

COMPASS

CHARTER SCHOOLS

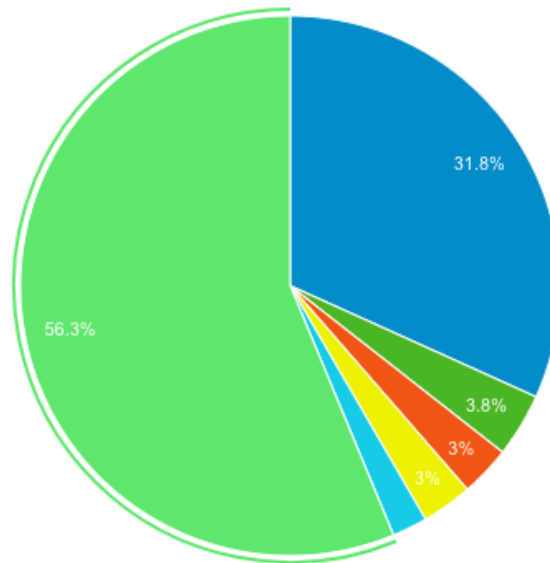
Media Updates as of 10-25-17



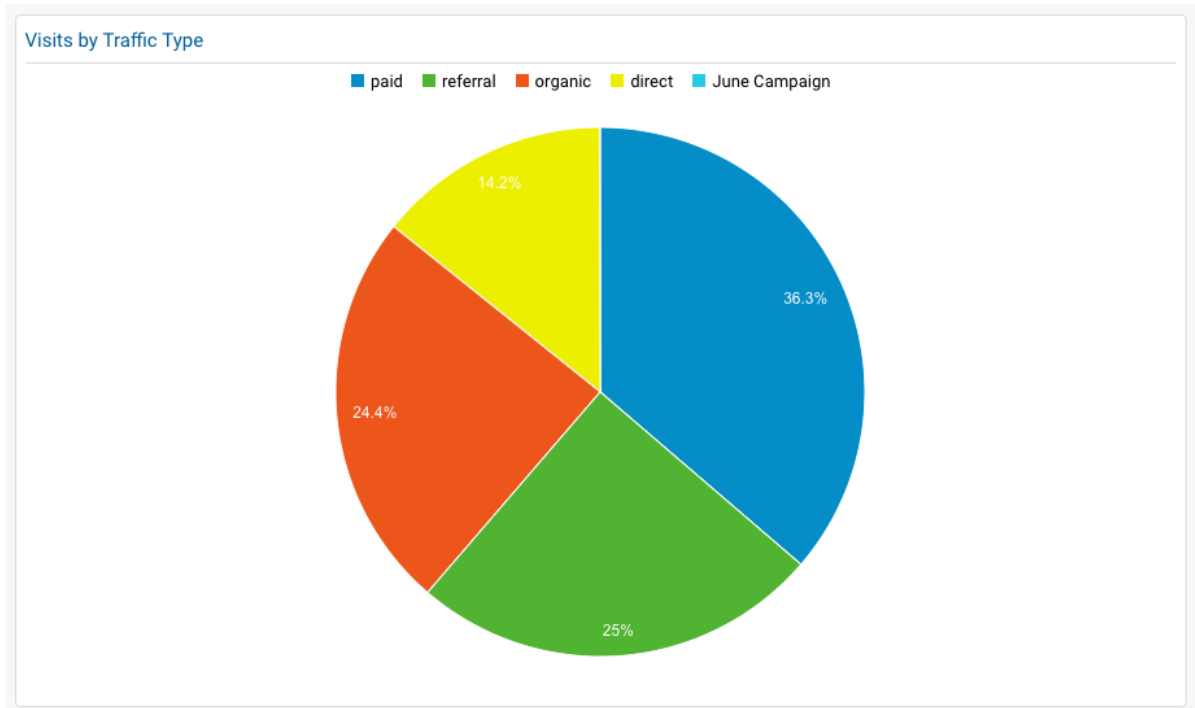
Google Analytics

Visits by Country/Territory

■ Los Angeles ■ San Diego ■ (not set) ■ San Francisco ■ Fresno ■ Other



Google Analytics






Google Analytics

| | | |
|----|--------------------------------|-----------------------|
| 2. | l.facebook.com | |
| | Oct 1, 2017 - Oct 25, 2017 | 275 (0.98%) |
| | Sep 1, 2017 - Sep 30, 2017 | 1,153 (28.14%) |
| | % Change | -76.15% |

