EMPOWER · Serve · Inspire

CLASS 101®

College Planning

BUSINESS SOLUTIONS PROJECT

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I. Executive Summary

Who is Class 101?

Class 101 is a college planning and tutoring service focused on helping students prepare for college. Their services include test preparation, application guidance, essay writing support, and scholarship guidance. Since Class 101 is a relatively new business in Ashburn, Virginia, we aimed to expand Class 101's target market reach and increase their awareness in the Northern Virginia area, specifically targeting Asian students and their families.

Problems

Reaching Target Market

Limited Community Engagment

Low Word-Of-Mouth Recognition

Project Scope

- **Purpose**: Improve Class 101's marketing to increase awareness and establish a strong presence in the Northern Virginia community
- **Rationale**: Class 101 struggles reaching Asian high school families and facilitating the success of their advertising campaigns
- **Benefits**: Increased awareness, customer engagement, and social media presence

Five Goals

Create Awareness
+20% Community Awareness

Leverage Engagement
+100 Customers Engaged

Amplify Reach
+25% Social Media Metrics

Study Feedback
+85% Customer Satisfaction

Strengthen Enrollment
+12% Student Enrollment

Human Resource Management

Campaign Director
Jahaan Patel

Creative Director
Om Karle

Communications Director
Sharvesh Yogaraj

Class 101 Owner
Mike Porche

Quality Management

- Measure customer **satisfaction** through feedback
- Track customer **engagement** with participation rates
- Ensure target market **outreach** using surveys and engagement

Proposed Budget

$ 94.16
Advertisement & Materials

$60.00 Meta
Advertising Campaign - Large Ad Set

$ 40.00 Meta
Advertising Campaign - Small Ad Set

Class 101

Risk Management

RISKS

Less Impactful Social Media

Less Community Interaction

Inaccurate Targeting

Weak Customer Satisfaction

IMPACTS

Class 101 will continue to not reach the target market, decreasing awareness of the business

Our campaign would not be effective due to less participation and engagement with the business.

Execution - Road To U.N.I.

