

**Gr̃w
Schools**

Edge High School

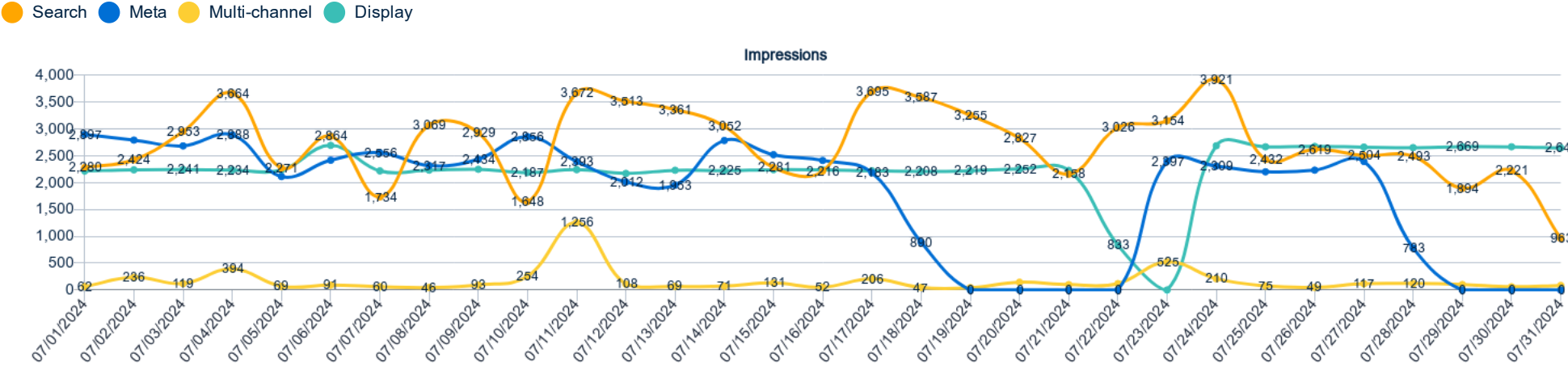
Monthly Campaign Summary



Report Overview

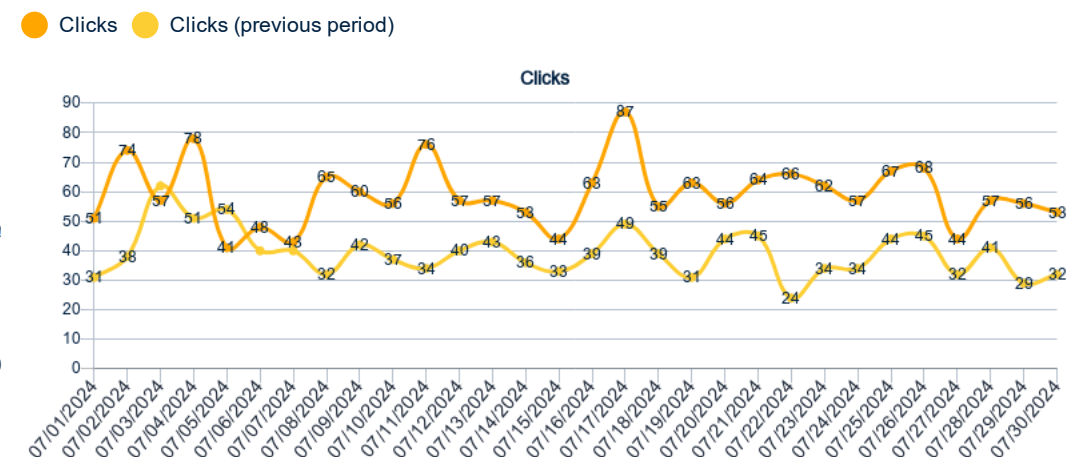
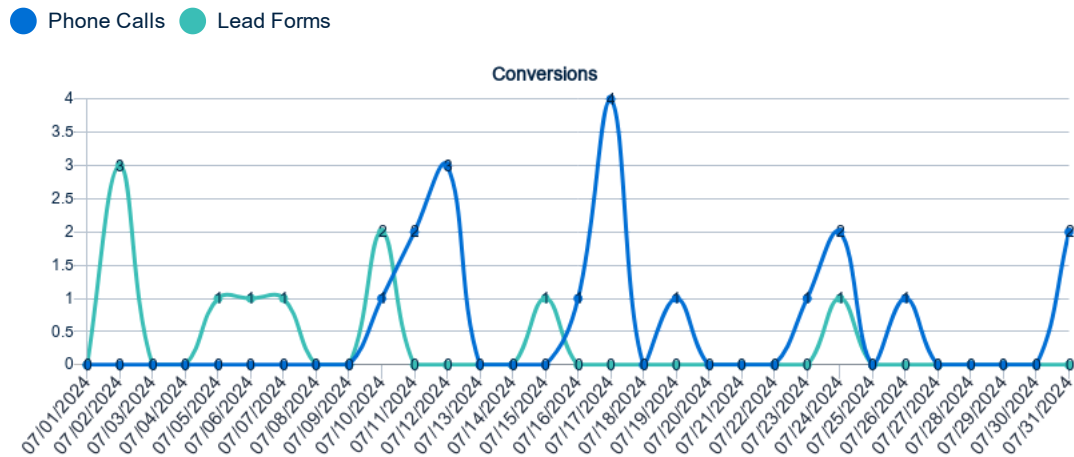
1. Paid Media Overview
2. Google Campaign
3. Meta Campaign
4. Video & Display Campaigns

