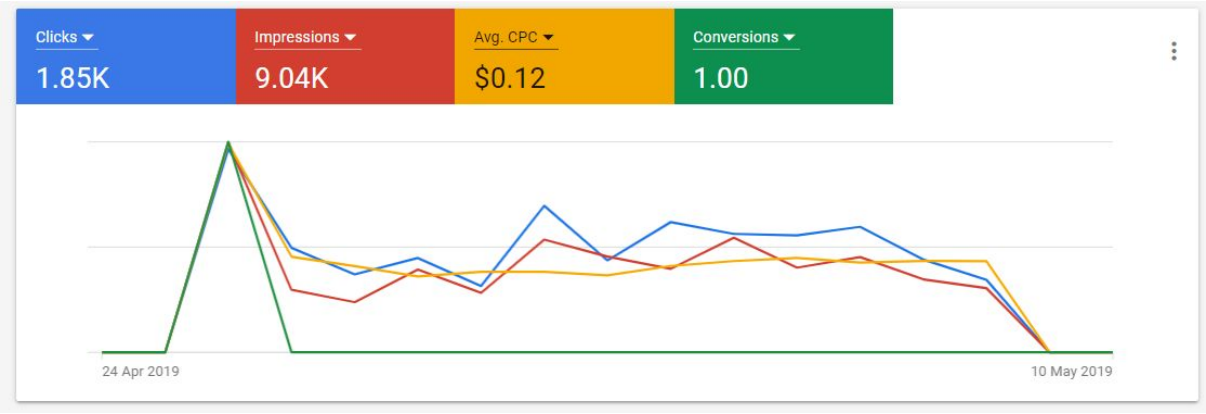
Mobile Appearance



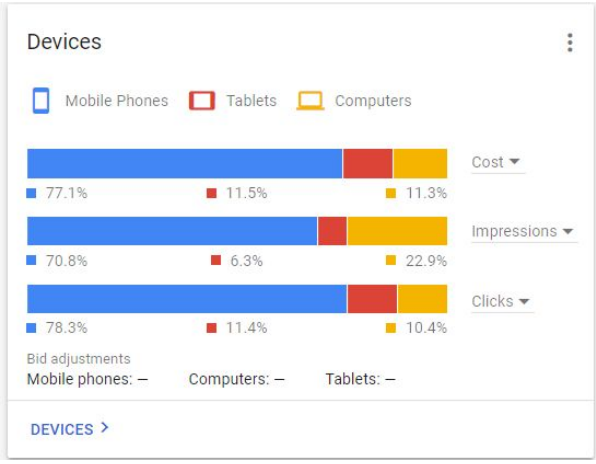
Desktop Browser Appearance

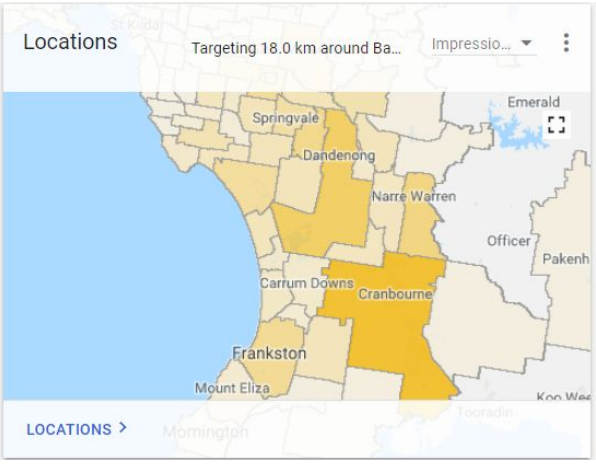
The detail

Summary



Audience	Type	Ad group	Status	Gmail clicks to website	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
Education Primary & Secondary Sch...	In-market audience	School Seekers	Campaign paused	28	1,375	6,368	21.59%	$0.13	$175.01	0.00	$0.00
Parental Status > Parents Parents of Pre-Schoolers (...	Detailed demographics	School Seekers	Campaign paused	13	370	1,963	18.85%	$0.12	$43.91	1.00	$43.91
Total: Audiences				41	1,745	8,331	20.95%	$0.13	$218.92	1.00	$218.92
Total: Display automatic ...				3	104	708	14.69%	$0.09	$9.64	0.00	$0.00
Total: Other				0	0	0	0.00%	$0.00	$0.00	0.00	$0.00
Total: Campaign				44	1,849	9,039	20.46%	$0.12	$228.56	1.00	$228.56