| | | |
|----|--------------------------------|--------------------|
| 5. | m.facebook.com | |
| | Oct 1, 2017 - Oct 25, 2017 | 65 (0.23%) |
| | Sep 1, 2017 - Sep 30, 2017 | 122 (2.98%) |
| | % Change | -46.72% |

| | | |
|----|------------------------------|-------------------|
| 9. | facebook.com | |
| | Oct 1, 2017 - Oct 25, 2017 | 31 (0.11%) |
| | Sep 1, 2017 - Sep 30, 2017 | 96 (2.34%) |
| | % Change | -67.71% |

| | | | |
|----|--|---|-----------------------|
| 1. | General Enroll 806161392 |  | |
| | Oct 1, 2017 - Oct 25, 2017 | | 224 (91.43%) |
| | Sep 1, 2017 - Sep 30, 2017 | | 2,941 (77.72%) |
| | % Change | | -92.38% |
| 2. | Remarketing Display 803834301 |  | |
| | Oct 1, 2017 - Oct 25, 2017 | | 21 (8.57%) |
| | Sep 1, 2017 - Sep 30, 2017 | | 697 (18.42%) |
| | % Change | | -96.99% |
| 3. | YouTube Pre-Roll 923968034 |  | |
| | Oct 1, 2017 - Oct 25, 2017 | | 0 (0.00%) |
| | Sep 1, 2017 - Sep 30, 2017 | | 146 (3.86%) |
| | % Change | | -100.00% |

Google Analytics

Adword Conversion Rates

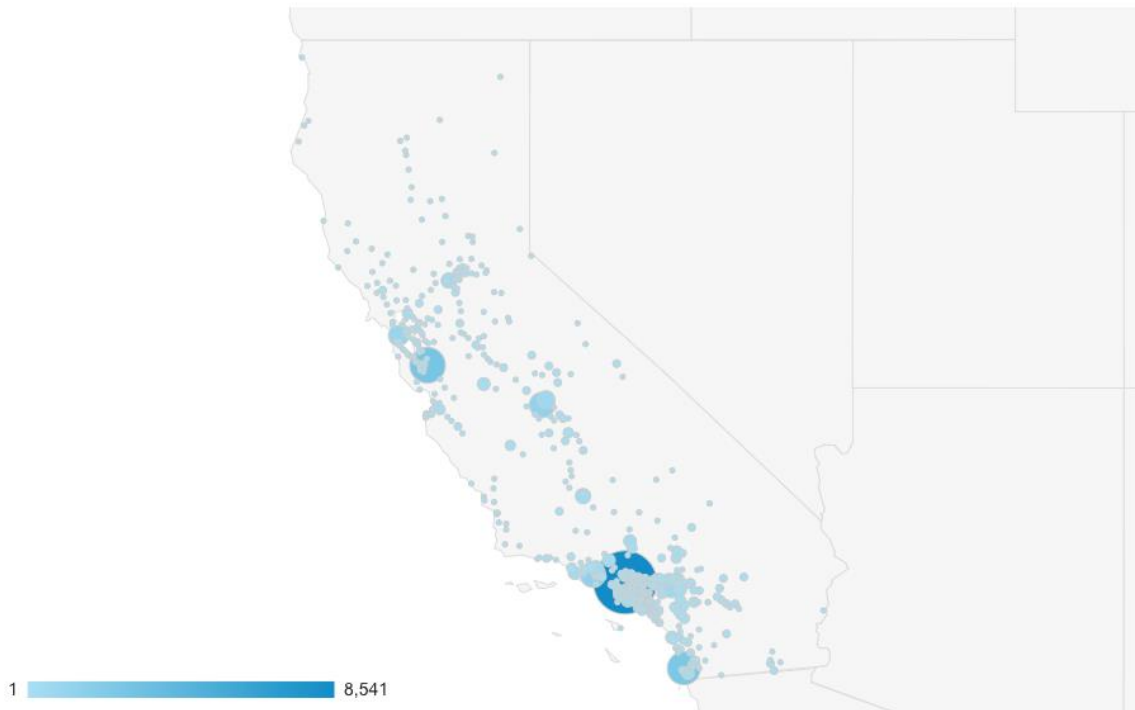
| Campaign | Smart Goal (Goal 1 Conversion Rate) |
|---------------------|-------------------------------------|
| General Enroll | 4.02% |
| Remarketing Display | 2.14% |

| Cost / conv. <small>?</small> | Conversions <small>?</small> |
|-------------------------------|------------------------------|
| \$191.07 | 22.00 |

