

APPENDIX II – 25

Palo Verde Titans: One-Month Campaign



June Campaign	Impressions Sold	Impressions Served	Clicks
KVOA Run of Site Banners	500,000	525,387	440
KVOA Pre-Roll	15,000	15,752	1795
KVOA Wallpaper	Exclusive on dates sold	30,134	316
Targeted Mobile	1,000,000	1,029,903	3321
Targeted Display	850,000	874,907	1024
SEM		31,226	1036
YouTube	100,000	109,747	161
TOTAL	2,465,000	2,617,056	8,093



Campaign	Results	Reach	Dates
FB Page Likes	806	44,851	6/1-6/29

Results for Palo Verde

Enrollment Increase

- Added 144 students for the 15-16 School Year
- Projected to add an additional 138 students for 16-17 School Year

--Source: TUSD Planning Services