

# TOP KEYWORDS

- 1 Master Degree Programs
- 2 University of San Diego
- 3 Masters Degree San Diego
- 4 Graduate Programs San Diego

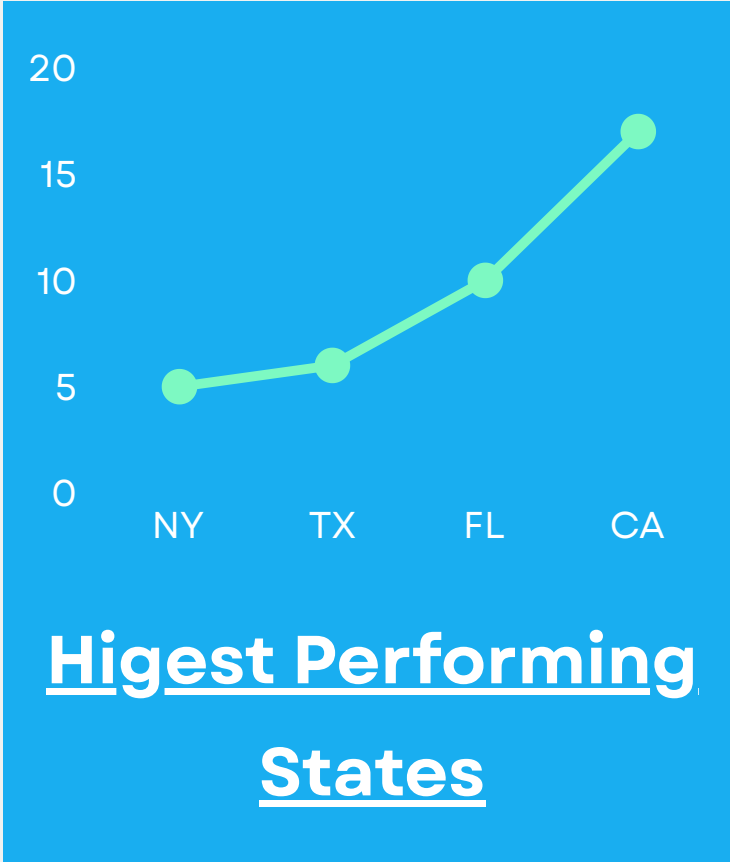
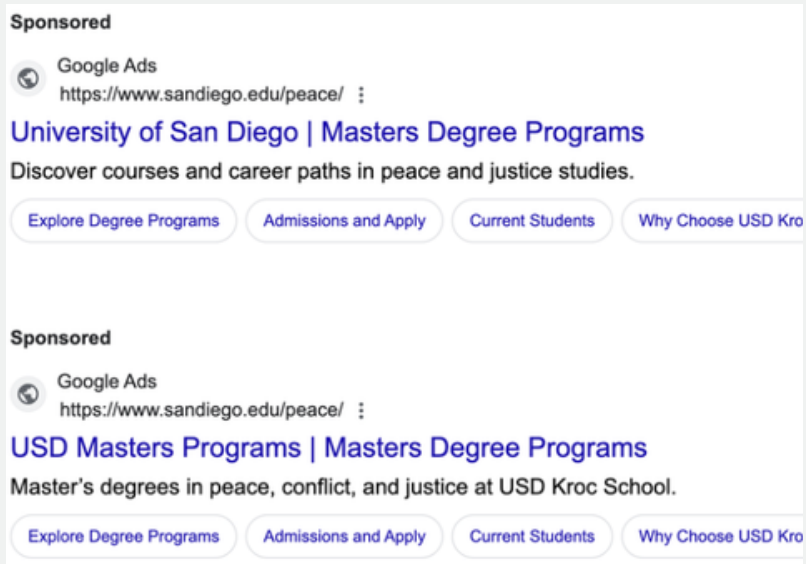


**OBJECTIVE:** INCREASE AWARENESS, ENGAGEMENT, AND INQUIRIES ON GRADUATE PROGRAMS

## KEY KPIS

11,261 Impressions  
1,199 Clicks  
10.72% CTR  
\$0.84 Avg CPC  
\$1,005.47 Total Cost

### Most Successful Ad:



## Recommendations

- 1. Continue Prioritizing & Scaling Keywords
- 2. Increase Investment in High-Performing States
- 3. Refine Messaging
- 4. Continue A/B Testing
- 5. Improve Clarity and Flow