Visits and Goal Conversion Rate by Ad Group

| Ad Group | Sessions | Goal Conversion Rate |
|--------------------|----------|----------------------|
| Online High School | 272 | 104.04% |
| Homeschool Online | 251 | 103.98% |
| Display Ads | 234 | 102.14% |
| (not set) | 2 | 100.00% |

Google Location June 2017- Present



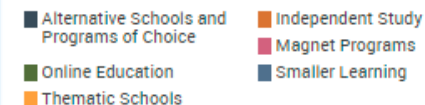
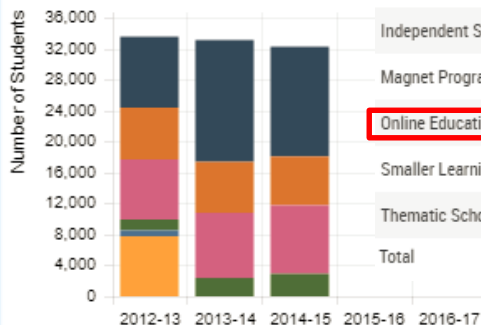
Fresno County Stats

Educational Options

Fresno

CDS Code 10-00000-0000000

Select options

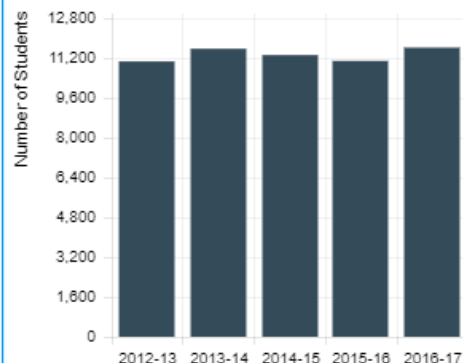


| Educational Options | 2012-13 | 2013-14 | 2014-15 |
|--|---------|---------|---------|
| Alternative Schools and Programs of Choice | 9,191 | 15,762 | 14,164 |
| Independent Study | 6,665 | 6,568 | 6,332 |
| Magnet Programs | 7,752 | 8,426 | 8,840 |
| Online Education | 1,404 | 2,355 | 2,896 |
| Smaller Learning | 782 | 0 | 0 |
| Thematic Schools | 7,752 | 0 | 0 |
| Total | 33,546 | 33,111 | 32,232 |

