



Blackboard®



COMMUNITY COLLEGES
OF LOS ANGELES

KPI Check

Data as of February 15, 2020

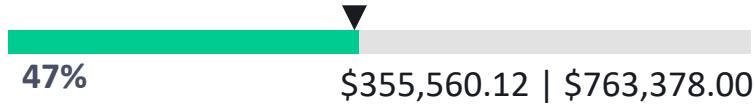
Blackboard Paid Media Performance



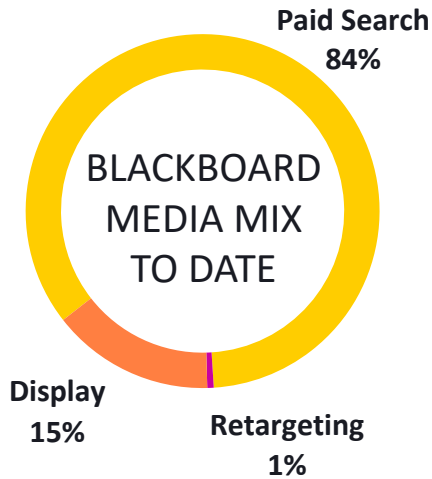
Paid media status dashboard



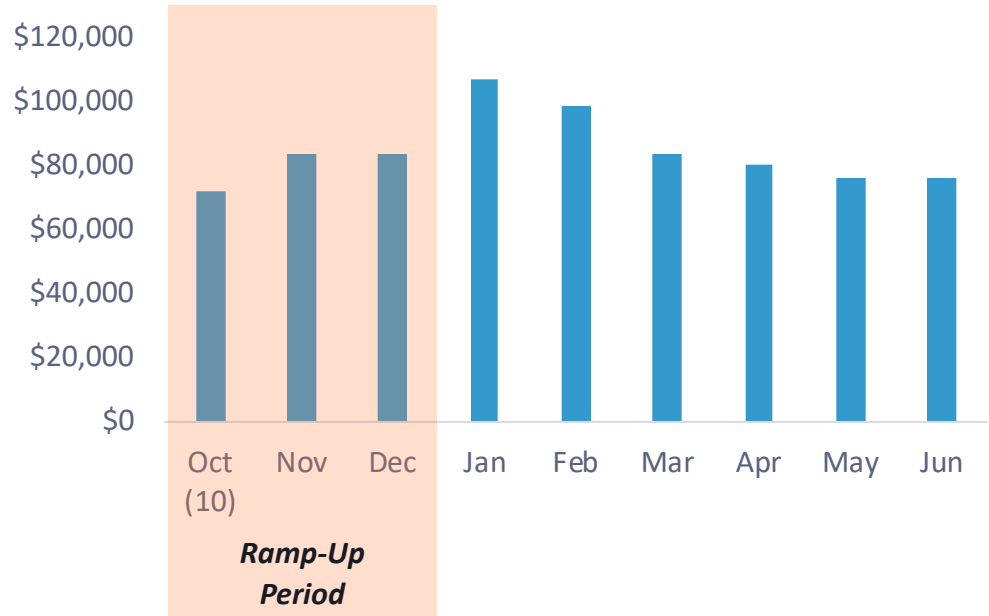
Percent of media budget spent



Days in market



Media flight plan



Microsite Conversion Rate

Media performance trends



Conversion rate (the percentage of people who click on an ad and submit an RFI form) is an important metric in determining if media is reaching relevant audiences. The standard benchmark for conversion is 3-5%, but expectations will vary by channel. Paid search reaches leads with more direct intent while display and retargeting channels are broader and aim to build awareness. Both our focus channels and overall conversation are healthy in the benchmark range.

