

Florida Polytechnic University



417

Impressions



60%
CTR

(Click Through Rate)



112

Clicks



0%
CR

(Conversion Rate)



5

Student Leads

| Programs | Impressions | CTR | Clicks | CR | Students |
|--|-------------|-------|--------|------|----------|
| Master of Business Administration Management | 176 | 50.0% | 83 | 0.0% | 2 |
| Master of Science in Computer Science | 90 | 0.0% | 8 | 0.0% | 0 |
| Masters Program in Sociology of Politics and International Relations | 76 | 0.0% | 3 | 0.0% | 1 |
| Master of Business Administration | 75 | 10.0% | 18 | 0.0% | 2 |
| Totals | 417 | 60% | 112 | 0% | 5 |

Your Metrics Explained

Impressions :- The number of times your program has been shown on program listing pages.

Click Through Rate (CTR) :- The percentage of students that followed the link to your program page from the listing page.

Clicks :- The number of clicks on your program from program listing pages

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