

GRADUATE CAMPAIGN UPDATE

AS OF OCTOBER 16, 2026

CAMPAIGN HIGHLIGHTS

- 1,544 RFI submissions to date
- 17,338 website campaign page views to date
- \$1.21 cost per click on ads
- \$10.21 cost per inquiry
- 2.73% landing page conversion rate for RFI submissions on next.shsu.edu page
- 2.08% landing page conversion rate for RFI submissions on start pages
- An EducationConnex incomplete application email with the subject line “There’s no time like the present to dive in and finish what you started!” was the top performing of the week. (30.61% open rate; 0.00% click rate)

BUDGET

Media Spend	Gross Spend	% of Budget Spent	Flight
\$13,559.88	\$15,767.30	5.97%	8/2/26 - 8/15/27

RFI SUBMISSIONS

Total ¹	Grad Microsite Start Pages ²		Grad Microsite Next Pages	Meta In-Platform ³	Grad Program Pages ⁴		Site Header
1,544	36		222	379	762		145
Arts 19	Business 123	Criminal Justice 258	Education 360	Health 142	Humanities 385	STEM 164	General 93

WEBSITE ANALYTICS

August 2 – current

Page	Get Started Now	Request Information / Get More Info	Learn More	Apply	Phone Number
next.shsu.edu RFI Page	26	3	21	n/a	n/a
Start RFI Page ²	22	10	n/a	8	-
RFI PAGE CLICK TOTAL	48	13	21	8	-

¹ Includes all RFI submissions on FY27 forms, submissions tagged with “grad-enrollment-fy27,” and non-tagged submissions starting August 22, 2026.

² Includes shsu.edu/start and start.shsu.edu pages.

³ Includes Meta leads from Proscalar graduate-program-specific campaigns run by the colleges

⁴ Includes ACP-specific RFI form linked from landing page

Page	Apply Now	Degree (Learn More)	Get Started Now (Next Steps)	Cost Calculator	Apply Today	Phone Number	Viewbook
next.shsu.edu Thank You Page	38	23	22	n/a	5	-	n/a
Start Thank You Page ⁵	31	3	n/a	5	4	1	5
THANK YOU PAGE CLICK TOTAL	69	26	22	5	9	1	5

Page	Apply Now	ApplyTexas	GRADCAS	Provide Required Documents	Enroll Now
Next Steps Page ⁶	45	26	20	13	10
NEXT STEPS PAGE CLICK TOTAL	45	26	20	13	10

Page	Web Privacy	Web Site Accessibility	Terms & Conditions	Disclaimer	About SHSU
next.shsu.edu Pages Footer	7	3	2	2	3
Start Pages Footer	26	22	24	22	18
FOOTER CLICK TOTAL	33	25	26	24	21

Page	Views	Active Users	Views per Active User
next.shsu.edu General Page	11,539	8,140	1.42
next.shsu.edu Thank You (form submission destination)	255	217	1.18
Referred to next.shsu.edu from GR Program Pages	75	59	1.27
Start General Page ⁷	577	395	1.46
Start General Thank You ⁵ (form submission destination)	122	103	1.18
Start CJ Page	529	403	1.31
Start CJ Thank You (form submission destination)	30	14	2.14
Start Education Page	545	462	1.18
Start Education Thank You (form submission destination)	14	10	1.40
Start Health Page	530	434	1.22
Start Health Thank You (form submission destination)	16	12	1.33

⁵ Includes shsu.edu/start/thank-you and start.shsu.edu/thank-you

⁶ Includes shsu.edu/start/next-steps and start.shsu.edu/next-steps

⁷ Includes shsu.edu/start and start.shsu.edu

Page	Views	Active Users	Views per Active User
Next Steps Page ⁶	2,715	2,316	1.17
Graduate Viewbook Page	202	97	2.08
Meta Major Pages Not Yet Receiving Paid Traffic			
Start Arts Page	14	7	2.00
Start Arts Thank You (form submission destination)	2	1	2.00
Start Business Page	33	16	2.06
Start Business Thank You (form submission destination)	5	4	1.25
Start Humanities Page	22	12	1.83
Start Humanities Thank You (form submission destination)	4	4	1.00
Start STEM Page	19	10	1.90
Start STEM Thank You (form submission destination)	3	2	1.50
Apply and App Requirements Pages Tagged with grad-enrollment-fy27 Campaign			
Apply Page	101	39	2.59
App Requirements (Grad Checklist) Page	101	58	1.74