september

UNITE

Meet with Class 101 & determine the problem

October

NAVIGATE

Analyze marketing data & plan solutions

November

IMPLEMENT

January

Execute marketing campaign & evaluate outcomes

Project Maintenance

Weekly Project Evaluations

Spreadsheet-based Budget Management

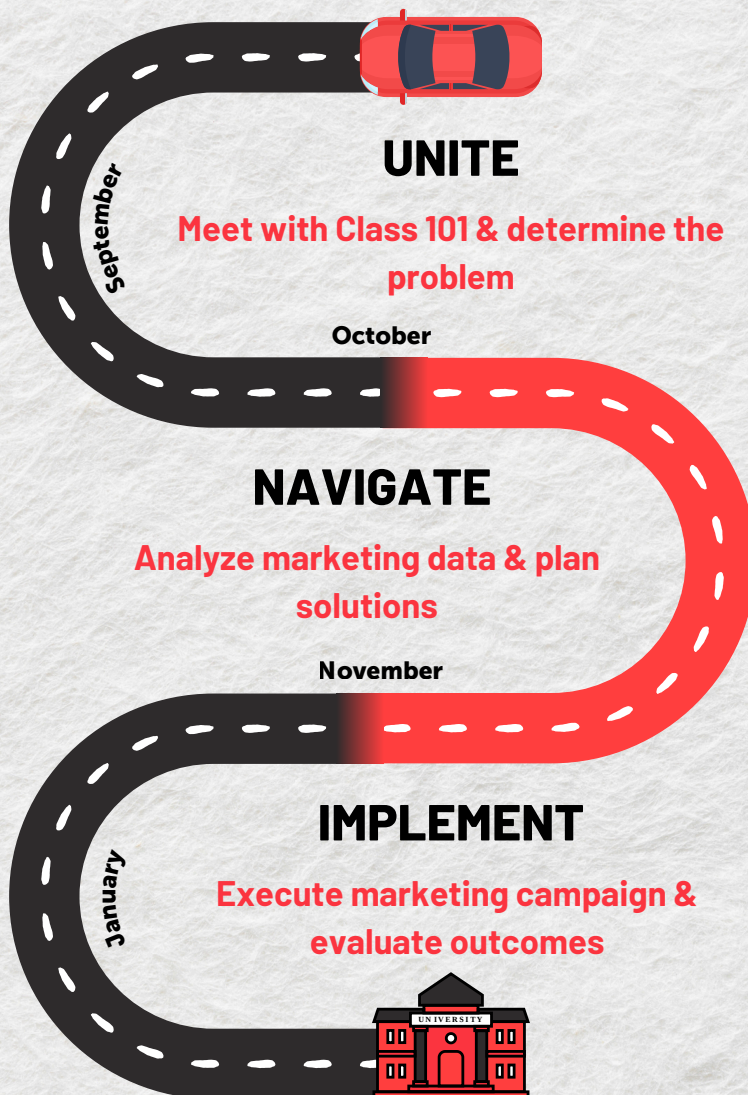**Adaptations to Market Preferences**

Industry Recognition Empowerement

Overcoming Obstacles

- **Weak Social Media Engagement -** adjusted targeting strategy and refined social media posts.
- **Low Community Engagement -** created a follow up survey and using the results, we refined event offerings to increase engagement.
- **Low Understanding of Class 101's Services -** included more detailed descriptions of services and held informational sessions

Project Results

+20% Brand Awareness

212 Students Engaged

+29% Social Media Metrics

95% Customer Satisfaction

+12% Enrollment

II. Initiating

Who is Class 101?

Class 101 is a college planning and tutoring service focused on helping **high school students** and their **families** prepare for college. They provide a variety of services designed to guide students through the college admissions process, including **test preparation, application assistance, essay writing support,** and **scholarship guidance**. Class 101 aims to offer personalized services to their clients, particularly to help navigate the complexities of the college planning process to reach their own goals.

A. Statement of the Problem

Target Market 🎯

Since Class 101 is a new college preparation business in Ashburn, Virginia, it struggles to connect with Asian students and their parents, especially through **social media**. Despite efforts to engage their target market, Class 101 has seen minimal success, suggesting that their marketing strategy is not resonating with their intended audience. This lack of effective social media outreach limits their ability to build **awareness** and **attract new clients.**

Community Engagement 🔎

Class 101 also faces challenges in engaging with the **Northern Virginia community.** While they attempted to interact and connect with potential clients, their efforts did not produce significant results. In addition, their efforts were funneled into social media, losing out on opportunities to expand their reach. Therefore, the business has not been able to establish a **significant presence** in the area, and residents within the area remain unaware of Class 101's offerings. As a result, their **limited community engagement** increases the difficulty for Class 101 to build **trust** and **recognition** among potential customers.

Class 101

Word-of-Mouth

Another challenge for Class 101 is the low level of **word-of-mouth recognition.** The business lacks organic growth through personal recommendations and community conversations, which are vital for building **credibility** and **attracting new clients**. Without a strong presence in local discussions, many potential customers are unaware of the business and its services. This lack of word-of-mouth referrals hampers Class 101's ability to expand their territory and establish a loyal client base.

B. Project Scope

Purpose

With our partnership with Class 101, our project aimed to evaluate Class 101's current marketing strategies and help improve them to better inform their target audience about Class 101's unique college planning services. By providing framework for various marketing strategies and campaigns, we looked to help spread Class 101's efforts to aid students with the college planning process and establish a **strong presence** and **trust** within the Loudoun County community.

Rationale

First, we analyzed the current marketing efforts of Class 101. We evaluated previous campaigns and analyzed data metrics such as engagement, link clicks, shares, and amount spent. This data provided us with a baseline for Class 101's current operations and how they could be improved. We created a rating system to rate the effectiveness of each campaign from 1 to 5, and after analyzing the data, we found that only **one out of the eleven** campaigns conducted by Class 101 had a rating above 2.50, highlighting various **weaknesses**.

Benifits

Social Media Reach
- **Implementing new social media strategies will lead to an increased reach.**
- **Building off successful strategies will maximize efficiency**

Community Events
- **Attending community events will establish trust in the community**
- **Using effective engagement will help enhance presence and knowledge of the business**

Word-Of-Mouth
- **Effectively advertising and building trust will lead to word-of-mouth recognition for class 101**
- **Word-of-mouth recognition will help Class 101's efforts and help reach their goals**

III. Planning & Organizing

A. Project Goals

C.
Create Awareness

L.
Leverage Engagement

A.
Amplify Reach

S.
Study Feedback

S.
Strengthen Enrollment

Create Awareness 📣
We planned to use our campaign in order to increase Class 101's awareness, aiming for a **10%** increase in recognition from the target market.

Leverage Engagement 🤝
We aspired to engage a total of **100** high school students and parents through content such as workshops and informational sessions.

Amplify Reach 👍
Our team aimed to grow Class 101's overall social media metrics, such as likes, shares, views, etc. by **25%** in order to increase outreach.

