

Information:

Drawer: Accounts Payable - Invoices

Vendor Number: 1534683

Vendor Name: Clarus Corporation

Invoice Number: 004100

Invoice Date: 09/12/18

PO Number: P0359535

Check Number: E0069643

Check Amount: \$ 4,800.00

Check Date: 10/10/2018

Department ID: 14025

Reviewer Name:

Voucher Number: V0529847

Redaction Type: None

Document Type: AP Invoice-3 Way/Pre-Approved

Document Below



6354 Wayne Road
Alliance, NE 69301
USA

CLARUS Corporation

INVOICE

Invoice Number: 004100
Invoice Date: Sep 12, 2018
Page: 1
Date Due: 9/22/18

Voice: 308.762.2565
Fax: 308.762.2836

Bill To:

College Of DuPage
425 Fawell Blvd
Glen Ellyn, IL 60137-6599

Ship to:

College Of DuPage
425 Fawell Blvd
Glen Ellyn, IL 60137-6599

Customer ID	Customer PO	Payment Terms
980177	359535	Net 10 Days

Description	Amount
2018-06 ABE Campaign; Impressions Contracted: 300,000 @ \$ 8 CPM; Impressions Delivered: 342,736	2,400.00

APPROVED

OCT 02 2018

AP VERIFIED
10/03/18 - MARIA ZERRUDO

For Questions Please Contact:

Sarah M. Pauley
sarah@claruscorporation.com

Subtotal	2,400.00
Sales Tax	
TOTAL	2,400.00

College of DuPage 98-0177
 Final Report
 2018-06 ABE

Impressions Contracted: 300,000; Impressions Delivered: 342,736

Campaign Run Dates: August 7 to September 7, 2018

Tactics	Impressions	Clicks	CTR	Cost (\$8 CPM)	Physical Visits to Campus
College of DuPage_98-0177-2018-06_ABE_(8/7-9/7)_Tactic 1: Geofence Retailers	148,416	248	0.1671%	\$1,021.03	424
College of DuPage_98-0177-2018-06_ABE_(8/7-9/7)_Tactic 2: Geofence Neighborhoods	119,969	189	0.1575%	\$840.05	107
College of DuPage_98-0177-2018-06_ABE_(8/7-9/7)_Tactic 3: Keyword Search	66,559	49	0.0736%	\$480.03	132
College of DuPage_98-0177-2018-06_ABE_(8/7-9/7)_Tactic 4: Site Retargeting	7,792	24	0.3080%	\$58.89	1
Total	342,736	510	0.1488%	\$2,400.00	664

Information:

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Vendor Number: 1534683

Vendor Name: Clarus Corporation

Invoice Number: 004099

Invoice Date: 09/12/18

PO Number: P0359535

Check Number: E0069643

Check Amount: \$ 4,800.00

Check Date: 10/10/2018

Department ID: 14025

Reviewer Name:

Voucher Number: V0529848

Redaction Type: None

Document Type: AP Invoice-3 Way/Pre-Approved

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INVOICE

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Voice: 308.762.2565
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College Of DuPage 425 Fawell Blvd Glen Ellyn, IL 60137-6599

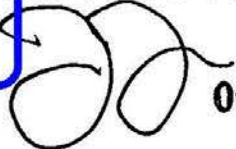
Ship to:
College Of DuPage 425 Fawell Blvd Glen Ellyn, IL 60137-6599

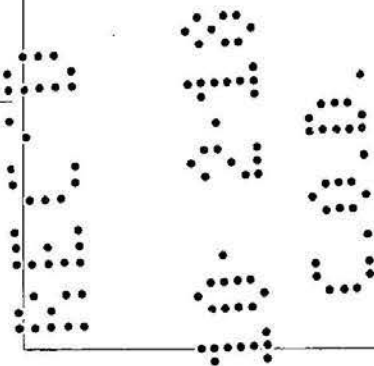
Customer ID	Customer PO	Payment Terms
980177	359535	Net 10 Days

Description	Amount
2018-05 ELA Campaign; Impressions Contracted: 300,000 @ \$ 8 CPM; Impressions Delivered: 346,472	2,400.00

AP VERIFIED
10/03/18 - MARIA ZERRUDO

APPROVED


OCT 02 2018



For Questions Please Contact:
Sarah M. Pauley
sarah@claruscorporation.com

Subtotal	2,400.00
Sales Tax	
TOTAL	2,400.00

College of DuPage 98-0177
 Final Report
 2018-05 ELA

Impressions Contracted: 300,000; Impressions Delivered: 346,472

Campaign Run Dates: August 6 to September 6, 2018

Tactics	Impressions	Clicks	CTR	Cost (Digital: \$8 CPM)	Physical Visits to Campus
College of DuPage_98-0177-2018-05_ELA_(8/6-9/6)_Tactic 1: Geofence Locations	189,618	475	0.2505%	\$1,381.43	630
College of DuPage_98-0177-2018-05_ELA_(8/6-9/6)_Tactic 2: Geofence Neighborhoods	65,672	110	0.1675%	\$448.78	6
College of DuPage_98-0177-2018-05_ELA_(8/6-9/6)_Tactic 3: App Targeting	5,916	10	0.1690%	\$46.66	9
College of DuPage_98-0177-2018-05_ELA_(8/6-9/6)_Tactic 4: Site Retargeting	3,151	12	0.3808%	\$23.33	1
College of DuPage_98-0177_Tactic 5: Language Targeting	82,115	550	0.6698%	\$499.80	0
Total	346,472	1,157	0.3339%	\$2,400.00	646