PERFORMANCE

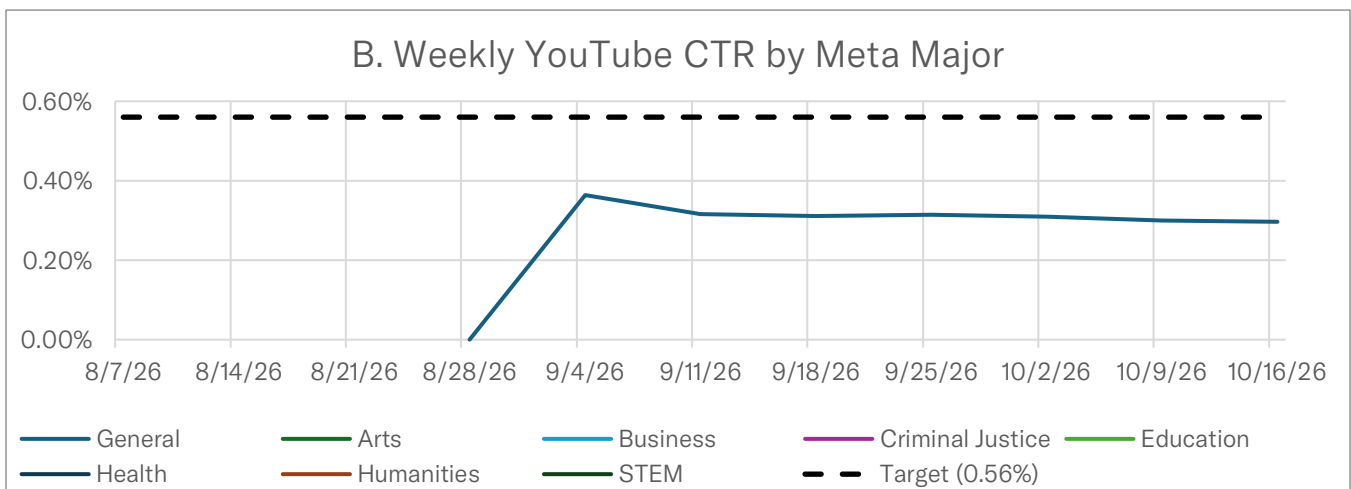
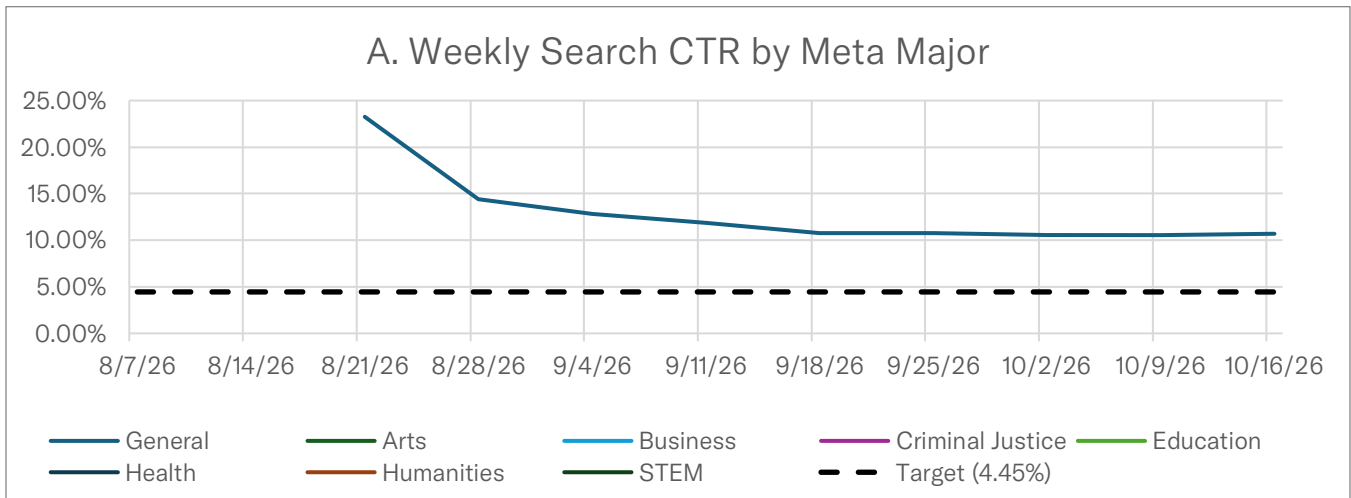
August 2 – current