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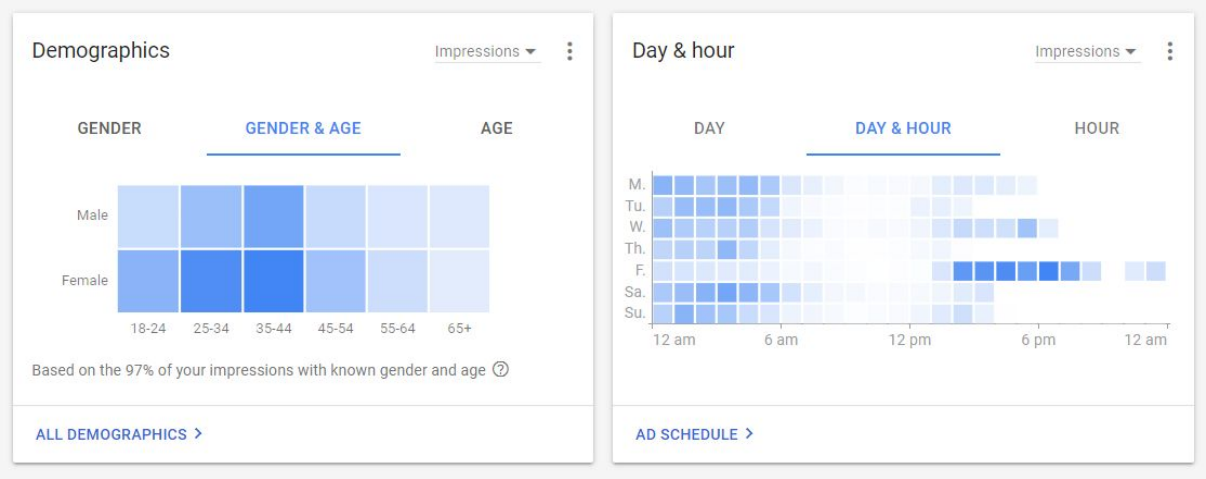


Results

Costs - $229

Cost Per click - $0.12

Visits to Website - 44

Seen - 9,040 times

Clicks - 1850 times

Increase awareness of the school in the local area

Qualified Interested parties using Call To Action (CTA) button on advertising

The detail

Google Search Advertising

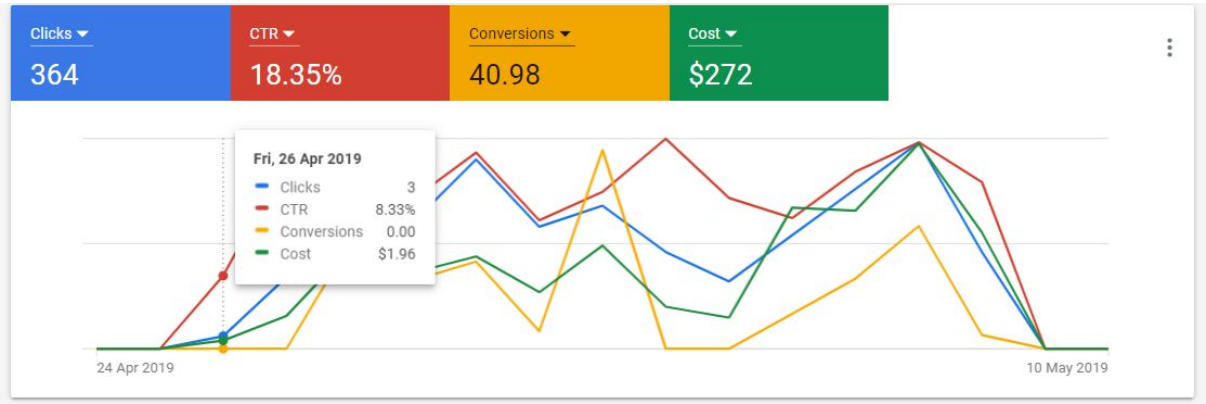
The objective of using Search advertising channel to directly address the need to the audiences "searching" for a service/product by typing in a Search Term

Cornish college already had existing Adwords advertising search terms such as

"Ib", "independent schools", "international baccalaureate", "independent schools near me", best primary schools in melbourne"

The objective of Our Advertising was to address the audience that already knew of Cornish Collge and Maximise Click Through Rate (CTR)

☐ ●	{KeyWord:Cornish College Bangholme} | Open Morning - Wednesday 8 May | ELC to... cornishcollege.vic.edu.au/open-morning Discover The Difference Cornish College Can Make For Your Child. Come To Our Open Morning. A Holistic Approach To Education, Providing Much More Than Gre...		Campaign paused	Expanded text ad	321	1,783	18.00%	$0.79	$253.19	33.01	$7.67	1(
☐ ●	Discover Cornish College | Open Morning - Wednesday 8 May | ELC to Year 12 in... cornishcollege.vic.edu.au/open-morning Discover The Difference Cornish College Can Make For Your Child. Come To Our Open Morning. A Holistic Approach To Education, Providing Much More Than Gre...		Campaign paused	Expanded text ad	22	101	21.78%	$0.51	$11.30	4.97	$2.27	2:
☐ ●	Discover Cornish College | Open Morning - Wednesday 8 May | Independent... cornishcollege.vic.edu.au/open-morning Discover The Difference Cornish College Can Make For Your Child. Come To Our Open Morning. A Holistic Approach To Education, Providing Much More Than Gre...		Campaign paused	Expanded text ad	21	100	21.00%	$0.33	$7.02	3.00	$2.34	1
	Total: All but removed ads				364	1,984	18.35%	$0.75	$271.51	40.98	$6.63	1
	Total: Campaign				364	1,984	18.35%	$0.75	$271.51	40.98	$6.63	1



