



Los Alamitos Unified School District

Campaign Summary April 15 - August 15, 2023



www.targetriver.com



CAMPAIGNSUMMARY

This page tabulates the results across all TargetSolutions

Overall

We were able to deliver a grand total of **2,045,277** impressions. These resulted in **4,882** clicks from people interested in learning more. From those visitors to the landing page(s), we had **1,362** people who took action by triggering an event on the landing page (took a next step)

Channels	Impressions	Clicks
TargetReach	1,669,637	2,910
TargetContact	109,008	927
TargetAudio	59,624	0
TargetTV	196,176	142
TargetSearch	8,232	903
TargetDirect	2600	
Total	2,045,277	4,882

Website Events	# Events
Enroll	164
Middle School Enrollment	155
Preschool Enrollment	154
Enroll New Student	104
Others	785
Total	1,362



TARGETREACH

Visual ads reaching your community while they are visiting websites, using apps, or social platforms.



Results:

Display:

- Impressions: 1,133,606
- Clicks: 2,043

Display New Movers:

- Impressions: 130,218
- Clicks: 29

Results:

Facebook:

- Impressions: 305,014
- Clicks: 594

Instagram:

- Impressions: 100,799
- Clicks: 244



TARGETREACH

Best Performing Visual Ads.



Instagram

losalamitosusd Sponsored



EXCELLENT TEACHING AND LEARNING!

Learn more

losalamitosusd 🤖 Did you know...? Los Alamitos Unified School District consistently ranks among the top-performing districts in California and has ranked among the top two in Orange County in state testing for more than 20 years. 🏆 🎓

🏆 Our schools are recognized for their excellence, including being named California Distinguished Schools and National Blue Ribbon Schools. 🌟 👩🏫 👨🏫

Los Alamitos Unified School District Sponsored

Los Alamitos Unified School District is a leader in academics, athletic programs, the arts, and extracurricular activities. 🌟

🏆 Sports teams have won numerous league and CIF championships, and art programs have received national recognition for excellence in music, drama, and visual arts. 🏆 🎨

👩🏫 Students access a variety of extracurricular activities, including clubs, service organizations, and leadership opportunities. 🏆



EXCELLENT TEACHING AND LEARNING!

losal.org
More than an education
Enrollment - Los Alamitos...

Learn more

Los Alamitos Unified School District Sponsored

Los Alamitos Unified School District offers challenging and developmentally appropriate academics in pre-K through 12th grade to STEAM and career and technical education that prepares students for college and future careers, to music, arts, and athletics. 🏆 🎨

🏆 Our award-winning schools provide all students with a high-quality education that allows them to thrive while feeling emotionally, socially, and physically safe. 🌟

👉 Learn more about how we're providing unlimited possibilities by visiting us online. 🏆



MORE THAN AN EDUCATION

losal.org
Excellent Teaching and Learning!

Learn more



TARGETSEARCH

Text ads reaching your community while they search particular keywords or phrases.



Results

Google:

Impressions: 8,232

Clicks: 903

Ad • www.losal.org ▼

Nationally Recognized Schools | Top Rated Elementary Schools | OC Distinguished Schools

Make school memorable for your children by enrolling in award-winning Los Alamitos USD. Explore your child's educational options. Consider award-winning Los Alamitos Unified.

Ad • www.losal.org ▼

Nationally Recognized Schools | Schools With Best Test Results | College Board Recognition

Los Alamitos Unified was named to the College Board Honor Roll-seven years in a row! Enroll in Los Alamitos Unified. Our students lead OC schools: #1 in English, #2 in Math.



TARGETCONTACT

Inbound lead generation via phone calls and form leads



Results:

Meta Lead Ads:

- Impressions: 106,689
- Clicks: 804
- # of Leads: 125
- Lead Data:
[<https://bit.ly/45DpQPL>]

Call-Only

- Impressions: 2,319
- Clicks: 123
- Unique Calls: 92
- Total Calls: 100
- # of calls over 59 secs: 77
- Call Data: [<https://bit.ly/3qDqpKq>]

Los Alamitos Unified School District
Sponsored · 🌐

🤔 Thinking about how to reignite your child's love of learning? 👍💬🚩
🏠 Los Alamitos Unified School District is committed to academic excellence, which is reflected in our rigorous curriculum and dedicated teaching staff. We create learning environments where students are heard, valued, and supported. 🧑🎓

STUDENT ENROLLMENT IS NOW OPEN!