- **NEW:** Meta major ads began this week for Criminal Justice, Education, and Health on the Google Search platform. Performance is not included in the following comparisons.
- Search: performance improved on engagement and cost efficiency (increased CTR and decreased CPC) for General.
- YouTube: CTR was flat and CPC increased, reflecting steady engagement and decreased cost efficiency for General.
- Display: performance improved on engagement and cost efficiency (increased CTR and decreased CPC) for General, Criminal Justice, Education, and Lead Nurturing Enroll.
- Meta (blended ad types): performance improved on engagement and cost efficiency (increased CTR and decreased CPC) for all but two ad groups: Criminal Justice and Lead Nurturing Submit Documents.
- LinkedIn: performance improved on engagement and cost efficiency (increased CTR and decreased CPC) for Criminal Justice, Education, Health, and Lead Nurturing Incomplete Applications. Cost efficiency (CPC) was steady for General.

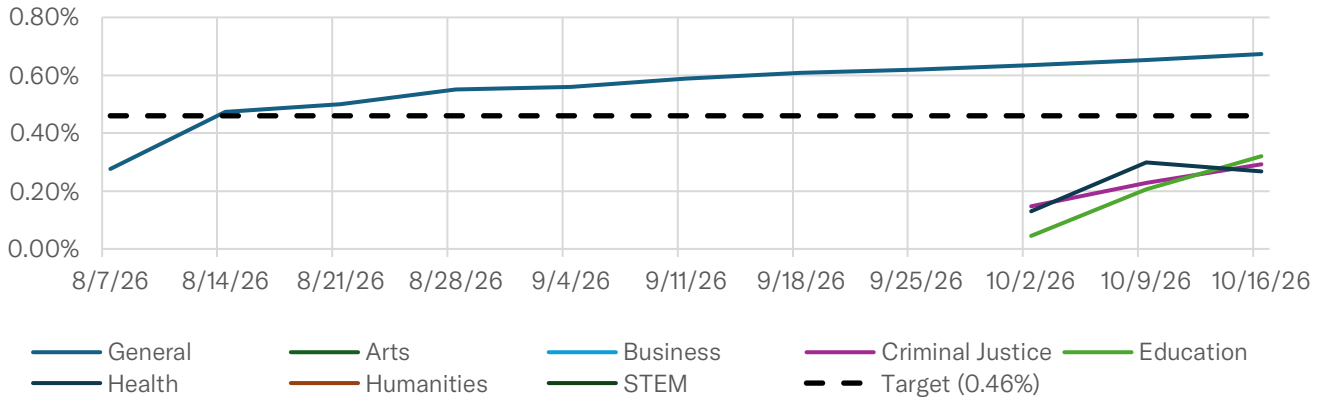
Campaigns	Impressions	Clicks	CTR	Cost Per Click	Media Spend
CAMPAIGN TOTAL	1,006,348	11,245	1.12%	\$1.21	\$13,559.88
PREVIOUS WEEK TOTAL	790,704	9,277	1.17%	\$1.16	\$10,731.03
General – Search	3,227 +355	345 +42	10.69% +0.14%	\$6.77 -\$0.05	\$2,334.39 +\$267.57
General – YouTube	141,965 +17,505	420 +46	0.30% -0.00%	\$1.63 +\$0.06	\$686.20 +\$98.37
General – Display, Native, Video	237,900 +21,459	1,602 +191	0.67% +0.02%	\$1.14 -\$0.04	\$1,827.45 +\$166.51
General – Meta Static	35,198 +1,520	293 +15	0.83% +0.01%	\$3.36 -\$0.02	\$983.54 +\$44.32
General – Meta Short Form Video	29,909 +4,328	344 +72	1.15% +0.09%	\$2.05 -\$0.14	\$704.08 +\$110.09
General – Meta Animated	14,151 +876	115 +6	0.81% -0.01%	\$2.38 -\$0.00	\$274.12 +\$13.85