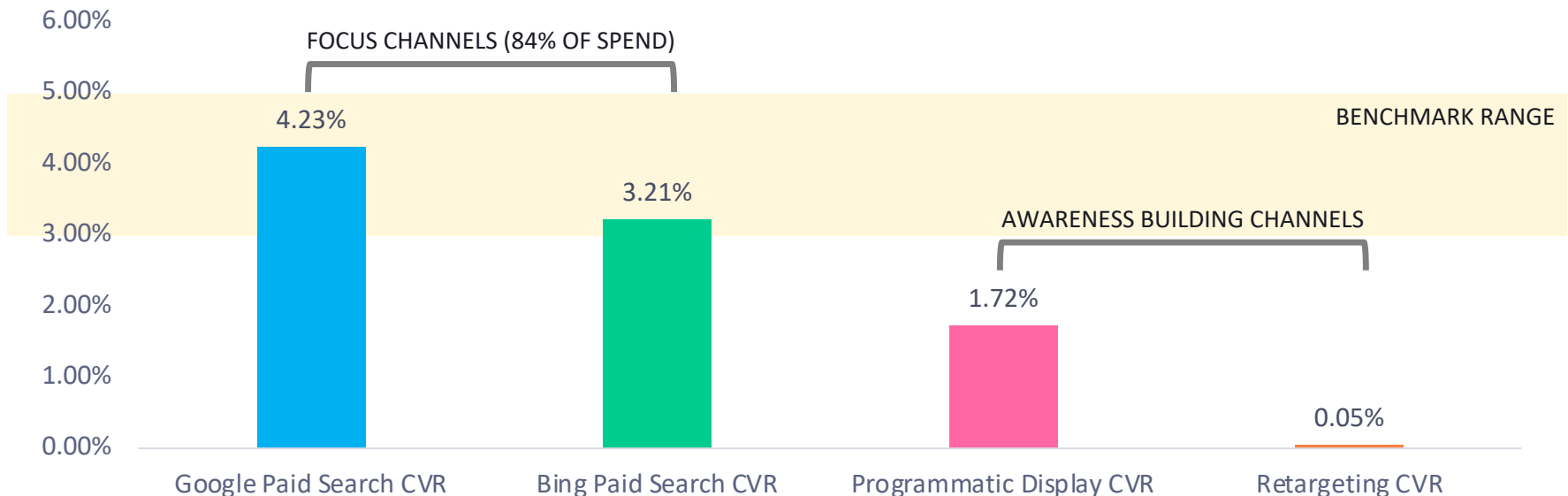


3.04%

Conversion rate
(all channels)

Conversion rate by channel

TO-DATE



Top-of-funnel costs



Cost per lead (media spend divided by the number of leads generated) is used to monitor campaign health and will fluctuate based on campaign traction, demand, and competition. Costs started off above projections, which is common especially for a new brand, but have been decreasing since December.