Study Feedback 💬
We strived to conduct frequent feedback surveys to maintain a customer satisfaction rate of **85%** and obtain a scope on our campaign for obtaining optimal results.

Strengthen Enrollment 📝
Our team looked to increase the overall program enrollment of Class 101 by **10%** over the marketing period, evaluating the effectiveness of our marketing campaign and tactics.

B. Human Resource Management Plan

The human resource management plan for our project was developed to ensure efficient execution and high-quality results. It was designed to accommodate each of our project manager's individual strengths and weaknesses. Tasks were assigned according to areas of expertise, enabling us to carry out all operations with proficiency.

Jahaan Patel
Campaign Director

STRENGTHS

Data Analytics

Strategization

- Supervised campaigns and identified weak points in our project
- Analyzed and evaluated Class 101's marketing data

Om Karle
Creative Director

STRENGTHS

Research

Problem Solving

- Discovered new marketing opportunities to implement in our project
- Created advertisements and promotional materials

Sharvesh Yogaraj
Communications Director

STRENGTHS

Communications

Networking

- Communicated with customers and event organizers
- Maintained project implementation schedule

Class 101 Operations Director

- Extensive knowledge on Class 101 and it's marketing operations; deep understanding of strategies and objectives
- Provided valuable information and support throughout entire project planning process
- Organized comprehensive datasets on Class 101's marketing campaigns along with key metrics on the effectiveness of campaign strategies
- Supplied out team with feedback on potential advertisements, marketing strategies, and opportunites

Mike Porche
Class 101 Owner

C. Schedule

I. Milestones

U **Unite: September 1 - October 3**

- Contact Mr. Porche and set up a meeting with Class 101 explaining the outline of the project
- Identify Class 101's problem and learn the specifics of their marketing operations and target market
- Establish a strong relationship with Mr. Porche to push campaign efforts

N **Navigate: September 28 - November 9**

- Obtain data on previous Class 101 marketing campaigns from Mr. Porche and analyze key metrics
- Create a system to rate the effectiveness of each campaign, establishing which marketing strategies are most effective
- Conduct surveys to conform to the target market's engagement preferences

I **Implement: November 10 - January 10**

- Implement social media campaign and advertisements based on analyzed data and evaluate effectiveness
- Create engagement opportunities at community events and host workshops to inform the target market of Class 101
- Use real time feedback to adjust campaigns and act upon weaknesses to ensure successful implementation

II. Timeline

Milestones	Sept.	Oct.	Nov.	Dec.	Jan.
Establish Relationship With Class 101	▓				
Analyze Class 101's Marketing Data		▓			
Conduct Engagement Surveys		▓	▓		
Create & Monitor Social Media Advertisements				▓	▓
Attend Local Events & Host Workshops				▓	▓
Analyze Feedback & Reflect on Goals					▓

D. Quality Management Plan

To ensure our project is implemented with maximized effectiveness, we built a quality management plan to ensure that we would maintain quality throughout the project and reach our goals. We grouped our quality management into three main areas of our project.

Customer Saitsfaction

Our plan includes frequent surveys to gain customer feedback, measuring customer satisfaction throughout the campaign. Constant surveys will be conducted to capture detailed insights into customer experiences and identify areas of improvement within the campaign. Additionally, real-time customer feedback will be gathered from Class 101, ensuring that concerns are addressed promptly, boosting overall engagement.

Customer Engagement

Customer participation rates during community events will be measured through the number of customers engaging with Class 101's representatives, providing insight into event effectiveness and engagement levels. Social media metrics from Meta platforms will be closely tracked, with a focus on grading different ad sets based on their reach, impressions, and frequency to evaluate the impact of each campaign. Additionally, website visits and link clicks will be monitored to show the success of our digital campaigns. These metrics will be continuously analyzed to optimize our strategies and maximize the overall performance of our campaign.

Outreach

To ensure that our campaign was reaching the intended target market of Asian students and their parents, we plan to introduce strategically designed surveys to those who are actively participating in our campaign. These surveys will measure items such as age, demographics, and behaviors to better gauge our outreach. We plan to distribute these surveys on platforms where both students and parents would be most active—such as social media, emails, and workshops—and by doing so, we would be able to gain real time feedback on our outreach. This would allow us to adjust the campaign based on the strengths and weaknesses of our operations.

