

USD SHILEY-MARCOS SCHOOL OF ENGINEERING



KEY TAKEAWAYS



AVG. Cost/Click
\$0.78



Impressions
15,937



Clicks
1,170

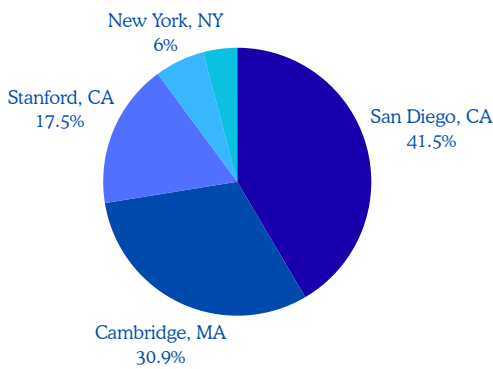


CTR
7.34%

- Social proof headlines (e.g., "#14 in the Nation") are our most effective assets. Continue utilizing these to build trust.
- High traffic for CS and Electrical Engineering confirms specific interest. Direct these clicks to dedicated landing pages rather than a general engineering home page.
- Highlight the San Diego location in your ads because location-based keywords generated strong impressions and clicks, showing high user interest and better targeting potential.

KEY METRICS

Top Location by Impressions

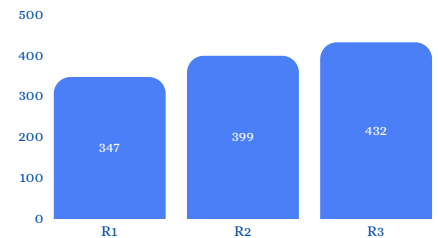


TOP KEYWORDS

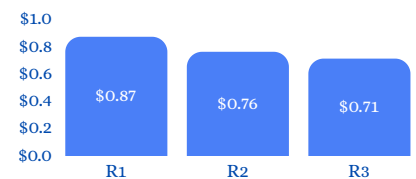
Computer Science	90
University of San Diego	82
Electrical Engineering	61
Engineering scholarships	42
Best schools for engineering	42
Mechanical Engineering	21

CLICKS

Evolution of Clicks



Evolution of avg. CPC



AD PREVIEW

Sponsored

USD School of Engineering
www.sandiego.edu/engineering/

#14 in the Nation

Small class sizes. Hands-on approach. Professional Experience. Changemaking Engineers.

Description
9,344 impressions

Headline
14,351 impressions