# PERFORMANCE REPORT



Performance Report September 2024



DIGITAL MARKETING AGENCY

YOUR STRATEGIC PARTNER

Performance Report September 2024 September 1 - 30, 2024

# **LinkedIn Performance**

**in** Impressions

in Clicks

in CTR

48,676

640

1.31%

#### in Campaign performance

Campaign	Impr.	CTR	Clicks	Card clicks	<b>Engagement Rate</b>	Sends	Opens
Police Turnkey- September	25,310	1.28%	325	326	1.3%	0	0
Fire Turnkey- September	23,366	1.35%	315	317	1.36%	0	0
	48.676	1.31%	640	643	1.33%	0	0

#### in Campaign performance

Campaign	Impr.	CTR	Clicks	Card clicks	Engagement Rate	Sends	Opens
Fire Email Campaign	0	0%	0	0	0%	1,797	634
	0	0%	0	0	0%	1,797	634

### Ad performance

Ad	Impr.	CTR	Clicks	<b>Engagement Rate</b>	Landing page clicks
Our effective system evaluates candidates on key leadership skills, such as problem analysis, decision-making, and interpersonal skills. We offer a convenient remote testing option designed specifically for small departments.	25,310	1.28%	325	1.3%	325
Need expert help with your promotional process? Our proven system evaluates candidates on key leadership skills, such as decision-making, planning and organizing, and oral communication. Remote testing option available specifically for	23,366	1.35%	315	1.36%	315
LI Email September New Turnkey Promotional Process	0	0%	0	0%	1
	48,676	1.31%	640	4.03%	641

Performance Report September 2024 September 1 - 30, 2024

## **Facebook Performance**

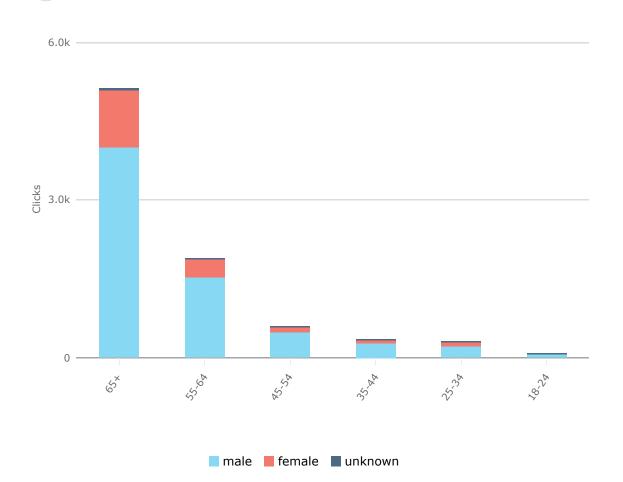
#### **Campaign performance**

Campaign	Impr.	Reach	Clicks	CTR	Link Clicks	CTR (Link Click-Through Rate)
Morris & McDaniel Fire	309,868	163,471	3,730	1.2%	2,551	0.82%
Morris & McDaniel Police	102,223	59,684	4,540	4.44%	3,645	3.57%
	412,091	220,550	8,270	2.01%	6,196	1.5%