FORM ON FACEBOOK
Outstanding Students and Schools

Learn more

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TARGETWEB

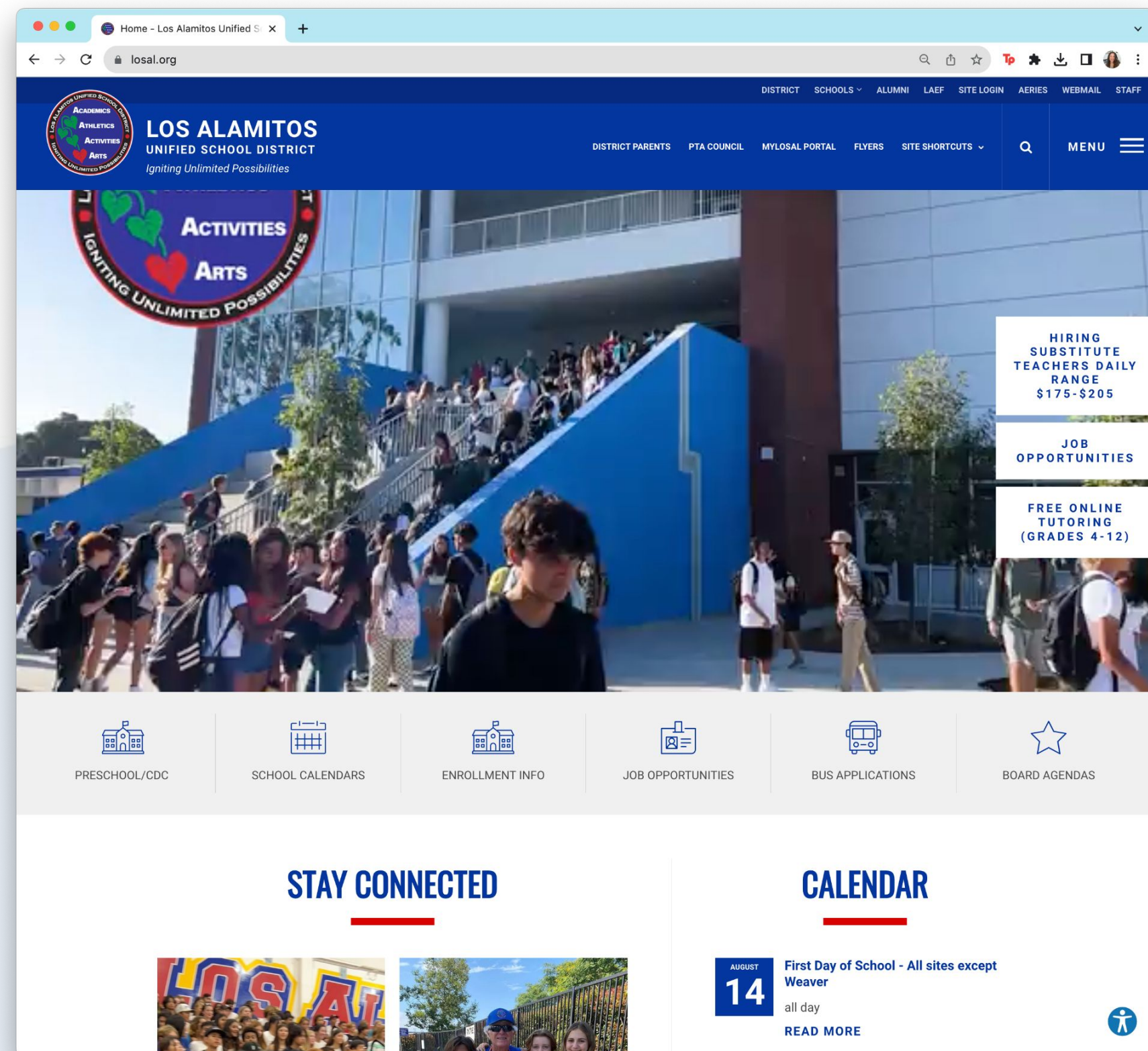
Events - Actions performed by website visitors.