Paid Media Overview



Channel	Impressions	Clicks	CTR	Conversions	Conversion Rate
Meta	55,416	681	1.2%	1	0.1%
Search	79,569	1,672	2.1%	9	0.5%
Multi-channel	5,111	144	2.8%	1	0.7%
Display	69,366	239	0.34%	0	0.00%
Total	209,462	2,736	1.3%	11	0.4%

Google Ads



Channel	Impressions	Clicks	CTR	Conversions	Conversion Rate
Search	79,569	1,672	2.1%	9	0.5%
Multi-channel	5,111	144	2.8%	1	0.7%
Total	84,680	1,816	2.1%	10	0.6%

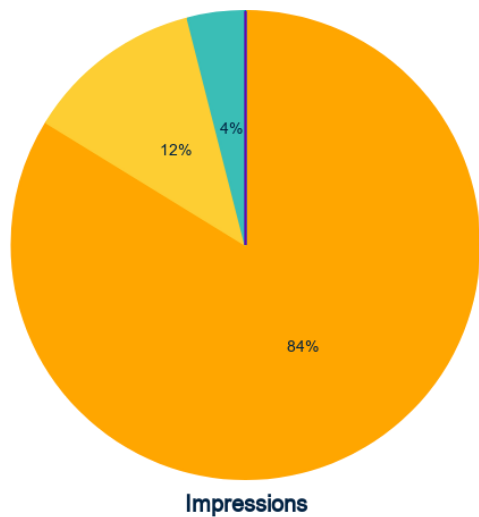
Google Ads - Top Keywords

Nonbrand	Impressions	Clicks	Conversions
public school	761	16	0
charter high school	522	19	0
tucson schools	366	14	0
charter school near me	355	4	0
high school	343	15	0
tucson high school	288	24	0
best charter schools in arizona	283	6	0
highschools near me	183	13	1
schools near me	165	3	0
tucson schools	153	9	0

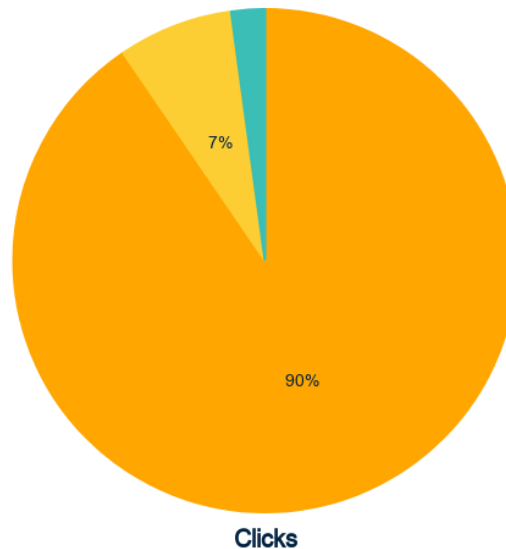
Brand	Impressions	Clicks	Conversions
edge high school	249	112	3
edge high	53	20	0
edge charter school	20	6	0
edge hs	20	11	0
edge high school himmel park	17	5	0
edge school tucson	17	8	2
edge high school tucson az	12	7	0
edge high	10	4	0
edge high school northwest	10	1	0
desert edge high school	6	1	0
edge tucson	5	2	0
the edge high school	4	3	0