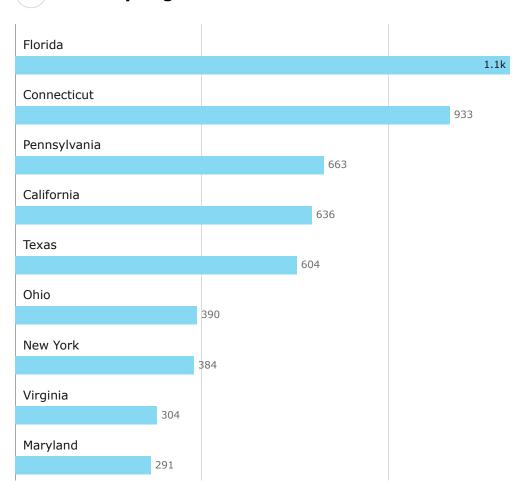
#### Ad Set performance

Ad Set	Impr.	Reach	Clicks	CTR	CPC	Link Clicks
Fire - AI	174,725	77,975	1,636	0.94%	\$ 0.46	1,270
Fire - email lookalike - top cities - Sept	135,143	88,077	2,094	1.55%	\$ 0.24	1,281
Police - September	102,223	59,684	4,540	4.44%	\$ 0.11	3,645
	412,091	220,550	8,270	2.01%	\$ 0.21	6,196

### **Gender and age performance**



#### Clicks by Region



# Ad preview performance

Ad preview	Impr.	Reach	Clicks	CTR	Link Clicks	Leads
	102,223	59,687	4,540	4.44%	3,645	0

Taking a police multiple-choice entrance

#### Police single image

www.instagram.com Morris & McDaniel offers an entrylevel police online practice test designed to help you excel. Familiarize yourself with the types of questions and the online testing format to achieve your best score.



94	7	7	6

61,881

1.55%

851 0

412,091

220,550

8,270

1,467

2.01%

6,196

Performance Report September 2024 September 1 - 30, 2024

Ace Your Firefighter Exam! Knowing the exam structure is half of the battle to performing well. This guide decodes the exam's structure and question types, turning uncertainty into a tactical advantage. It also includes a 75-item test simulating the actual exam experience. Identify your strengths, target your weaknesses, and walk into test day ready to perform at your best and start your career in firefighting.	Impr.	Reach	Clicks	CTR	Link Clicks	Leads
Firefighter Oral Assessment  with our new AI panel!  Fire - AI Ad 2  mmtests.org  Our new AI panel offers personalized learning strategies to help you excel on the Oral Assessment component of the testing process.	88,089	42,554	895	1.02%	719	0
Fire - AI Ad 1 mmtests.org Unlock your potential with Morris & McDaniel's new AI-powered study tool. Our new AI panel offers personalized learning strategies to help you excel in the Oral Assessment.	86,636	49,401	741	0.86%	551	0
Fire - Ad 2 mmtests.org Practice makes progress, and we're giving you the ultimate training ground. Our Entry-Level Firefighter Exam Manual includes a realistic 75- item practice test, complete with a Scantron answer sheet and detailed explanations.	40,367	30,645	627	1.55%	429	0

# **Google Performance**

## **∧** Campaign performance

Campaign	Clicks	Impr.	CTR	Avg. CPC	Phone calls	Search impression share
Entry Level Firefighter	244	1,942	12.56%	\$ 4.66	12	9.99%
Practice Tests	132	939	14.06%	\$ 0.53	0	9.99%
NY Exams	100	675	14.81%	\$ 0.92	0	9.99%
Brand	83	324	25.62%	\$ 1.79	2	83.33%
Police Sergeant Exam	65	1,144	5.68%	\$ 1.41	0	20.09%
	624	5,024	12.42%	\$ 2.47	14	9.99%

412,091

220,550

8,270

2.01%

6,196

# Impressions and Clicks by Search term

Search term	Impr.	Clicks
morris and mcdaniel	69	32
fo2 test	66	13
	2,153	330

Performance Report September 2024 September 1 - 30, 2024

Search term	Impr.	Clicks
fo2 test appointment online	42	9
morris & mcdaniel inc	14	8
morris mcdaniel	13	8
police practice test	15	7
nypd test	52	7
f02 practice test	41	6
fo2 test appointment	18	6
nypd exam	58	6
police exam practice test	17	5
police written exam practice test	14	5
firefighter exam practice test	6	4
f 02 practice test	12	4
sergeants exam	10	4
nypd test prep	18	4
firefighter practice test	11	3
f80 practice test	23	3
fire guard practice test	5	3
firefighter exam test	4	3
	2,153	330