Website Events

of Events: 29,536

of Direct/Paid Events: 1,363

See next page for detailed summary...





TARGETWEB Website Events (All)



Website Events (All)	# Events
Enroll	164
Enroll New Student	104
Preschool Enrollment	104+50
Middle School Enroll	103+51+1
Enrollment Process	103
Universal TK/Kinder	94+55
View Calendar	93
Interdistrict Transfers	91+55
562-799-4700	84
lwallace@losal.org	82

Website Events (All)	# Events
Enrollment Requirements	54
My School locator	15
LOSAL Child Dev. Ctr	15
New Student Enrollment	13
Email_Links	6
Learn More	6
Online Process of Enroll	5
View 2023 Universal TK	3
Click here to view slides	2
Free Online Tutoring	2

Website Events (All)	# Events
Elementary Interdistrict Request Form	2
Univ TK/Kinder Enrollment Form	1
Intent to Return - Interdistrict	1
Middle School Interdistrict Request	1
Calendar Pop Up	1
Posts Pop Up	1
Total	1,362



TARGETTV

Video ads reaching your community while they are watching content on their television, desktop, laptop, smartphone, or tablet.



English Results:

Video Pre Roll English:

- Impressions: 48,936
- Completed Views: 40,402
- Clicks: 67

CTV English:

- Impressions: 51,623
- Completed Views: 50,237

Spanish Results:

Video Pre Roll Spanish:

- Impressions: 48,436
- Completed Views: 39,102
- Clicks: 75

CTV Spanish:

- Impressions: 47,181
- Completed Views: 45,235



TARGETAUDIO

Audio ads reaching your community while they are listening to music, talk, news, podcasts, and sports.



Streaming Audio:

- Impressions: 59,624





TARGETDIRECT

Direct mail pieces delivered to targeted households in your community



Results

Dimensions:

of Mailers: 2600

**UNLIMITED POSSIBILITIES IN
LOS ALAMITOS UNIFIED SCHOOL DISTRICT
ENROLL YOUR CHILD TODAY**

Why Los Al USD:

- Consistently ranks as a top-performing district in Orange County and California
- Experienced teachers and staff
- Academics, athletics, activities, and the arts
- Supportive learning environments
- Winning arts and championship
- Programs that prepare students for careers
- Orange and California Distinguished schools
- Attend post-secondary education
- School childcare programs available

**852 TO
CHILD TODAY!**

Los Alamitos Unified School District
10293 Bloomfield St. Los Alamitos, CA 90720
losal.org

**POSIBILIDADES ILIMITADAS EN EL
DISTRITO ESCOLAR UNIFICADO LOS ALAMITOS
¡INSCRIBE A TU HIJO HOY!**

Por qué escoger Los Al:

- Clasificado consistentemente como un distrito de alto rendimiento en California
- Maestros y personal atentos y dedicados.
- Académicos, atletismo, actividades y artes de alta calidad
- Ambiente de aprendizaje desafiante y de apoyo.
- Programas atléticos y de artes premiados
- Programas STEAM y CTE que preparan a los estudiantes para el futuro.
- Escuelas Nacionales de Listón Azul y Escuelas Distinguidas de California
- 92% de los graduados asisten a la educación postsecundaria
- Tenemos cuidado infantil antes y después de la escuela

¡LLAMA AL 562-386-0852 PARA
INSCRIBIR A TU HIJO HOY!

Distrito Escolar Unificado de Los Alamitos
10293 Bloomfield St. Los Alamitos, CA 90720
losal.org



TARGETDESIGN

Creative design of visual and audio materials for use to promote your organization.



Assets Produced

of Audio Ads: 2

of Search Ads: 28

of Display Ads: 440

of Facebook Ads: 48

of Instagram Ads: 48

of Direct Mail: 2600



TARGETVIDEO

Video commercials produced for use with paid advertising and organic postings.

Videos Produced

of English Videos: 2
of Spanish Videos: 2





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