Google Ads - Device Performance

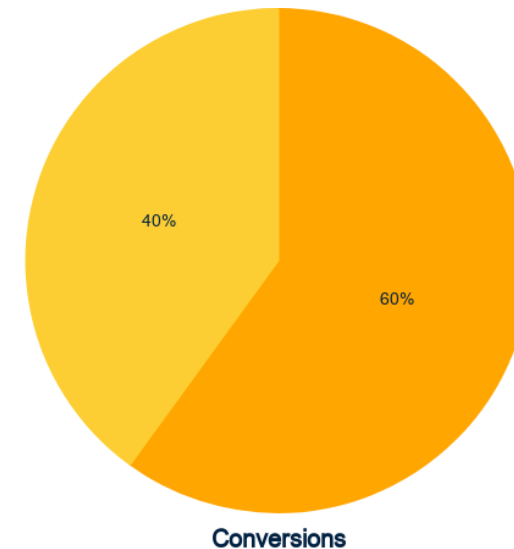
● Mobile ● Desktop ● Tablet ● Other
● Connected Tv



● Mobile ● Desktop ● Tablet

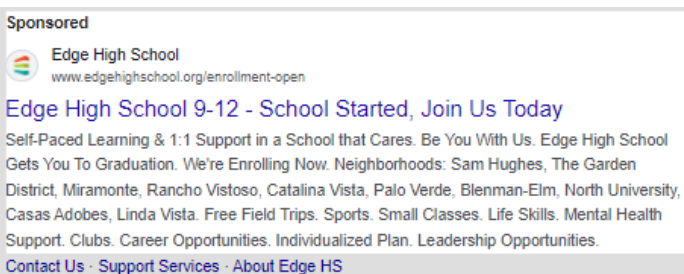
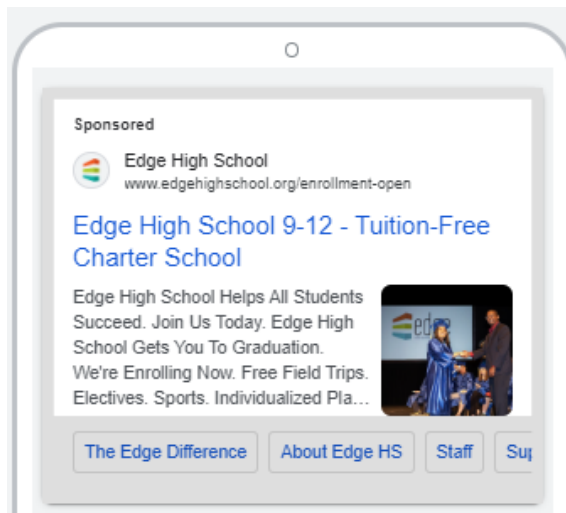


