



# HAGER SHARP

IDEAS THAT MAKE A DIFFERENCE

## **FRIENDSHIP PUBLIC CHARTER SCHOOL**

*Digital Advertising Report  
January 22 – February 13, 2019*

Delivered: February 20, 2019

# OVERVIEW

- On January 22, 2019, Friendship Public Charter School (FPCS) began to launch a paid media campaign to reach parents of prospective students, to spur greater application to the schools. The campaign was launched on Facebook, Instagram, display, and search. This report covers January 22-February 13.
- Since its launch, Hager Sharp has made the following optimizations to the paid media campaign:
  - Extended lookalike audience ads to end on March 1, rather than February 1, so that ads can continue to reach prospective parents.
  - Reallocated some funds from Instagram to Facebook to take advantage of Facebook's lower cost.
  - Increased targeting radius for Armstrong and Collegiate ads on Facebook and Instagram from two miles to three miles from each school to improve the ads' delivery.
  - Launched new Collegiate ads on Facebook, Instagram, and search, promoting an extended registration deadline.
  - Removed custom site list as a tactic for display ads and reallocated committed funds to parents researching schools.

# RESULTS & OPTIMIZATION RECOMMENDATIONS

Between January 22 and February 13, FPCS' paid media campaign generated the following results:

	Clicks	Impressions	Click-Through Rate (CTR)	Cost Per Click (CPC)	Amount Spend
Facebook	1,058	318,720	0.33%	\$3.83	\$4,054.74
Instagram	428	231,684	0.18%	\$5.92	\$2,532.58
Display	862	841,579	0.10%	\$3.87	\$3,335.62
Search	1,265	24,822	5.10%	\$1.10	\$1,397.14
<b>Total</b>	<b>3,613</b>	<b>1,416,805</b>	<b>0.26%</b>	<b>\$2.30</b>	<b>\$8,318.08</b>

**Recommendations.** Based on the results, we recommend the following optimizations to further reduce costs and improve outcomes:

- Pause Collegiate extension ads 1 and 2 on Facebook and Instagram to allow better performing ads (3 and 4) to generate more clicks.
- Pause spend on 728x90 display ads to allow lower cost/higher engaged ads to gain additional impressions; monitor to ensure the maximum allotted budget is spent.
- Move budget from Facebook/Instagram into Display to offset underspending on Facebook/Instagram.

**FACEBOOK/INSTAGRAM**

# FPCS GENERAL AUDIENCE TYPE RESULTS

**Analysis:** Targeting to lookalike audiences and parents of children ages 13-18 ended on February 1 per FCPS' campaign strategy. After receiving client approval, lookalike audiences have since been reactivated based on their strong performance. Lookalike audiences had the lowest cost per click (CPC), while parents of children ages 13-18 had the highest click-through rate (CTR).

	Clicks	Impressions	CTR*	CPC**	Amount Spent
Lookalikes	753	323,308	0.23%	\$2.27	\$1,710.36
Parents of Children 1-5	99	43,772	0.23%	\$8.06	\$798.07
Parents of Children 6-12	193	64,518	0.30%	\$4.18	\$806.58
Parents of Children 13-18	180	49,127	0.37%	\$6.70	\$1,205.88
<b>Total</b>	<b>1,225</b>	<b>480,725</b>	<b>0.25%</b>	<b>\$3.69</b>	<b>\$4,520.89</b>

Lookalikes: Users whose demographics and interests are similar to those of your existing followers.

\* CTR: Click-through Rate = Clicks divided by impressions.

\*\* CPC: Cost Per Click = Amount spend divided by clicks.

# FPCS GENERAL AD & PLATFORM RESULTS

**Analysis:** For general FPCS ads, ad 3 performed slightly better than ad 1, with a higher CTR and lower CPC. Instagram continued to have lower performance than Facebook.

### Ad 1

You believe your child can achieve anything. So do we.