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Results

Costs - $227

Click Through Rate - 18.35%

Cost Per click - $0.75

Conversions - 40.98

Seen (impressions) - 1,980 times

Clicks to Website - 364 times

Injected Countdown Timer in advertisement giving the Advertisement a Sense of Urgency

*. Please Note conversions could not be directly measured from Adwords since the capture platform was Survey Monkey

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Facebook Advertising

The objective of using Facebook was to expand advertising leveraging the Schoo's Social Network

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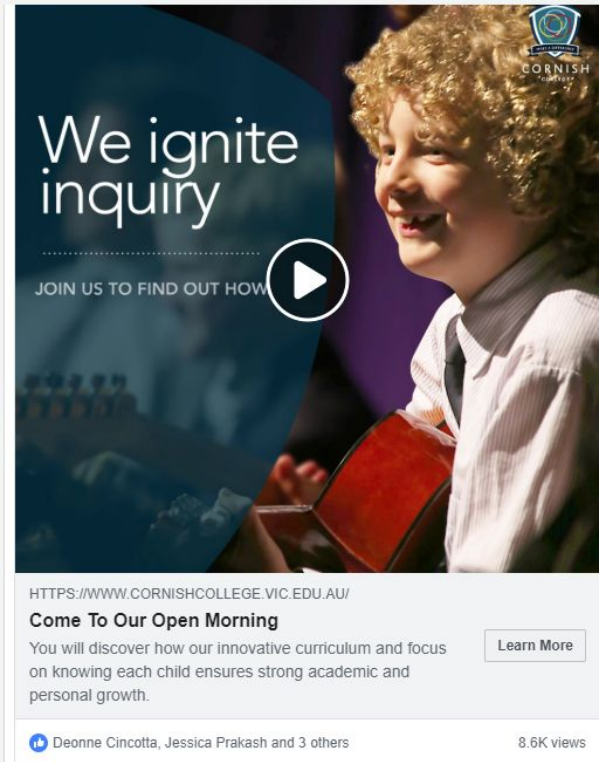

Ad name	Last significant edit (Ad set)	Results	Reach	Impressions	Cost per result	Amount spent
Cinema Graph3 - Current	1 May 2019, 01:07 25 days ago	120 Link Clicks	7,960	16,829	$1.11 Per link click	$132.63
Cinema Graph2 - Current	1 May 2019, 01:07 25 days ago	87 Link Clicks	5,672	13,856	$0.85 Per link click	$73.60
Cinema Graph1 - Current	1 May 2019, 01:07 25 days ago	14 Link Clicks	1,971	4,556	$1.18 Per link click	$16.58
Cinema Graph3 - Future - Applicants	1 May 2019, 01:05 25 days ago	110 Link Clicks	7,304	15,634	$1.17 Per link click	$128.19
Cinema Graph2 - Future - Applicants	1 May 2019, 01:05 25 days ago	71 Link Clicks	5,062	10,334	$0.87 Per link click	$61.47
Cinema Graph1 - Future Applicants	1 May 2019, 01:05 25 days ago	54 Link Clicks	4,337	8,363	$1.02 Per link click	$55.26
Results from 6 ads	—	456 Link Clicks	22,160 People	69,572 Total	$1.03 Per link click	$467.73 Total Spent

Audiences

We defined two (2) audiences

1. Lookalike Audience (AU 3%) based on audience who have liked Cornish College Facebook page
2. An audience that has already expressed interest with Cornish College Plus a Lookalike Audience (AU 2%)

The detail

Creative

The advertisement used a Cinegraphs - a form of motion advert. There were three (3) versions

Results

Costs - $467

Click Through Rate - 0.65%

Cost Per click - $1.03

Seen (impressions) - 69,572 times

Clicks to Website - 456 times

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Campaigns - Final Results

	Clicks	Impressions | Reach	CPC	Costs		Contact Conversions - Phonecalls from Ad | Survey
Adwords - Search (Brand Only)	364	1,980	$0.75	$227		20
Adwords - Display - Gmail	1850	9,040	$0.12	$229		1
Facebook	456	69,572	$1.03	$467		
Survey Monkey						20
				$923		**41**