



# Los Alamitos Unified School District

Campaign Summary April 15 - August 15, 2023



[www.targetriver.com](http://www.targetriver.com)



# CAMPAIGN SUMMARY

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	
<b>Total</b>	<b>2,045,277</b>	<b>4,882</b>

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



# 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

Los Alamitos Unified School District Sponsored

Los Alamitos Unified School District Sponsored



# TARGETSEARCH

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

## Results

Google:

Impressions: 8,232

Clicks: 903

Ad · [www.losal.org](http://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](http://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>]





# 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...*

Home - Los Alamitos Unified School District

losal.org

LOS ALAMITOS  
UNIFIED SCHOOL DISTRICT  
Igniting Unlimited Possibilities

ACTIVITIES ARTS  
IGNITING UNLIMITED POSSIBILITIES

HIRING SUBSTITUTE TEACHERS DAILY RANGE \$175-\$205

JOB OPPORTUNITIES

FREE ONLINE TUTORING (GRADES 4-12)

PRESCHOOL/CDC SCHOOL CALENDARS ENROLLMENT INFO JOB OPPORTUNITIES BUS APPLICATIONS BOARD AGENDAS

STAY CONNECTED

14 AUGUST First Day of School - All sites except Weaver all day READ MORE





# TARGETWEB

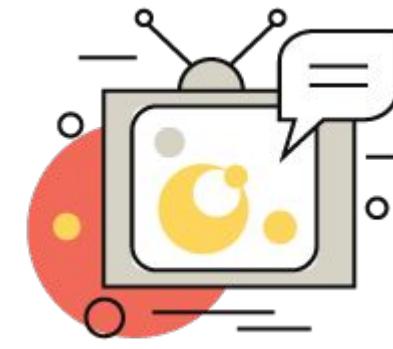
## Website Events (All)

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
<b>Total</b>	<b>1,362</b>





# 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

### 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!

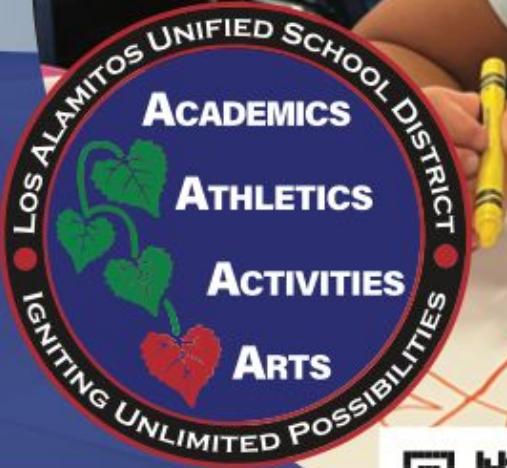
Distrito Escolar Unificado de Los Alamitos  
10293 Bloomfield St. Los Alamitos, CA 90720  
[losal.org](http://losal.org)



### 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
- Dedicated teachers and staff
- Academics, athletics, activities, and the arts
- Supportive learning environments
- Winning arts and championship
- Programs that prepare students for future careers
- 100% of Los Alamitos schools are California Distinguished schools
- 92% of Los Alamitos graduates 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](http://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





**PAULA SAUNDERS**  
**PROJECT MANAGER**

(323)896-0279  
[paula@targetriver.com](mailto:paula@targetriver.com)  
[www.targetriver.com](http://www.targetriver.com)