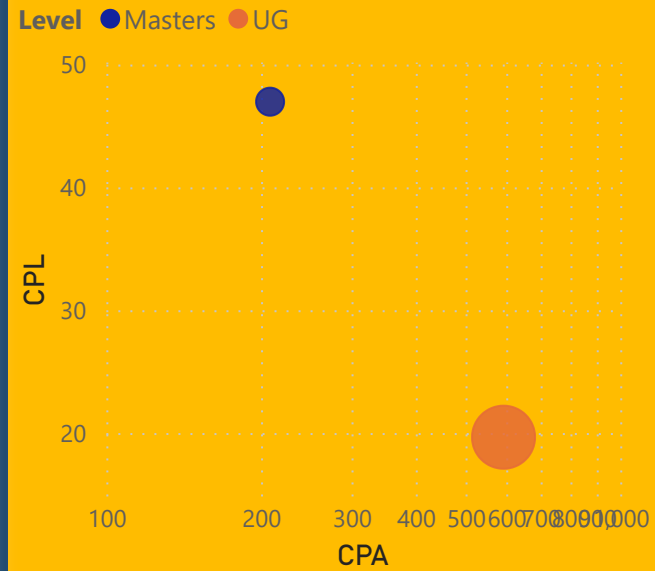


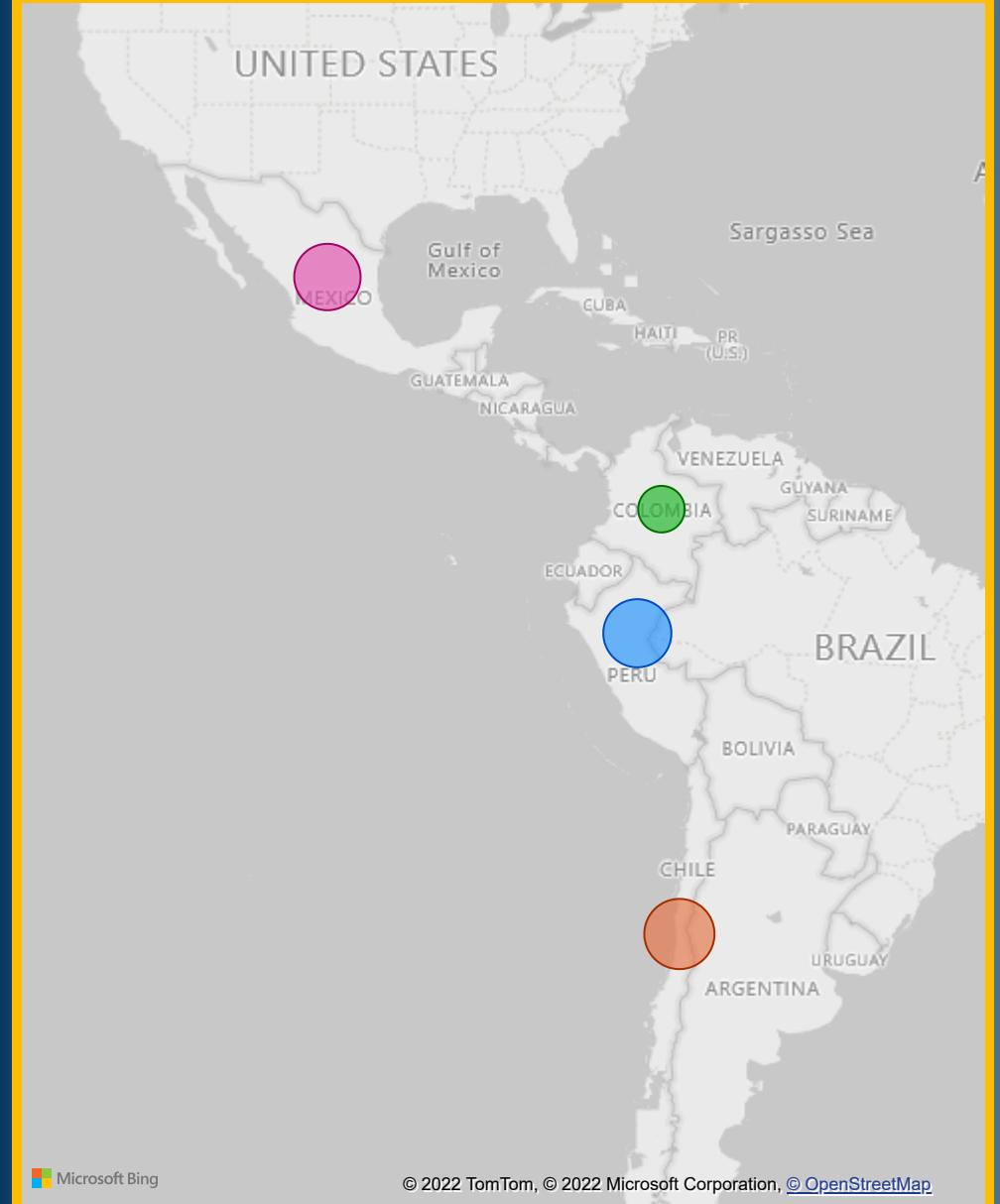
### Conversion Cost by Specializada



### CPL by Levels



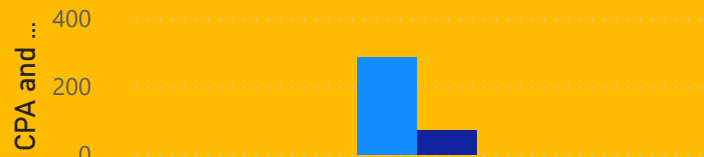
### Conversion Cost



### Sources

● CPA ● CPL

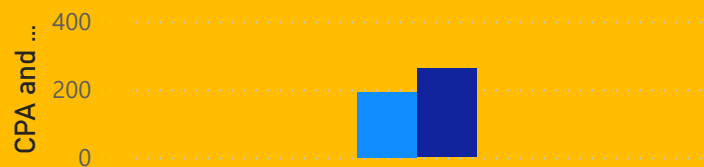
#### Facebook



#### Google



#### Instagram



School	Level	Sources	Media	Country	Conversions	Cost	LeadsCRM	CPL	Applied	CPA
AVENU	Undergrad	Search	Google	Colombia	0	0.00		0.00		0.00
AVENU	Undergrad	Search	Google	México	0	0.00		0.00		0.00
DMI	Undergrad	Aggregator	OCC	México			2		2	
DMI	Undergrad	Organic	Organic	México			1		1	
DMI	Undergrad	Search	Google	Chile	0	0.00		0.00		0.00
DMI	Undergrad	Search	Google	Colombia	0	0.00		0.00		0.00
DMI	Undergrad	Search	Google	México	0	0.00		0.00		0.00
DMI	Undergrad	Search	Google	Peru	0	0.00		0.00		0.00
MTM	Masters	Aggregator	start-U	México					1	
MTM	Masters	Aggregator	start-U	Other countries			33			
MTM	Others	Aggregator	start-U	Other countries			10			
MTM	Undergrad	Aggregator	start-U	México					5	
MTM	Undergrad	Aggregator	start-U	Other countries			268			
MTM	Undergrad	Organic	Organic	Other countries			3			
SLU	Masters	Aggregator	start-U	Colombia			4			
SLU	Masters	Aggregator	start-U	Latam			1			
SLU	Masters	Aggregator	start-U	México			12			
SLU	Masters	Aggregator	start-U	Other countries			1			
SLU	Masters	Aggregator	start-U	Peru			3			
SLU	Masters	Organic	Organic	Colombia			1			
SLU	Masters	Organic	Organic	Ecuador			1			
SLU	Masters	Search	Google	Chile	0	45.06		0.00		0.00
SLU	Masters	Search	Google	Colombia	13	230.82	2	17.76		0.00
SLU	Masters	Search	Google	Latam	14	523.76		37.41		0.00
<b>Total</b>					<b>2075</b>	<b>48,063.26</b>	<b>1469</b>	<b>23.16</b>	<b>60</b>	<b>801.05</b>