● Desktop ● Mobile

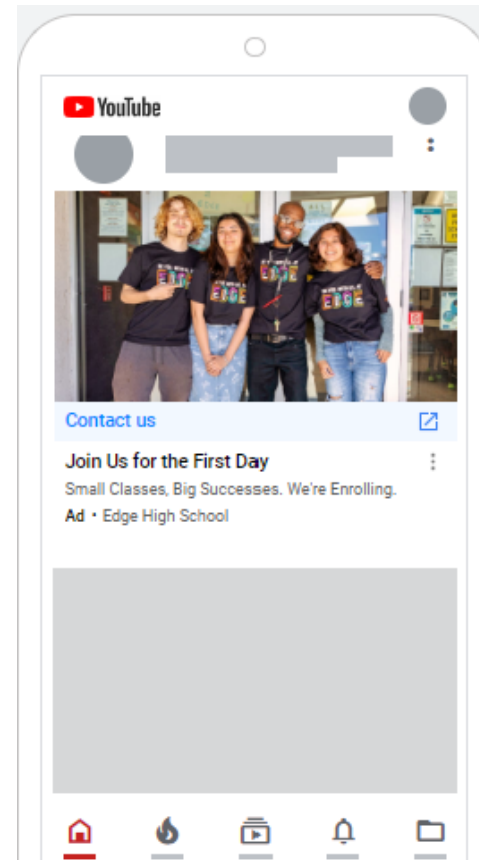
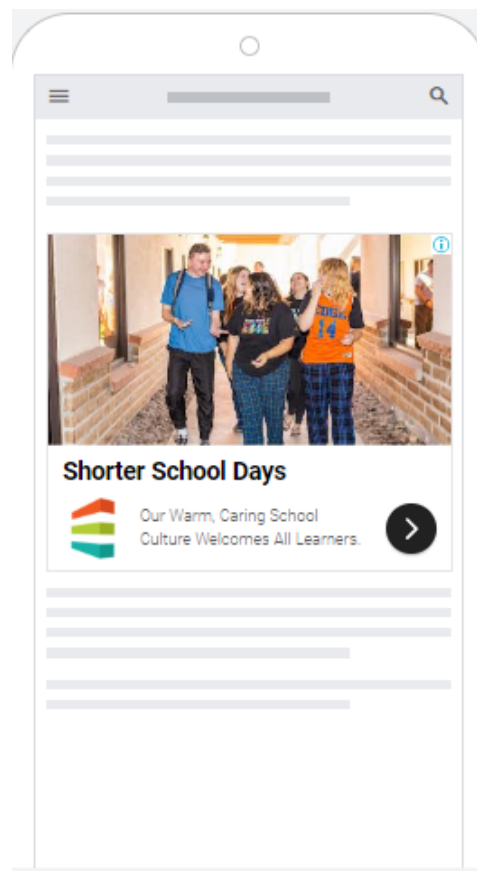
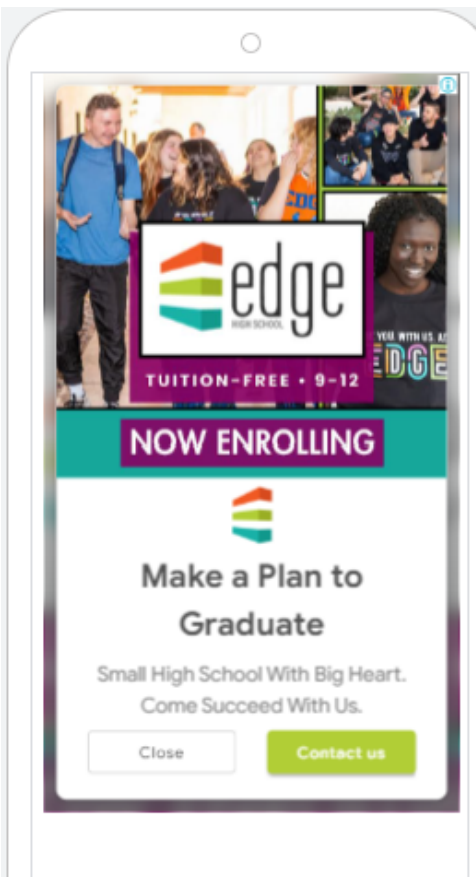


Paid Media In Action

Top Brand Ad

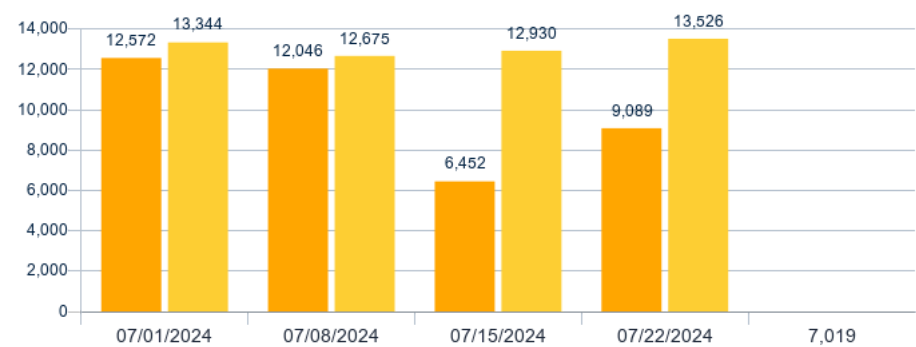


Top Nonbrand Ads

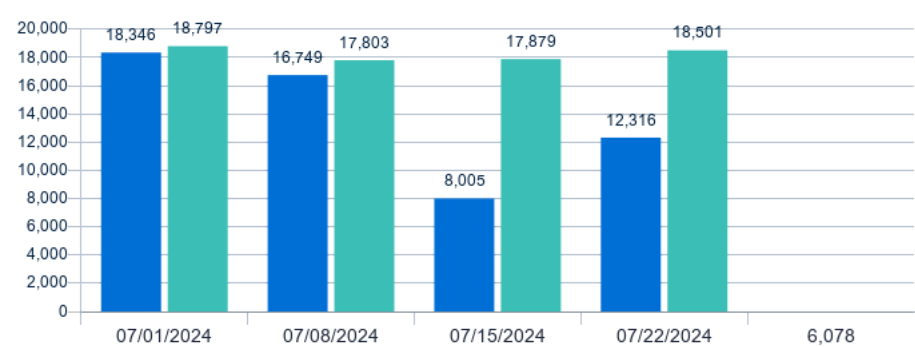


Meta Ads

● Reach ● Reach (previous period)