Charter Schools Enrollment

Fresno

CDS Code 10-00000-0000000

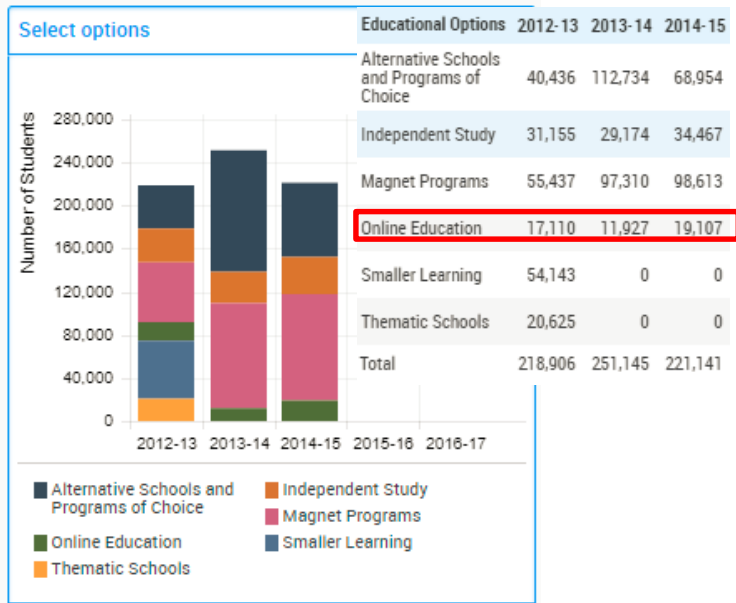


Los Angeles County

Educational Options

Los Angeles

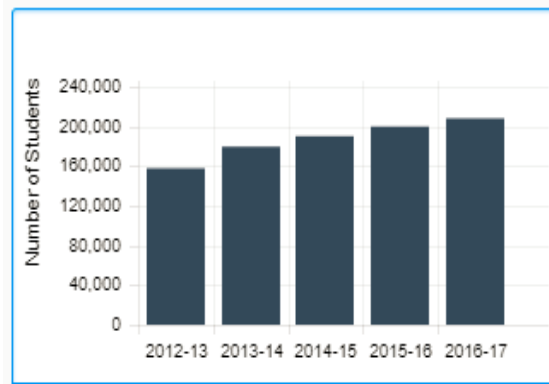
CDS Code 19-00000-0000000



Charter Schools Enrollment

Los Angeles

CDS Code 19-00000-0000000

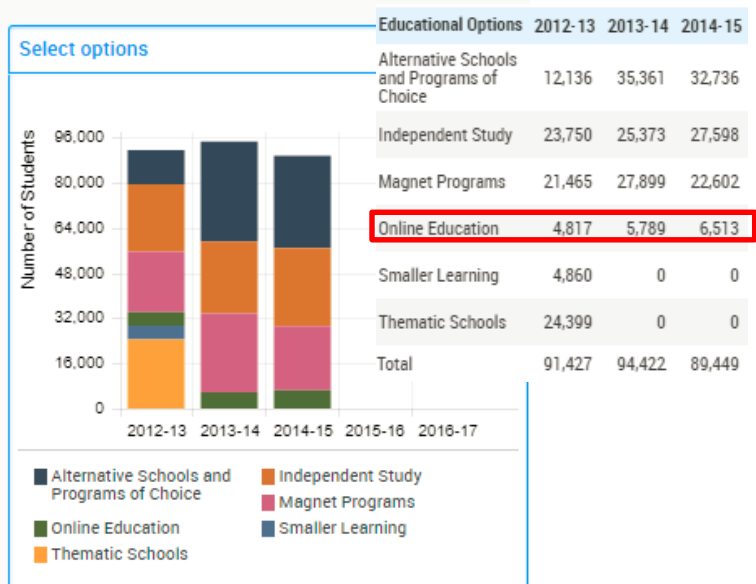


San Diego County Stats

Educational Options

San Diego

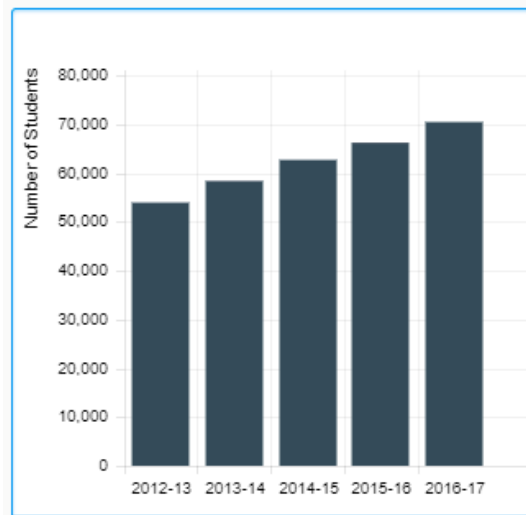