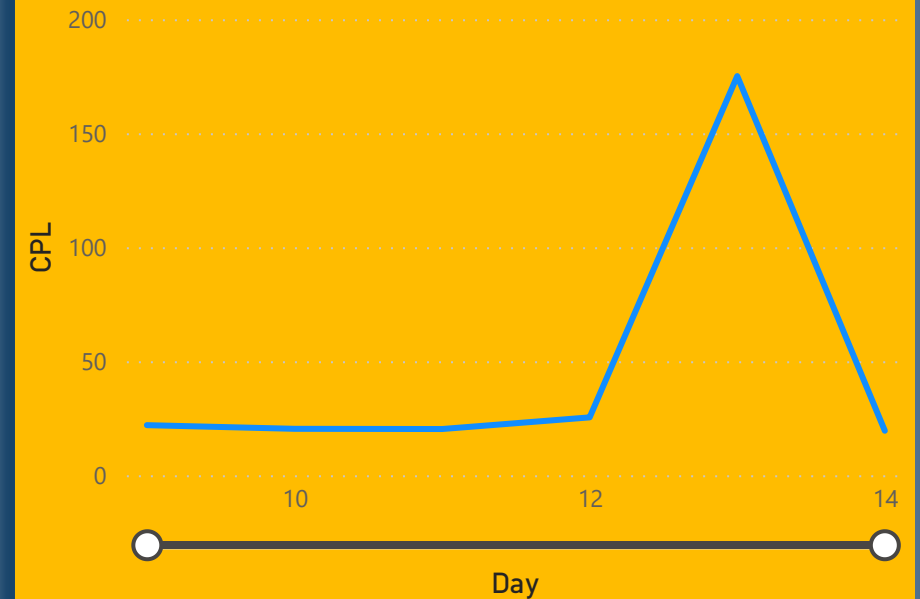
23.16

CPL

801.05

CPA

### CPL by Day



START UNIVERSITY		Date Range		School	Country2	Level	Sources	Media									
		6/9/2021	6/14/2021	All	All	All	All	All									
Year	2021																
Quarter	Qtr 2																
Month	June																
Day	9	10		11		12		13		14		Total		Total			
School	Conversions	Cost	Conversions	Cost	Conversions	Cost	Conversions	Cost	Conversions	Cost	Conversions	Cost	Conversions	Cost	Conversions	Co	
AVENU	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0		
UG	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0		
Search	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0		
Google	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0		
DMI	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0		
UG	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0		
Search	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0		
Google	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0		
SLU	291	5,309.41	313	5,427.68	249	4,845.91	184	4,462.77	18	2,885.71	297	4,814.84	1352	27,746.32	1352	27,746.32	
Masters	16	927.53	22	976.46	16	971.45	17	895.38	0	638.26	14	850.67	85	5,259.75	85	5,259.75	
Search	5	269.14	16	318.16	10	282.86	14	219.93	0	0.00	8	259.59	53	1,349.68	53	1,349.68	
Google	5	269.14	16	318.16	10	282.86	14	219.93	0	0.00	8	259.59	53	1,349.68	53	1,349.68	
Social	11	658.39	6	658.30	6	688.59	3	675.45	0	638.26	6	591.08	32	3,910.07	32	3,910.07	
Facebook	10	345.68	6	346.97	6	348.18	2	340.63	0	328.60	6	327.01	30	2,037.07	30	2,037.07	
Instagram	1	312.71	0	311.33	0	340.41	1	334.82	0	309.66	0	264.07	2	1,873.00	2	1,873.00	
UG	275	4,381.88	291	4,451.22	233	3,874.46	167	3,567.39	18	2,247.45	283	3,964.17	1267	22,486.57	1267	22,486.57	
Search	237	2,177.43	252	2,229.56	192	1,486.38	144	1,219.12	0	0.00	232	1,657.06	1057	8,769.55	1057	8,769.55	
Google	237	2,177.43	252	2,229.56	192	1,486.38	144	1,219.12	0	0.00	232	1,657.06	1057	8,769.55	1057	8,769.55	
Social	38	2,204.45	39	2,221.66	41	2,388.08	23	2,348.27	18	2,247.45	51	2,307.11	210	13,717.02	210	13,717.02	
Facebook	35	1,489.18	34	1,483.73	32	1,526.74	22	1,497.98	16	1,461.27	45	1,583.30	184	9,042.20	184	9,042.20	
Instagram	3	715.27	5	737.93	9	861.34	1	850.29	2	786.18	6	723.81	26	4,674.82	26	4,674.82	
Total	421	9,251.61	460	9,371.90	433	8,781.44	300	7,616.84	26	4,551.99	435	8,489.48	2075	48,063.26	2075	48,063.26	