E. Risk Management Plan

	Potential Risk	Solution
SOCIAL MEDIA	A less impactful social media presence would likely result in limited awareness of a service like Class 101, which could hinder its ability to reach its key audience of high school students. In today's digital age, a strong online presence is crucial for connecting with students who are reliant on social media for information and guidance.	A solution to this would be to create content based on our knowledge of which marketing strategies work, as well as the preferences of our target market. By creating targeted content, formulated from past advertisements, that speaks to the needs of high school students, Class 101 can build a stronger connection with its audience.

COMMUNITY ENGAGEMENT

A lack of community engagement opportunities to attend would result in reduced brand visibility and fewer word-of-mouth recommendations for the business. In addition, less of the target market would be aware of Class 101's provided all-in-one college preparation service, ultimately limiting Class 101's growth and reach.

To counter this, we plan to network with event organizers and event leaders to ensure our participation in local events would provide valuable engagement opportunities. By attending these events and sponsoring community initiatives, Class 101 can increase its presence and build growth within the area and we would reduce the associated risk.

INNACURATE TARGETING

If the campaign fails to accurately reach the intended target market, or if our campaign reaches an unintended market, participation and engagement with the business will likely fall short of expectations, resulting in wasted resources and missed opportunities to build meaningful connections with the audience.

To ensure success, it's crucial to focus on the identified target market —Asian students and their parents— by designing the campaign to resonate with their preferences. This would involve crafting relevant content, using effective communication and addressing the challenges they face in the education system.

F. Proposed Budget

Mr. Porche allocated a total of $200 to our project. We decided to distribute this into our two main expenses: online advertisements and brand materials (posters, stands, decorations, etc.). First, we looked into our advertising options and settled on purchasing two Meta ad. sets, one large and one small, putting our total at $100. For our brand materials, Mr. Porche was kind enough to provide us with a table, tent, chairs, and stands, allowing us to spend the remaining money we had on promotional materials for community events.

| Item	Cost
Large Meta Ad. Set	$60.00
Small Meta Ad. Set	$40.00
Posters	$20.58
Flyers/Brochure	$51.00
Banner	$15.38
Sign-Up sheets	$2.20
Pens, Stickers, Tote Bags	$5.00

Total Cost: $194.16

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IV. Execution

Phase I: Unite

The first steps of our project began by calling Class 101, informing them of our Business Solutions Project and requesting to set up a meeting. After calling Class 101, we had the opportunity to meet with Mike Porche, the owner of the business, to discuss the various aspects of his operations and the overarching challenges he was facing.

Target Market Focus

During our meeting, Mr. Porche shared that his primary goal was to expand his reach to high school students and their parents in order to grow his college planning business. Specifically, he mentioned his **target market of asian students and their immigrant parents**, describing that based upon his previous operations and marketing campaigns, these particular demographics seemed to be the most inclined to partake in his college planning services.
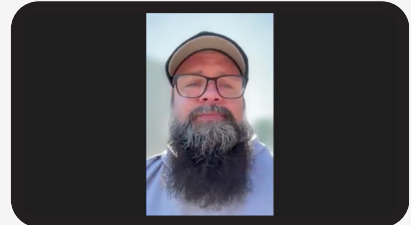
Scheduled Zoom Meeting With Mr. Porche

Identifying The Problem

He explained that one of his major struggles was maintaining a strong and consistent **social media presence**, which is essential for engaging with his target audience, and he also faced difficulties in building **meaningful connections** within the Loudoun County community. Recognizing these challenges, we worked closely with Mr. Porche, combining our skills in marketing, community outreach, and digital strategies to create a solution that would best address his needs. Through ongoing collaboration and a shared vision for the business's success, we not only helped create strategies to boost his social media engagement and local presence, but also built a strong working relationship with Mr. Porche, establishing a solid foundation for the project's growth and future endeavors.

Phase II: Navigate

We specifically researched two major components to improve our business' success: **social media analytics** and the **target market's engagement preferences.** Especially in the modern age of technology, social media has held the title of being the most prominent marketing pipeline for more than a decade. Due to the importance of social media in marketing, we prioritized social media analytics and its insight to draw conclusions on the specific areas of improvement for Class 101's social media strategies.

Organizing Data

While researching social media analytics, Mr. Porche provided us with a Meta dataset containing the previous marketing campaigns conducted by Class 101 and any metrics associated with them. Initially, the data was scattered and difficult to interpret. To solve this, we created a system to score certain aspects of a campaign. For example, we ranked three meaningful data metrics: **Reach, Impressions, and Frequency.** This method, among others, effectively classified our data.