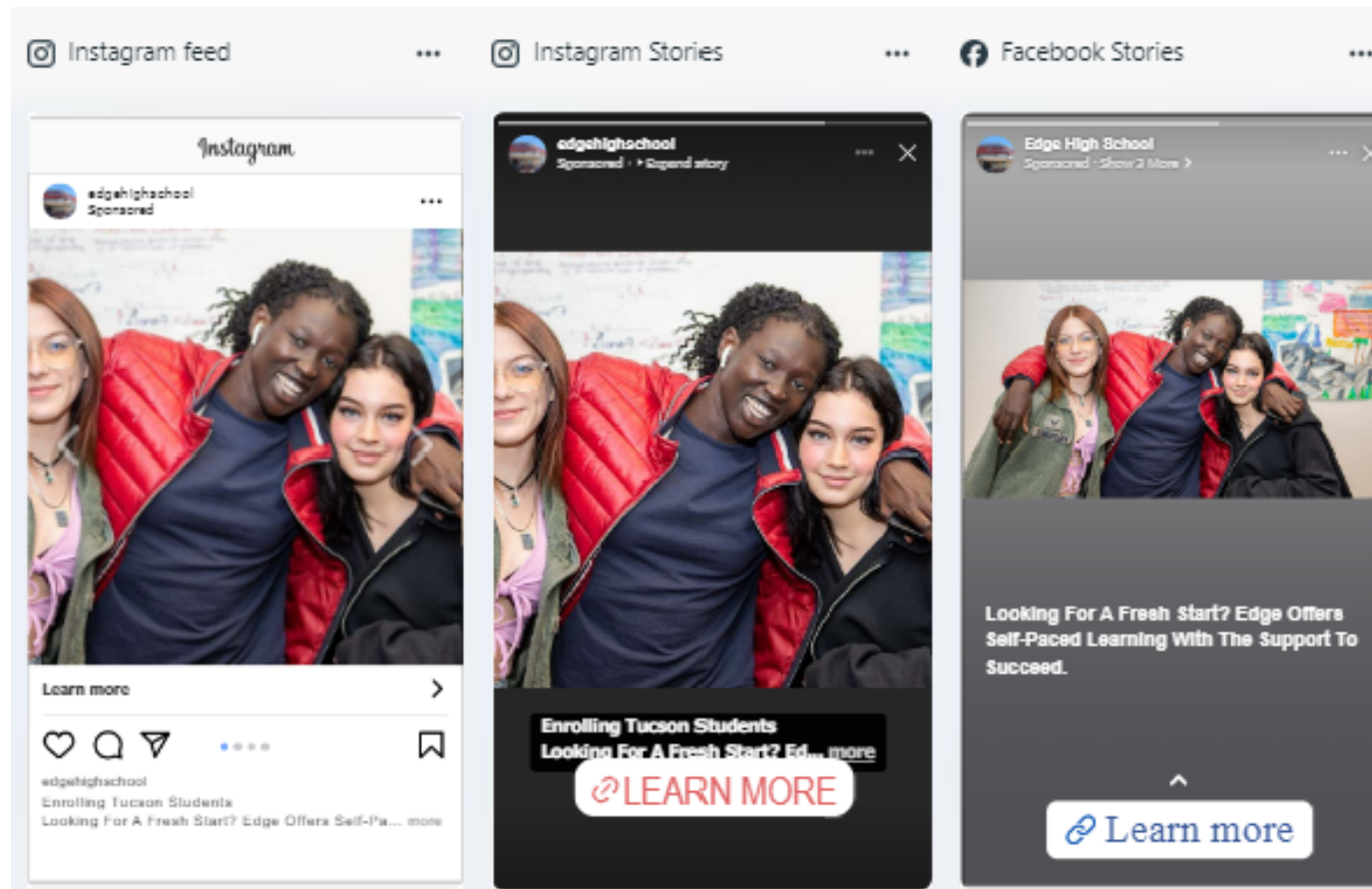
● Impressions ● Impressions (previous period)



