

## 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
<b>Totals</b>	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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