

Makin' a list ...



Web Traffic	
Total # of Applicants 2016	314
Total # of Applicants 2017	310
Total Campaign Cost:	\$4,994.80
Target Demo:	Adults 18-29
Total Ears/Eyes	246993
CPM	\$20.22

CAMPAIGNS BY SOURCE			December 4	December	Ears/Eyes
Radio	Big 98.7		35	35	39,690
Radio	KJJK		25	25	23,150
Radio	KZCR		25	25	18,900
Radio	KBOT		10	20	17,520
Radio	KPRW		10	20	17,520
Radio	KBLB		17	10	21,330
Radio	KLIZ		17	10	21,330
Print	Wadena Pioneer Journal		1		2,200
Miscellaneous					
Facebook	Social Posts/Video/Lives				2,281
Facebook	Social Clicks - Ads				328
Indoor	Billboards - OTW				76,650
Emails	Delivered				5,189
Emails	Opened				1,233 (23.8%)
Emails	Clicked				80 (6.4%)