General – LinkedIn	170,270 +18,324	6,262 +596	3.68% -0.05%	\$0.37 -\$0.00	\$2,294.07 +\$210.79
GENERAL TOTAL	632,620 +64,367	9,381 +968	1.48% +0.00%	\$0.97 -\$0.00	\$9,103.85 +\$911.50
Lead Nurturing – Leads – Display, Native, Video	82,286 +25,255	196 +58	0.24% -0.00%	\$2.56 +\$0.06	\$500.80 +\$156.97
Lead Nurturing – Leads – Meta Static	15,211 +3,505	204 +60	1.34% +0.11%	\$1.04 -\$0.09	\$211.37 +\$49.22
Lead Nurturing – Leads – Meta Animated	7,565 +2,968	134 +56	1.77% +0.07%	\$1.03 +\$0.06	\$138.14 +\$62.29
Lead Nurturing – Leads – LinkedIn	865 +284	17 +5	1.97% -0.10%	\$17.19 +\$0.53	\$292.29 +\$92.34
LEAD NURTURING – LEADS – TOTAL	105,927 +32,012	551 +179	0.52% +0.02%	\$2.07 -\$0.03	\$1,142.60 +\$360.82
Lead Nurturing – Incomplete App – Display, Native, Video	76,458 +27,191	102 +32	0.13% -0.01%	\$3.34 +\$0.19	\$340.93 +\$120.12
Lead Nurturing – Incomplete App – Meta Static	7,756 +2,241	56 +18	0.72% +0.03%	\$2.21 -\$0.16	\$123.59 +\$33.67
Lead Nurturing – Incomplete App – Meta Animated	859 +573	5 +4	0.58% +0.23%	\$2.66 -\$1.75	\$13.32 +\$8.91
Lead Nurturing – Incomplete App – LinkedIn	473 +111	3 +1	0.63% +0.08%	\$103.81 -\$2.31	\$311.42 +\$99.18
LEAD NURTURING – INCOMPLETE APP – TOTAL	85,546 +30,116	166 +55	0.19% -0.01%	\$4.75 +\$0.00	\$789.26 +\$261.88
Lead Nurturing – Submit Documents – Display, Native, Video	27,806 +10,715	25 +9	0.09% -0.00%	\$4.59 +\$0.11	\$114.82 +\$43.11
Lead Nurturing – Submit Documents – Meta Static	5,281 +1,695	53 +14	1.00% -0.08%	\$1.41 +\$0.10	\$74.48 +\$23.64
Lead Nurturing – Submit Documents – Meta Animated	539 +148	8 +4	1.48% +0.46%	\$0.92 -\$0.41	\$7.36 +\$2.06
Lead Nurturing – Submit Documents – LinkedIn	351 +119	2 +2	0.57% +0.57%	\$153.42 +\$153.42	\$306.84 +\$98.25

