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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