1,308

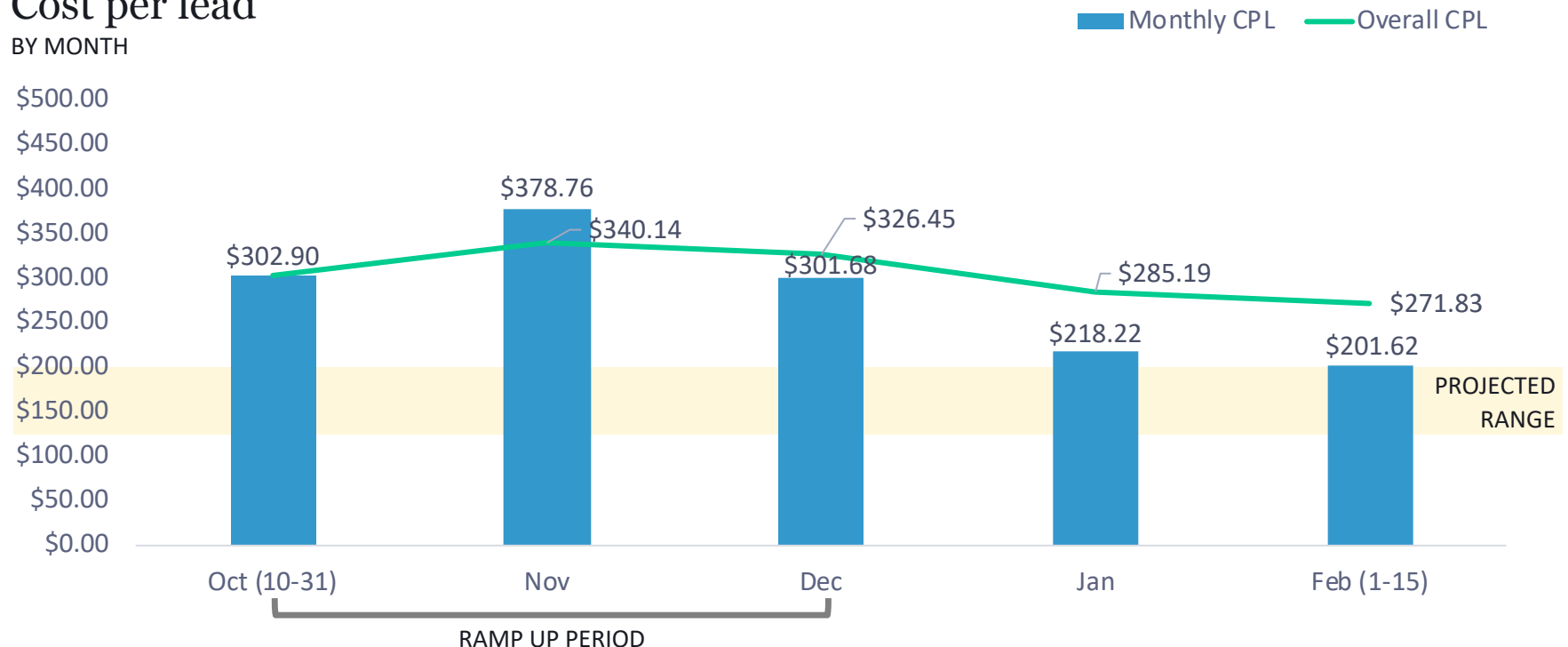
Blackboard
leads to date

\$271.83

Cost-per-lead
to date

Cost per lead

BY MONTH



Qualify & Transfer Performance



Qualification Funnel

Progress Report

3,519*

Total Leads to Date

Actualized in real time

**Blackboard /
Collier Simon**

1,359

Contacted

Average connection on 3rd – 4th call attempt

Blackboard

815

Qualified & Transferred

Phone and email transfers (incl. future prospects)

Blackboard / CCLA

**Data includes leads generated by both Collier Simon and Blackboard media campaigns as well as organic traffic and unmarked sources.*

