**Pay Per Lead Budget**

Annual budget - $35,000

Spent so far - $12,160

Left – 22840

**Pandora**

$5,000 for 1 ½ months of coverage (about 380,000 impressions)

2489 Website Visits

42 Calls

5 Web Leads

“Pandora would recommend a $9k spend for six months of continuous coverage” – from Erica 7/11/2014

**Higher Ed Growth**

Commitment is month to month

$35 per lead, capped at 50 leads per month

Only running for GLIT currently

**MOB Media**

Complete Transparency – accounts run directly through Adwords and Bing – can log directly into accounts

More granular ad copy for better quality score