

## 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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