

BARTON *Cougars*



MARKETING REPORT

PREPARED BY MAGGIE HARRIS, JANUARY 2024

BARTON
COMMUNITY COLLEGE

MOTIMATIC

TARGET AUDIENCE

- Stop-out students that enrolled in an online course between Fall 2021 and Summer 2023
- 5,504 students in audience

CAMPAIGN DETAILS

- Live dates: 12/11/23 - 05/12/24
- Data captured 01/22/24
- Ads ran on: Facebook, Instagram, Snapchat, Pinterest, YouTube

EARLY RESULTS

13,422

Total Engagements

867

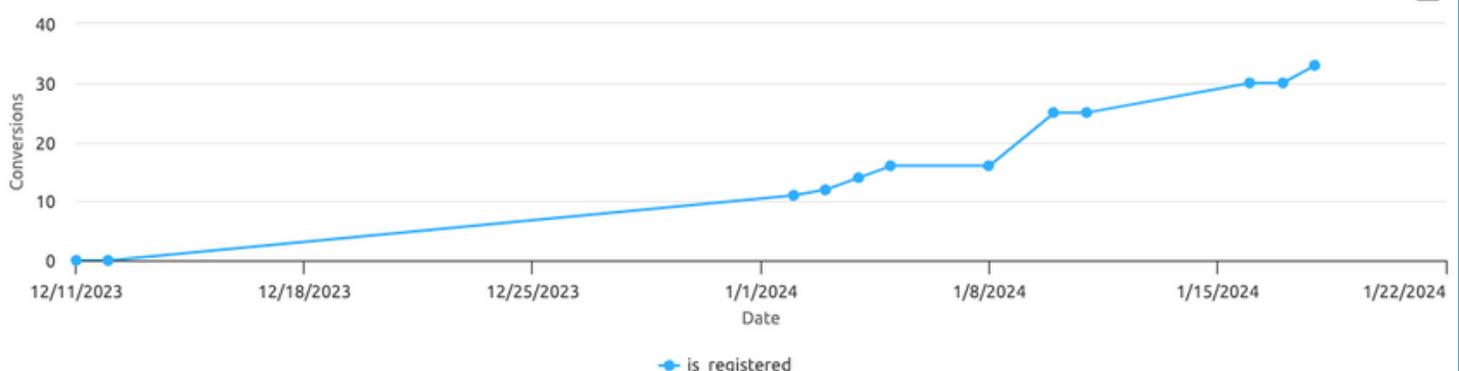
Total Clicks

Result

33

Stop-Out Students Registered

Conversions Trendline



KAKE - LOCKWOOD SOLUTIONS

DIGITAL CAMPAIGN DETAILS

- (ATD) Advanced Targeted Display Ads - voice recognition, location targeting, online searches
- (TAG) Targeted Addressable Geo Fencing Display ads - uploads of current prospective addresses
- Site Retargeting Display ads - target users that have visited our sites
- Live dates: August 23- October 23, November 23 - January 24

649,921
Impressions

2,286
Clicks

CPC = \$2.65