Campaign name	Reach Grade	Impressions Grade	Frequency Grade
[10/12/2024] Promoti	4	5	4
[05/21/2024] Promoti	3	3	1
Instagram post: LOUI	3	2	1
Post: "LOUDOUN CC	2	3	1
Event: Free Practice	2	2	4
[10/09/2024] Promoti	2	1	1
Post: "Class 101 beli	2	2	3
Post: "With the right t	1	1	4
Instagram post: Look	1	1	1
Post: "It's time to igni	1	1	3
Event: Community Pr	1	1	1
Post: "LoCo High Sch	1	1	1

Marketing Campaign Data. Reach, Impressions & Frequency Graded 1-5

Analyzing Data

Based on the ranges of each category, we applied a score system from 1 to 5 to compare how each campaign performed. These scores were averaged for each campaign to see their success. We found that only one campaign had a rating of over 2.50/5.00, highlighting various weaknesses. We found that for the successful campaigns, Class 101 kept the advertisement more simple, only containing key information and focusing on Class 101's provided services. This suggests that a **simpler advertisement is more eye catching** to the audience rather than a cluttered advertisement with extensive details.

Campaign name	# Average Grade (1-5)
[10/12/2024] Promoting local business Class 101 Ashbur	4.33
[05/21/2024] Promoting www.class101.com/ashburnva	2.50
Instagram post: LOUDOUN COUNTY STUDENTS - Wel	2.00
Post: "LOUDOUN COUNTY STUDENTS - Welcome bac	2.25
Event: Free Practice SAT Test	2.25
[10/09/2024] Promoting http://www.class101.com/ashbur	2.00
Post: "Class 101 believes every student has the power to	2.00
Post: "With the right tips and tricks, your student can..."	1.75
Instagram post: Looking for a better way to prep...	1.00
Post: "It's time to ignite your path to college with our..."	1.50
Event: Community Practice SAT Exam	1.00
Post: "LoCo High School students and families!"	1.00

Marketing Campaign Data. Overall Campaign Graded 1-5

After analyzing Class 101's advertisement patterns, we moved on to the second component for Class 101's success, the target market's **engagement preferences**. By doing this we would be able to determine exactly how to maximize engagement and community participation from the target market. To gather this information, we created a survey and shared it to parents, students, and other social media platforms.

Survey Insights

The survey was comprised of questions on demographics and engagement preferences, such as the audiences age, background, and what community events the audience prefers to attend as well as what time they would be the most likely to addend those events. We sent the survey out and accumulated a total of **131 responses**. After analyzing the responses, we found that most of the audience preferred to **attend sports events and volunteering events**, particularly in in the morning and late afternoon on weekends. From here we convened with Mr. Porche and informed him of our findings. We worked with each other to create an effective framework for the implementation of the campaign in the coming months.

Community Event & Engagement Preferences Survey

Additional Planning

Finally, we planned out various **webinars and workshops** to spread information about Class 101 and their all-in-one college planning service to the public. Since one of Class 101's main marketing strategies is referral, planning out and organizing free informational sessions and workshops to engage the public and further spread information would be necessary for obtaining a large scale of word-of-mouth recognition within the area.

Resume Building Workshop Advertisement

Phase III: Implement

After analyzing Class 101's current marketing strategy, we identified key opportunities for improvement in engaging new customers. We recognized that a more proactive approach, focusing on directly connecting with our target audience, would be essential for driving growth. By implementing community-based events and a targeted social media strategy, we aimed to enhance Class 101's visibility and credibility within the area.

Opening Webinar

To begin the implementation of our project, we planned to hold a free webinar for potential customers. Specifically, this webinar was meant for the Class of 2027, as many sophomores would begin their college planning process around this time. This allowed us to attract new customers by explaining Class 101's mission, goals, and services. After the webinar, we had engaged a total of **31 students** and parents.

Resume Workshop

To create a presence for Class 101, we planned a workshop where students would be able to build their resume. Combining our skills with class 101, we helped **45 students** build and plan their college resume. The feedback we received from this event was exceedingly positive, with a high customer satisfaction rate, showing us the scope of our potential impact. These workshops would allow us to build credibility and reach our goals.

Resume Workshop Attendees

Winterfest 2024

The first community event we planned to attend was The Chantilly Winterfest 2024 Event on December 27. The main purpose of this event was to call out to high schoolers and middle schoolers, so it was an optimal opportunity for Class 101 to network and spread awareness. At Winterfest 2024 we were able to spread awareness and inform **56 students** and parents about Class 101, effectively fostering engagement and awareness.