Lead Volume



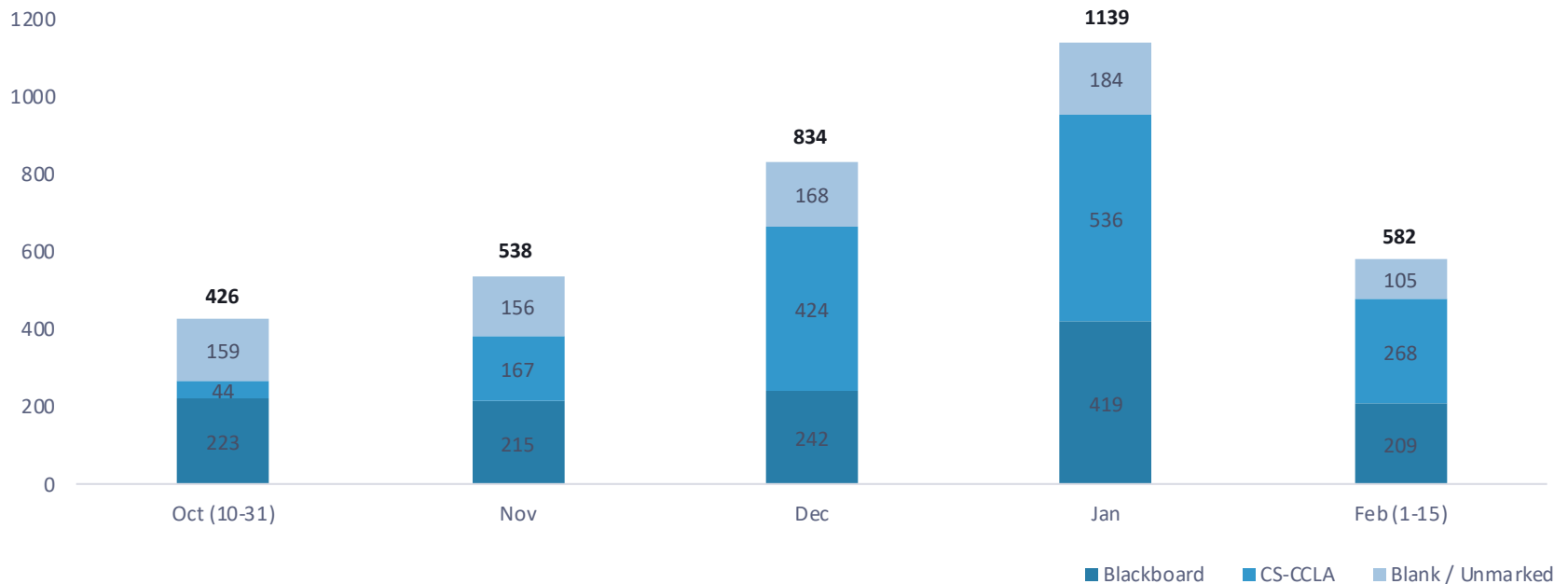
Media campaigns have continued to raise awareness and generate interest in the CCLA brand, bringing in over 3,500 leads in just over 4 months. For Blackboard campaigns specifically, we are 34% of the way to our projected lead range for the year (3,839 – 5,674).



3,519
Total Leads
To-Date

Lead Volume & Source

BY MONTH



Lead Contact



Lead nurture is increasingly important and often requires multiple attempts to connect. Contact rate can fluctuate but is considered healthy between 25%- 45%. To date, we've connected with 39% of all leads and though the rate for February appears lower, this is a living metric that grows over time.