CDS Code 37-00000-0000000



Charter Schools Enrollment

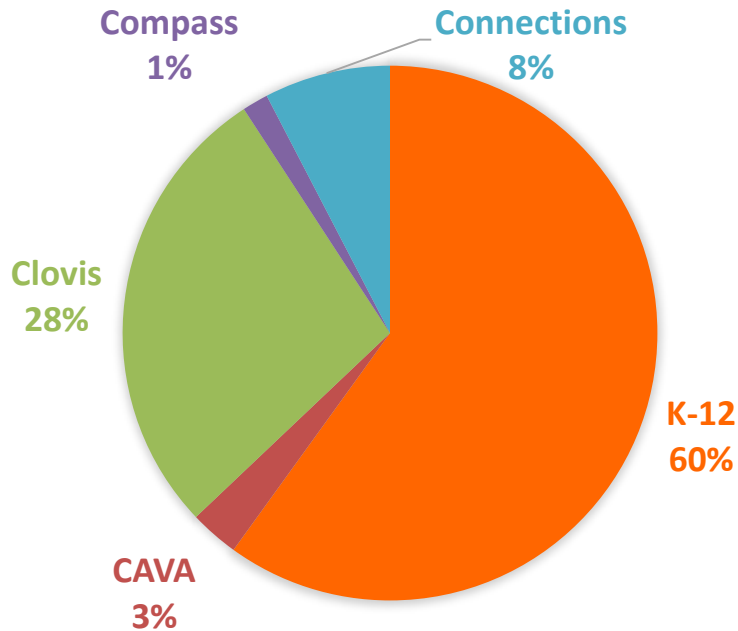
San Diego

CDS Code 37-00000-0000000



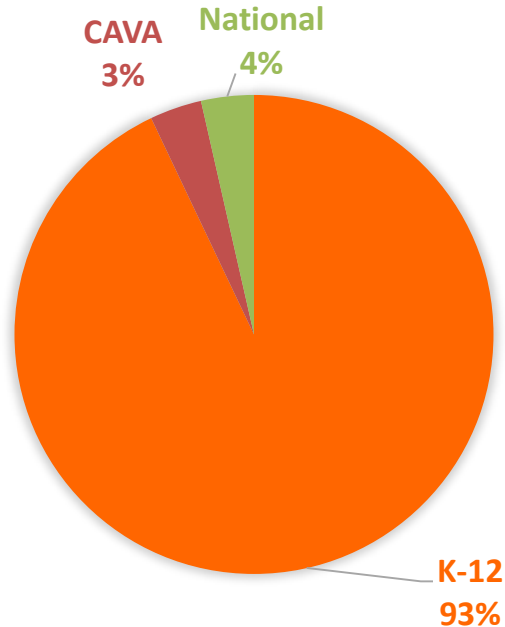
Fresno Media Spend Share

Radio & Television Spends 1/1/17-9/28/17



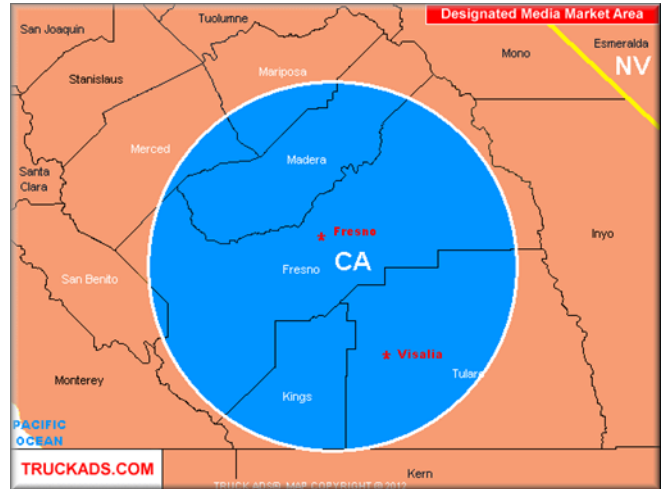
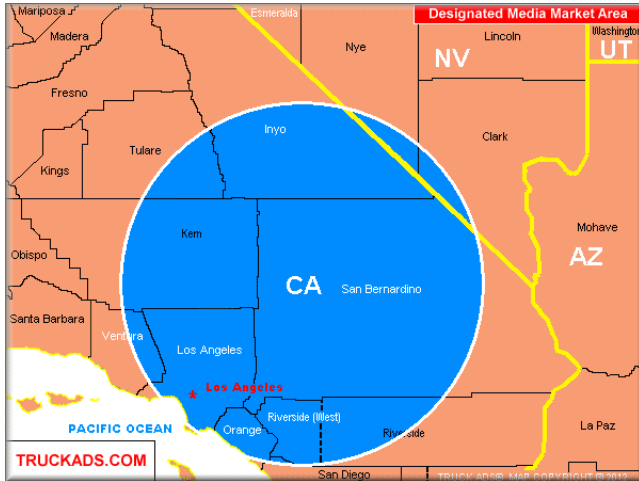
San Diego Media Spend Share

Radio & Television Spends 1/1/17-9/28/17



Note: CAVA & National
Radio \$14,500

TV DMA's



TV DMA's