Channel	Impressions	Reach	Frequency	Clicks	CTR	Conversions
Meta	55,416	28,259	2.0	681	1.2%	1
Total	55,416	28,259	2.0	681	1.2%	1

Paid Media In Action

Top Meta Ads



Paid Media in Action - Display

2:54

Report: Teams still willing to offer Durant max even if he sits out next year

Kyrie reportedly opting out of contract with Celtics



Report: Ortiz alert, in stable condition after exploratory surgery in Boston

NFL announces Raiders to be featured on 'Hard Knocks'


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TOP VIDEOS



4:14

Top Game 7 moments in Stanley Cup Playoffs history



3:05

Team INEOS Principal updates on Froome after crash

Pitchers - NYY

	IP	H	R	ER	BB	K	HR	ERA
Stroman	3.1	9	5	3	1	0	1	3.64
Ferguson, C	0.2	0	0	0	1	1	0	5.34
Cousins	1.1	1	1	1	0	3	1	2.76
Hill, T	1.0	0	0	0	1	1	0	4.73
Tonkin	0.1	3	2	2	1	0	1	3.12
Kahnle	1.1	0	0	0	0	2	0	2.38
Holmes, C (W, 2-4)	2.0	0	0	0	1	2	0	2.74
Totals	10.0	13	8	6	5	9	3	

HBP: Wong (by Tonkin).

Pitches-strikes: Stroman 60-34; Ferguson, C 12-6; Cousins 17-15; Hill, T 15-10; Tonkin 28-16; Kahnle 17-15; Holmes, C 26-19; Crawford, K 78-53; Bernardino 17-9; Winckowski 18-9; Booser 15-10; Horn 12-6; Kelly, Z 7-4; Jansen 19-13; Anderson 22-11.

Groundouts-flyouts: Stroman 7-2; Ferguson, C 0-0; Cousins 0-1; Hill, T 1-0; Tonkin 1-0; Kahnle 2-0; Holmes, C 4-0; Crawford, K 5-4; Bernardino 3-0; Winckowski 1-0; Booser 1-1; Horn 0-0; Kelly, Z 0-1; Jansen 1-1; Anderson 0-0.

Batters faced: Stroman 19; Ferguson, C 3; Cousins 5; Hill, T 4; Tonkin 6; Kahnle 4; Holmes, C 7; Crawford, K 23; Bernardino 6; Winckowski 3; Booser 3; Horn 3; Kelly, Z 2; Jansen 5; Anderson 6.

Inherited runners-scored: Ferguson, C 1-0; Kahnle 3-0; Bernardino 2-0; Booser 2-1; Kelly, Z 2-1.

Umpires: HP: John Tumpane. 1B: Nick Mahrley. 2B: Marvin Hudson. 3B: Hunter Wendelstedt.

Weather: 81 degrees, Clear.

Wind: 8 mph, Out To LF.

First pitch: 7:18 PM.

T: 3:38.


Att: 36,711.

Pitchers - BOS

	IP	H	R	ER	BB	K	HR	ERA
Crawford, K	4.2	8	5	5	0	5	3	3.60
Bernardino	1.1	1	0	0	1	1	0	3.03
Winckowski (H, 3)	0.1	0	1	1	2	0	0	3.45
Booser (BS, 1)	0.2	1	0	0	0	0	0	2.57
Horn (H, 1)	0.1	1	1	1	1	1	0	6.94
Kelly, Z (H, 6)	0.2	1	0	0	0	0	0	2.48
Jansen (BS, 3)	1.0	2	1	1	0	1	0	3.13
Anderson (L, 0-2)	1.0	2	3	2	1	0	0	4.85
Totals	10.0	16	11	10	5	8	3	

E Hamilton, D (8, fielding).

Outfield assists: Duran, Ja (Soto, J at home).



00:28

Exit Velocity

107.6 mph

Distance

420 ft



Launch Angle


21 deg

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1 - 0, 1 Out

Double

Tyler O'Neill doubles (15) on a fly ball to left fielder Juan Soto. Masataka Yoshida scores. Rafael Devers scores.

NYY 3, BOS 3

BOS win probability: 56.6% (+15.8)



Note: These are examples of possible placements and may not reflect where ads actually appeared.

Grow Schools Monthly Campaign Summary

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