Campaigns	Impressions	Clicks	CTR	Cost Per Click	Media Spend
LEAD NURTURING – SUBMIT DOCUMENTS - TOTAL	33,977 +12,677	88 +29	0.26% -0.02%	\$5.72 +\$0.02	\$503.50 +\$167.06
Lead Nurturing – Enroll – Display, Native, Video	27,340 +10,737	44 +19	0.16% +0.01%	\$2.65 -\$0.27	\$116.45 +\$43.43
Lead Nurturing – Enroll – Meta Static	2,102 +1,021	11 +7	0.52% +0.15%	\$3.58 -\$0.88	\$39.38 +\$21.54
Lead Nurturing – Enroll – Meta Animated	1,589 +78	4 0	0.25% -0.01%	\$7.29 +\$0.38	\$29.16 +\$1.53
LEAD NURTURING – ENROLL – TOTAL	31,031 +11,836	59 +26	0.19% +0.02%	\$3.14 -\$0.46	\$184.99 +\$66.50
Criminal Justice – Search	40 +40	3 +3	7.50% -	\$11.87 -	\$35.60 +\$35.60
Criminal Justice – Display, Native, Video	23,599 +10,453	69 +39	0.29% +0.06%	\$2.72 -\$0.77	\$187.54 +\$82.78
Criminal Justice – Meta Static	8,562 +7,024	102 +81	1.19% -0.17%	\$1.46 +\$0.35	\$148.68 +\$125.41
Criminal Justice – Meta Short Form Video	1,350 +1,265	26 +24	1.93% -0.43%	\$1.01 +\$0.34	\$26.22 +\$24.88
Criminal Justice – Meta Animated	21 +18	-	-	-	\$0.28 +\$0.22
Criminal Justice – Meta Carousel	3,157 +1,827	71 +49	2.25% +0.59%	\$0.71 -\$0.41	\$50.35 +\$25.72
Criminal Justice – LinkedIn	1,765 +706	32 +18	1.81% +0.49%	\$5.62 -\$1.67	\$179.83 +\$77.82
CRIMINAL JUSTICE TOTAL	38,494 +21,333	303 +214	0.79% +0.27%	\$2.07 -\$0.80	\$628.50 +\$372.43
Education – Search	36 +36	2 +2	5.56% -	\$17.88 -	\$35.75 +\$35.75
Education – Display, Native, Video	23,722 +10,575	76 +49	0.32% +0.12%	\$2.48 -\$1.40	\$188.58 +\$83.68
Education – Meta Static	6,563 +5,429	71 +53	1.08% -0.51%	\$1.63 +\$0.48	\$115.71 +\$95.06
Education – Meta Short Form Video	1,034 +633	12 +6	1.16% -0.34%	\$2.58 +\$0.41	\$30.99 +\$17.95
Education – Meta Animated	61 +42	1 +1	1.64% -	\$1.67 -	\$1.67 +\$0.41
Education – Meta Carousel	5,496 +4,330	175 +148	3.18% +0.87%	\$0.34 -\$0.14	\$59.10 +\$46.18
Education – LinkedIn	2,223 +964	50 +28	2.25% +0.50%	\$3.43 -\$1.01	\$171.65 +\$73.93
EDUCATION TOTAL	39,135 +22,009	387 +287	0.99% +0.40%	\$1.56 -\$0.95	\$603.45 +\$352.96
Health – Search	29 +29	1 +1	3.45% -	\$2.05 -	\$2.05 +\$2.05
Health – Display, Native, Video	25,286 +11,233	68 +26	0.27% -0.03%	\$2.92 +\$0.28	\$198.74 +\$87.86
Health – Meta Static	2,014 +1,472	21 +14	1.04% -0.25%	\$1.47 +\$0.41	\$30.88 +\$23.46