FRIENDSHIPSCHOOLS.ORG  
Choose Friendship Public Charter School  
Learn about our top-performing schools across D.C.

	Clicks	Impressions	CTR	CPC	Amount Spent
Ad 1	781	320,096	0.24%	\$3.86	\$3,015.19
Ad 3	444	160,629	0.28%	\$3.39	\$1,505.70

### Ad 3

Where potential has no boundaries. Choose Friendship Public Charter School.



FRIENDSHIPSCHOOLS.ORG  
Exceptional academics for grades pre-K3-12  
Learn about our top-performing schools across D.C.

	Clicks	Impressions	CTR	CPC	Amount Spent
Facebook	846	276,477	0.31%	\$3.18	\$2,690.70
Instagram	379	204,248	0.19%	\$4.83	\$1,830.19

# ARMSTRONG AD & PLATFORM RESULTS

**Analysis:** Ads targeting parents with children ages 1-5 within two miles of Armstrong Elementary performed significantly better on Facebook; they have the second highest CTR among all ad sets though they also have the highest CPCs as well. Ad 2 received slightly more clicks and impressions than ad 3, and had a lower CPC. The CTR for both ads was similar.

## Ad 1

Challenging students to question, reflect, create, and achieve.



FRIENDSHIPSCHOOLS.ORG  
Choose Friendship Armstrong Elementary  
Learn about our Reggio Emilia Learning Center.

	Clicks	Impressions	CTR	CPC	Amount Spent
Ad 2	108	33,159	0.33%	\$8.97	\$968.46
Ad 3	85	26,506	0.32%	\$9.38	\$797.45
<b>Total</b>	<b>193</b>	<b>59,665</b>	<b>0.32%</b>	<b>\$9.15</b>	<b>\$1,765.91</b>

## Ad 3

Discover the joy of learning. Enroll in Friendship Armstrong's Reggio Emilia-inspired early learning program.



FRIENDSHIPSCHOOLS.ORG  
Choose Friendship Armstrong ES  
A world-renowned education, inspired by Italy.

	Clicks	Impressions	CTR	CPC	Amount Spent
Facebook	152	35,707	0.43%	\$7.63	\$1,159.82
Instagram	41	23,958	0.17%	\$14.78	\$606.09

# COLLEGIATE AD & PLATFORM RESULTS

**Analysis:** Ads targeting parents with children ages 13-18 within two miles of Collegiate Academy ended as planned on February 1. The Collegiate Facebook ads had the highest CTR among all ad sets, driven by strong performance by ad 3 and ad 4. Upon the clients' request, Collegiate ads have been reactivated with targeting extended to a three-mile radius and revised language to promote an extended registration deadline.

## Ad 4

Pros. Prose. Champions work until they get it right.



FRIENDSHIPSCHOOLS.ORG  
Learn more about Friendship Collegiate  
An Early College High School for Grades 9-12.

	Clicks	Impressions	CTR	CPC	Amount Spent
Ad 1	11	2,543	0.43%	\$6.68	\$73.45
Ad 2	9	2,264	0.40%	\$6.70	\$60.28
Ad 3	16	2,480	0.65%	\$4.88	\$78.11
Ad 4	32	2,727	1.17%	\$2.77	\$88.68
<b>Total</b>	<b>68</b>	<b>10,014</b>	<b>0.68%</b>	<b>\$5.26</b>	<b>\$300.52</b>

	Clicks	Impressions	CTR	CPC	Amount Spent
Facebook	60	6,536	0.92%	\$3.40	\$204.22
Instagram	8	3,478	0.23%	\$12.04	\$96.30



**DISPLAY**

# DISPLAY RESULTS

**Analysis:** To be more effective with display ads, targeting to the custom site list was paused on February 4 and the campaign budget was reallocated to exclusively target parents researching schools. Since then, the overall CTR has remained consistent, while the CPC has increased by \$0.28. Display ads have recorded the most impressions in the 20007 zip code, among females ages 35-44, and during the time frame of 7-8 PM on Tuesdays.