1,359

Total Contacted

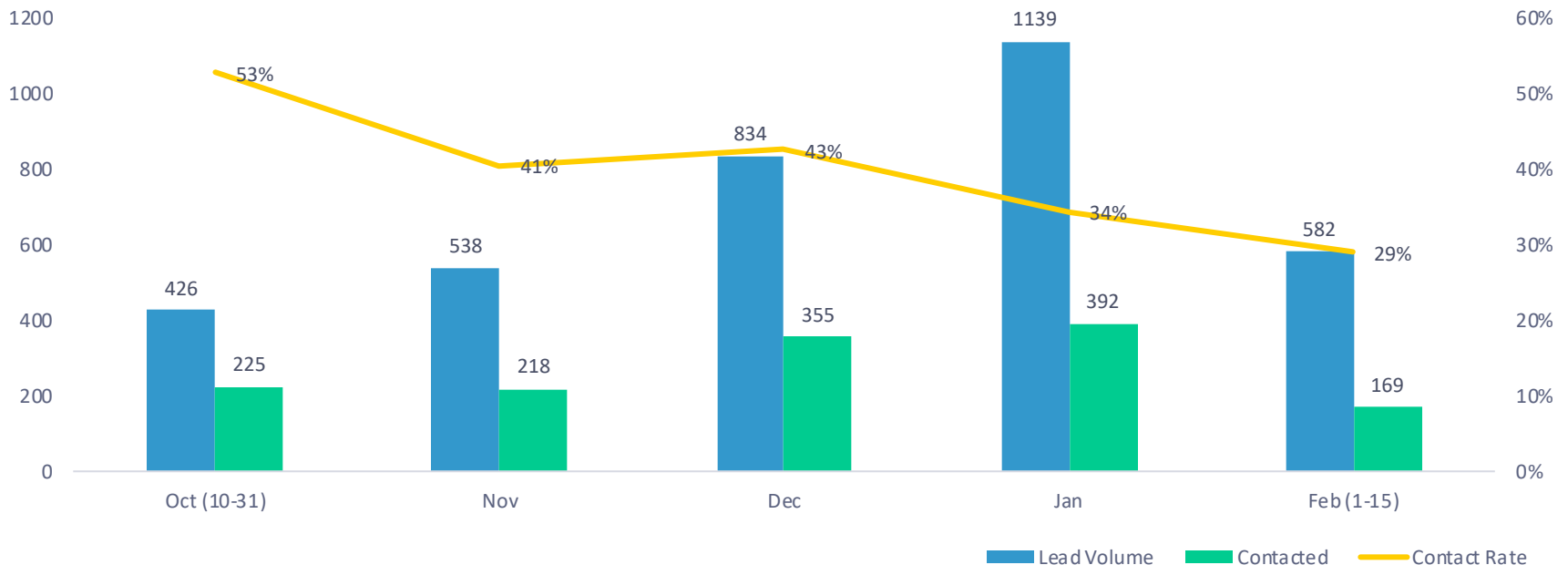
39%

Contact Rate

*A lead is considered contacted when the coach connects and confirms they have reached the correct person. Contact is not equal to engagement (many leads request a call back)