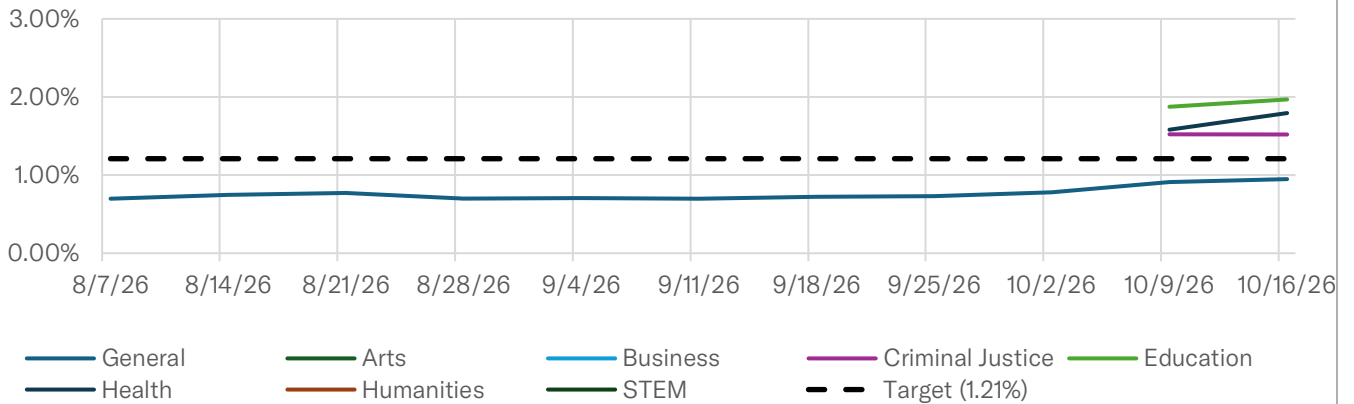
Campaigns	Impressions	Clicks	CTR	Cost Per Click	Media Spend
Health – Meta Short Form Video	2,092 +1,928	19 +16	0.91% -0.92%	\$2.53 +\$1.15	\$48.06 +\$43.93
Health – Meta Animated	201 +190	1 +1	0.50% +0.50%	\$6.16 +\$6.16	\$6.16 +\$5.85
Health – Meta Carousel	7,842 +5,713	177 +142	2.26% +0.61%	\$0.68 -\$0.20	\$119.93 +\$89.13
Health – LinkedIn	2,154 +729	23 +10	1.07% +0.16%	\$8.60 -\$0.20	\$197.91 +\$83.42
HEALTH TOTAL	39,618 +21,294	310 +210	0.78% +0.24%	\$1.95 -\$0.73	\$603.73 +\$335.70
Prospecting	10,381 +129,003	1.38% +1,679	\$1.05 -0.02%	\$10,939.53 +\$0.02	10,381 +\$1,972.59
Lead Nurturing	256,481 +86,641	864 +289	0.34% -0.00%	\$3.03 -\$0.04	\$2,620.35 +\$856.26



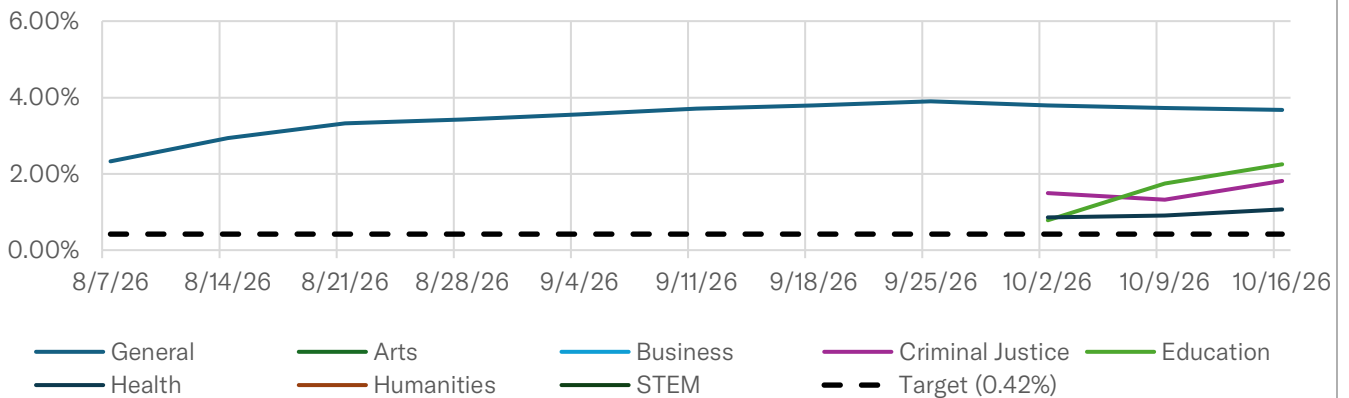
C. Weekly Display, Native, Video CTR by Meta Major



D. Weekly Meta CTR by Meta Major



E. Weekly LinkedIn CTR by Meta Major



UPCOMING INITIATIVES

- Meta major advertising will be phased into the campaign

ENROLLMENT INFORMATION (AS OF OCTOBER 2ND)

Per DADS report:

- Spring 2027: **771 Applied** (+7.8% from 715 in Spring 2026), **278 Accepted** (+107.5% from 134 in Spring 2026), **4 Registered** (-92.9% from 56 in Spring 2026; note: registration opened at 6 AM today and this data is as of 7:09 AM)
- Summer 2027: Not yet shown on dashboard
- Fall 2027: Not yet shown on dashboard

By Lead Source and Meta Major per EducationConnex Lead Report (manually updated weekly):

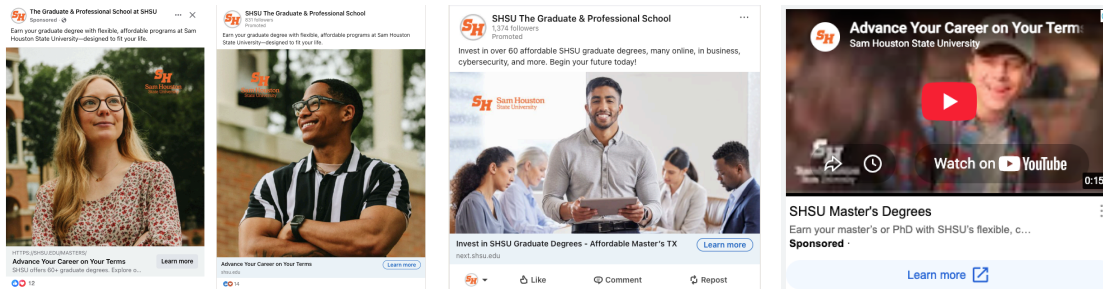
Status	Arts	Business	CJ	Education	Health	Humanities	STEM	General	TOTAL
Proscalar									
Applied	-	3	3	3	1	1	2	-	13
Accepted	-	2	1	1	-	1	-	-	5
Enrolled	-	-	-	-	-	-	-	-	-
Organic, program pages									
Applied	-	4	5	14	1	6	3	-	33
Accepted	-	1	-	4	-	1	-	-	6
Enrolled	-	-	-	-	-	-	-	-	-
Organic, website calls									
Applied	-	-	1	-	-	-	-	1	2
Accepted	-	-	-	-	-	-	-	-	-
Enrolled	-	-	-	-	-	-	-	-	-
Organic, website header									
Applied	-	2	1	6	-	1	2	-	12
Accepted	-	-	1	-	-	-	-	-	1
Enrolled	-	-	-	-	-	-	-	-	-
SH Online									
Applied	-	1	1	1	-	1	1	-	5
Accepted	-	-	1	-	-	-	-	-	1
Enrolled	-	-	-	-	-	-	-	-	-
ApplyTexas									
Applied	-	-	-	1	-	-	-	18	19
Accepted	-	-	-	-	-	-	-	1	1
Enrolled	-	-	-	-	-	-	-	-	-
GradCAS									
Applied	-	-	3	1	-	3	1	-	8
Accepted	-	-	1	-	-	2	1	-	4
Enrolled	-	-	-	-	-	-	1	-	1
Unknown									
Applied	-	-	-	-	-	-	-	2	2
Accepted	-	-	-	-	-	-	-	-	-
Enrolled	-	-	-	-	-	-	-	-	-

Status	Arts	Business	CJ	Education	Health	Humanities	STEM	General	TOTAL
Applied	-	10	15	26	2	12	9	21	95
Accepted	-	3	4	5	-	4	1	1	18
Enrolled	-	-	-	-	-	-	1	-	1

EDUCATIONCONNEX METRICS

Type	Audience	Recipients	Opens	Open Rate	Clicks	Click Rate	Unsub.
Email	Inquiry	28,236	8,236	29.17%	134	0.47%	50
	Incomplete App	5,068	1,746	34.45%	28	0.55%	11
	Alumni	4,792	1,682	35.10%	19	0.40%	10
	TOTAL	38,096	11,664	30.62%	181	0.48%	71
Text	Inquiry	31,085					123
	Incomplete App	4,609					18
	Stop Out/Drops	1,024					5
	TOTAL	36,718					146
Calls	Inquiry	4,996					
	Incomplete App	1,028					
	TOTAL	6,024					

CAMPAIGN ARTWORK EXAMPLES



Advertising Glossary