	Clicks	Impressions	CTR	CPC	Amount Spent
Custom Site List	14	26,770	0.05%	\$5.03	\$70.42
Parents Researching Schools	848	814,809	0.10%	\$3.85	\$3,265.20
<b>Total</b>	<b>862</b>	<b>841,579</b>	<b>0.10%</b>	<b>\$3.87</b>	<b>\$3,335.62</b>

# AD SIZE & CREATIVE RESULTS

**Analysis:** While ads 1, 2 and 3 continued to perform similarly, ad 4 improved its CTR by 0.02 and lowered its CPC, likely a result of having more time in market (ad 4 went into market several days after ads 1, 2, and 3). Ads sized at 728x90 underperformed compared to other ad sizes.

Ad 2



	Clicks	Impressions	CTR	CPC	Amount Spent
Ad 1	259	253,831	0.10%	\$3.85	\$996.04
Ad 2	239	249,802	0.10%	\$4.16	\$993.65
Ad 3	266	229,371	0.12%	\$3.47	\$922.25
Ad 4	98	108,575	0.09%	\$4.32	\$423.68

Ad 4



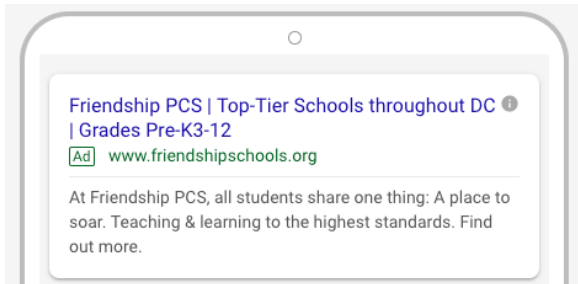
	Clicks	Impressions	CTR	CPC	Amount Spent
300x250	529	514,544	0.10%	\$3.93	\$2,081.44
728x90	112	175,013	0.06%	\$5.64	\$631.32
320x100	62	56,561	0.11%	\$3.08	\$191.11
336x280	159	95,461	0.17%	\$2.72	\$431.75

**GOOGLE SEARCH**

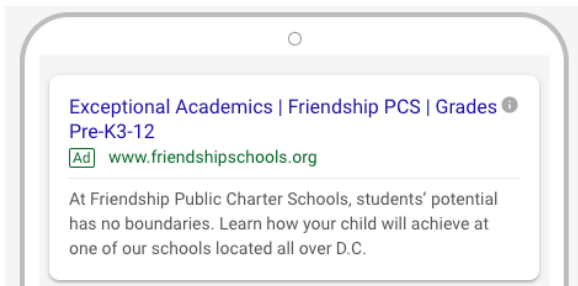
# SEARCH RESULTS

**Analysis:** Ads targeting My School DC keywords continue to serve more frequently than Friendship-specific keywords. Ads targeting Armstrong-specific keywords have significantly increased their CTR in the past two weeks, coinciding with the school's open house event on February 13. Armstrong-specific ads also saw their CPC rise by \$0.28. Targeting for Collegiate-specific keywords ended on February 1 as planned; however, the ads have been reactivated upon client request with revised language to promote the extended deadline for My School DC.

## Most Clicks



## Highest CTR



	Clicks	Impressions	CTR	CPC	Amount Spent
My School DC	909	18,010	5.05%	\$1.15	\$1,045.10
FPCS	298	5,259	5.67%	\$1.02	\$302.86
Armstrong Elementary	51	1,382	3.69%	\$0.83	\$42.32
Collegiate Academy	7	171	4.09%	\$0.98	\$6.86
<b>Total</b>	<b>1,265</b>	<b>8,235</b>	<b>5.10%</b>	<b>\$1.10</b>	<b>\$1,397.14</b>