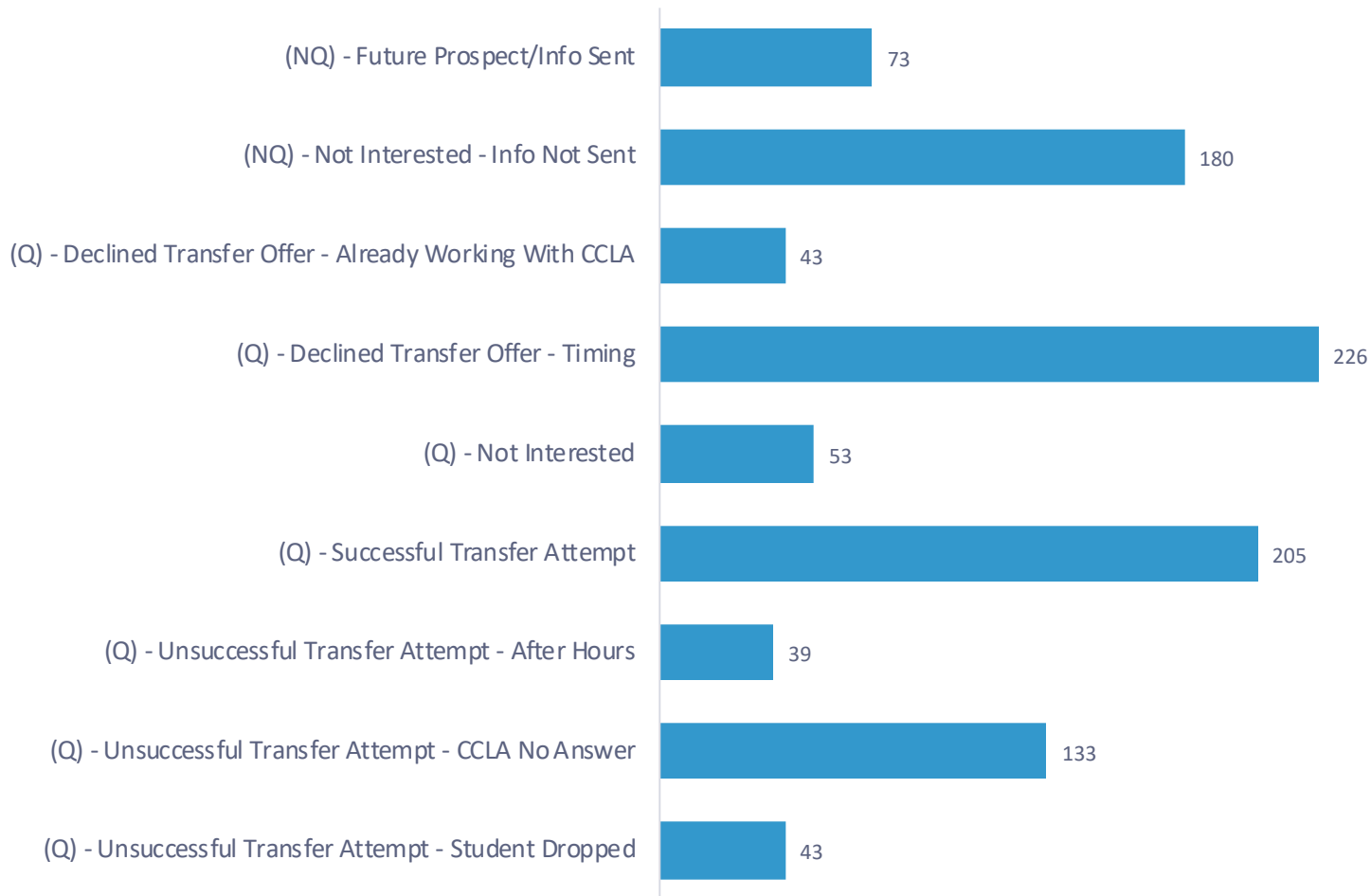
Contact Rate

BY MONTH



Transfer Results

Outcomes from lead engagement



995

Total Engagements

742

Qualified Leads

205

Successful Phone Transfers

815

Total Transfers

(Q) = Qualified

(NQ) = Not Qualified

Appendix & References



Media Definitions

Conversions Web visitors who complete the RFI as tracked by the ad platform (Google, Display).

Leads Records inside Hubspot attributed to the Blackboard campaign.

Click-Through-Rate Percent of people who see the ads that click on them, as tracked by the ad platform.

Conversion Rate Percent of people who land on the microsite that complete the form (calculated with click data from the ad platform and lead data from Hubspot).

Clicks When someone is served a paid advertisement and they click on the ad.

Cost Per Click Total number of people who click on the ads divided by the media spend for the biweekly period.

Cost Per Lead The number of leads divided by media spend for a given report period.

Digital Spend The amount of dollars spent on paid advertising for the biweekly period.

Qualify & Transfer Definitions

Contacted

The coach connected with lead and confirmed it was the correct person

Qualified

Lead is qualified now for transfer and further discussion at the campus level

Warm Transfer

A live transfer by phone from call center to campus contact

Transfer

Lead information was transferred by email to campus contact

Transfer Result Definitions

| | |
|---|---|
| (Q) Successful Transfer Attempt | Lead successfully transferred to campus |
| (Q) Unsuccessful Transfer Attempt - CCLA No Answer | No answer on warm transfer attempt, lead info emailed to campus |
| (Q) Unsuccessful Transfer Attempt - After Hours | Lead could not be transferred at the time, lead info emailed to campus |
| (Q) Unsuccessful Transfer Attempt - Student Dropped | Transfer attempted but student was disconnected or hung up |
| (Q) Declined Transfer Offer - Already Working with Recruiter | Lead is already in contact with campus |
| (Q) Declined Transfer Offer - Timing | Lead is not available to remain on the line, lead info sent for follow up |
| (Q) Not Interested | Lead no longer interested |
| (NQ) Future Prospect / Info Sent | Lead not qualified yet, lead info sent for future follow up |
| (NQ) Info Not Sent | Lead not qualified, no action taken |

(Q) = Qualified

(NQ) = Not Qualified