Our Stand At Winterfest 2024

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SAVYA Partnership

To further raise awareness for Class 101, we partnered with a South Asian student nonprofit called SAVYA. Our team worked with SAVYA to advertise Class 101 and plan activities such as after school workshops and college planning opportunities from late December through January. By Using SAVYA's platform for South Asian students, we were able to efficiently reach our target market and amplify our reach. Through these efforts, we engaged **80 high school students** through events and activities planned with SAVYA.
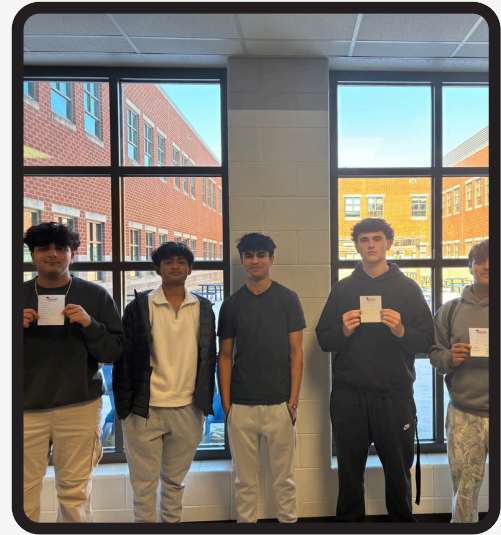
SAVYA & Class 101 After School Workshop Attendees

Social Media Marketing

Finally, we looked to increase Class 101's social media presence through various targeted posts and social media advertisements. In order to promote and spread these advertisements, we used Meta, which would advertise our material on Facebook, Instagram, Messenger, and Meta Audience Network. Based on Class 101's previous marketing campaigns, we learned posts that are more general and contain less information are more eye catching and resonate well with the audience. Using this information, we created tailored posts and marketed them through Meta and additional posts on Class 101's Instagram account. Through this, we obtained a **19% increase** in activity and overall metrics for our meta advertisements, and an increase of 89 followers, indicating a **38% increase** in followers. Through this increase in social media attention, we were able to help Class 101 further their mission and increase awareness from their target market.

Say hello to
college planning made simple

✓ STUDENT-TESTED.
✓ PARENT-APPROVED.

Early engagement is a game-changer.

Advertisements In Meta Ad-Campaigns

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V. Monitoring & Controlling

A. Monitoring

Schedule Monitoring

Regular check-ins with Mr. Porsche were set to manage tasks and deadlines. We organized events through Google Calendar, allowing us to individually assign tasks and establish a time frame for completion. We also utilized an Eisenhower Matrix to categorize tasks based on urgency and importance to prioritize efficiency. Through this we were able to ensure all phases of our project were completed on time.

Eisenhower Matrix

Budget Monitoring

Initially, Class 101 allowed a total budget of $200 and we tracked ad and event expenses to avoid overspending. We aimed for $100 on ads and $100 on event materials, ensuring cost-effectiveness and efficient fund allocation. We tracked this through an expense sheet, making sure we were keeping track of our allocated budget and costs.

Item	Predicted	Actual
Large Meta Ad. Set	$60.00	$60.00
Small Meta Ad. Set	$40.00	$40.00
Posters	$20.00	$20.58
Flyers/Brochure	$50.00	$51.00
Banner	$15.00	$15.38
Sign-Up sheets	$5.00	$2.20
Pens, Stickers, Tote Bags	$10.00	$5.00

Predicted: $200   Total: $194.16

Project Quality Monitoring

We regularly evaluated project quality, reviewing social media content and event materials with Mr. Porsche. To ensure audience engagement, we tracked metrics such as reach, clicks, impressions, and reviews through a time series, comparing them to our goals to monitor progress and adjust campaigns as needed. Furthermore, we conducted regular meeting with Mr. Porche where we went over our operations, ensuring they were up to par and aligned with our schedule and budget.
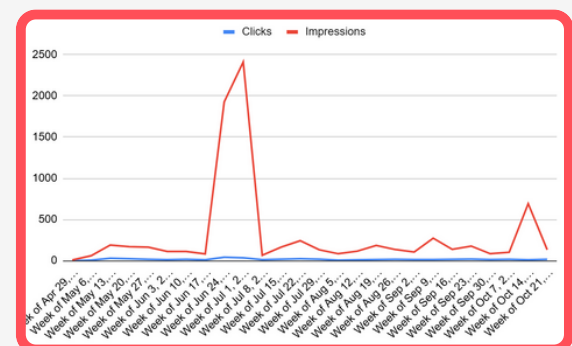
Clicks & Impressions Time Series

B. Controlling

Issue	Impact	Solution
Low Social Media Engagement	Social media engagement was initially lower than expected, limiting our awareness efforts. We attributed this to ads being confined to one platform and poor targeting, leading to less engagement.	We refined our ad targeting and expanded to platforms such as Instagram and Facebook. By boosting posts with higher engagement, we helped increase interaction rates and reach the desired audience.
Minimal Community Engagement	The initial community events saw less interaction, likely due to weak customer service and interaction, which made customers less inclined to interact with our representatives and service stands.	We followed up with a survey to understand the low interaction. Based on feedback, we adjusted the event to focus on interactive content like workshops on college applications and test prep.
Limited Target Market Recognition	Some customers indicated they were unaware of Class 101's offerings, even after attending events. This limited our goals, as lacking awareness hindered establishing Class 101's presence in the area.	To address this, we improved our interaction with more detailed service descriptions at events, and hosted additional informational sessions and webinars to highlight Class 101's offerings.

VI. Closing The Project

A. Evaluation Of Key Metrics

Initial Goals

| +10% Awareness | Engage 100 Students | 25% Social Media Growth | 85% Customer Satisfaction | +10% Enrollment |

Evaluation

C — **Create Awareness:** Increased Target Market Recognition By 20%

L — **Leverage Engagement:** Engaged 212 High School Students & Parents

A — **Amplify Reach:** Grew Social Media Interaction By 29%

S — **Survey Feedback:** Satisfied Over 95% Of Customers

S — **Strengthen Enrollment:** Increased Program Enrollment By 12%

B. Lessons Learned

	Areas Of Achievement	Areas Of Improvement
Initiating	• Successfully initiated contact with Class 101 • Established strong relationship with Mr. Porche & Class 101	• Understanding demographics and preferences of target market • Distinguishing roles and responsibilities for the project
Planning & Organizing	• Our goal acronym allowed us to organize and focus on our goals • Successfully analyzed and organized marketing data	• Prioritizing creating an organized timeline for our operations • Time management for gathering survey responses
Execution	• Maintained flexibility throughout execution process • Communication with Mr. Porche about setting up events	• Ensuring all our key metrics and goals were being tracked • Creating interactive material for in person events
Monitoring & Controlling	• Frequent check ins with Mr. Porche to maintain quality • Maintained project budget sheet to track expenses	• Creating checkpoints to maintain focus and measure success • Communicating group member schedules during implementation

C. Recommendations For Future Projects

School Collaboration

Establishing stronger partnerships with local schools to create workshops and other activities would allow for more interaction with high school students and their parents, successfully amplifying reach.

Social Media Platforms

In addition to META platforms, other platforms could be exposed for marketing purposes, such as YouTube or TikTok to appeal to a larger audience and make our presence known within a broader range of customers.

Follow-Up-Strategy

Implementing stronger post-event follow-up campaigns such as sending thank you emails, offering discounts, or hosting webinars could help maintain engagement and help build stronger relationships.

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VIII. Appendix

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Campaign name	Ad Set Name	Delivery status	Delivery level	Reach	Impressions	Frequency	Attribution settin	Result type	Results	Amount spent (L	Cost per result	Starts	Ends	Link clicks
2					102581	262583	2.55976253		mixed		829.13				1440
3	[10/12/2024] Pro	[10/12/2024] Pro	recently_comple	adset	22784	73707	3.23503336	7-day click or 1-s	7-day click or 1-s	22784	99.96	4.38728933	2024-10-12	2024-10-22	65
4	[05/21/2024] Pro	[05/21/2024] Pro	completed	adset	19017	31132	1.63706158	7-day click or 1-s	Link clicks	244	204.41	0.8377459	2024-05-21	2024-06-15	244
5	Instagram post:	Instagram Post	completed	adset	18327	28885	1.57608992	7-day click or 1-s	Link clicks	186	139.99	0.75263441	2024-08-22	2024-08-29	186
6	Post: "LOUDOU	Post: "LOUDOU	completed	adset	8908	37608	4.22182308	7-day click or 1-s	Link clicks	293	99.96	0.34116041	2024-08-22	2024-08-29	293
7	Event: Free Prac	Event: Free Prac	completed	adset	8791	27261	3.1010124	7-day click or 1-s	Link clicks	79	30	0.37974684	2024-06-28	2024-07-09	79
8	[10/09/2024] Pro	[10/09/2024] Pro	recently_comple	adset	7843	13654	1.74091547	7-day click or 1-s	Link clicks	346	99.91	0.28875723	2024-10-09	2024-10-19	346
9	Post: "Class 101	Post: "Class 101	completed	adset	6932	20770	2.99624928	7-day click or 1-s	Link clicks	50	19.99	0.3998	2024-06-28	2024-07-03	50
10	Post: "With the r	Post: "With the r	completed	adset	4991	16767	3.359447	7-day click or 1-s	Link clicks	85	29.96	0.35247059	2024-06-08	2024-06-13	85
11	Instagram post:	Instagram Post	completed	adset	3294	4153	1.26077717	7-day click or 1-s	Link clicks	50	35	0.7	2024-06-28	2024-07-05	50
12	Post: "It's time to	Post: "It's time to	completed	adset	1960	5200	2.65306122	7-day click or 1-s	Link clicks	24	9.99	0.41625	2024-06-05	2024-06-10	24
13	Event: Commun	Event: Commun	completed	adset	1464	1674	1.14344262	7-day click or 1-s	Link clicks	13	10	0.76923077	2024-09-13	2024-09-14	13
14	Post: "LoCo High	Post: "LoCo High	completed	adset	1436	1772	1.23398329	7-day click or 1-s	Post engagemer	354	49.96	0.14112994	2024-10-07	2024-10-12	5

	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD
1	CPC (cost per lir	CPM (cost per 1	CTR (all)	Result rate	Clicks (all)	CPC (all)	Gross impressio	Auto-refresh imp	Quality ranking	Engagement rat	Conversion rate	Cost per 1,000 A	Ad Delivery	Ad Set Delivery	Campaign Delive
2	0.57578472	3.15759208	0.6969225		1830	0.4530765	263684	109	0	0	0	8.08268588			
3	1.53784615	1.35618055	0.08818701	30.91158235	65	1.53784615	73740	0 -	-	-	-	4.38728933		recently_comple	recently_comple
4	0.8377459	6.56591289	1.1081845	0.78375948	345	0.59249275	31391	41 -	-	-	-	10.7488037		completed	completed
5	0.75263441	4.8464601	0.71317293	0.64393284	206	0.67956311	28892	0 -	-	-	-	7.63845692		completed	completed
6	0.34116041	2.65794512	0.77377154	0.77908956	291	0.34350515	37940	11 -	-	-	-	11.22137405		completed	completed
7	0.37974684	1.1004732	0.54290011	0.28979128	148	0.2027027	27343	30 -	-	-	-	3.41258105		completed	completed
8	0.28875723	7.31726966	3.28841365	2.53405595	449	0.2225167	13698	5 -	-	-	-	12.73874793		recently_comple	recently_comple
9	0.3998	0.96244584	0.24073182	0.24073182	50	0.3998	20874	2 -	-	-	-	2.88372764		completed	completed
10	0.35247059	1.7868432	0.51291227	0.50694817	86	0.34837209	16951	0 -	-	-	-	6.00280505		completed	completed
11	0.7	8.42764267	1.37250181	1.20394895	57	0.61403509	4153	0 -	-	-	-	10.62537948		completed	completed
12	0.41625	1.92115385	0.48076923	0.46153846	25	0.3996	5238	2 -	-	-	-	5.09693878		completed	completed
13	0.76923077	5.97371565	2.7479092	0.77658303	46	0.2173913	1690	18 -	-	-	-	6.83060109		completed	completed
14	9.992	28.19413093	3.49887133	19.97742664	62	0.80580645	1774	0 -	-	-	-	34.79108635		completed	completed

	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS
1	Page engageme	Follows or likes	Join group reque	Post comments	Post engageme	Post reactions	Post saves	Post shares	Photo views	Event responses	Check-ins	Effect share	Cost per Page e	Cost per follow c	Cost per join gro Cos
2	1824	3		6	1821	360	3	11	1				0.45456689	276.3766667	
3	65				65								1.53784615		
4	254	1			253	9							0.80476378	204.41	
5	186				186								0.75263441		
6	293				293								0.34116041		
7	83	1			82	2	1						0.36144578	30	
8	351			1	351	4							0.28464387		
9	51				51	1							0.39196078		
10	85				85								0.35247059		
11	59				59	3		6					0.59322034		
12	24				24								0.41625		
13	19	1			18	4	1						0.52631579	10	
14	354			5	354	337	1	5	1				0.14112994		

Class 101 Raw Marketing Data