

Information:

Drawer: Accounts Payable - Invoices
Vendor Number: 1534683
Vendor Name: Clarus Corporation
Invoice Number: 7465
Invoice Date: 3/15/2022
PO Number: P0001514
Check Number: E0089567
Check Amount: \$ 4,750.00
Check Date: 05/10/2022
Voucher Number: V0737971
Document Type: AP Invoice

Document Below



6354 Wayne Road
Alliance, NE 69301
USA

INVOICE

Invoice Number: 7465
Invoice Date: Mar 15, 2022
Page: 1
Date Due: 3/25/22

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	P0001514	Net 10 Days

Description	Amount
2021-04 Adult Ed; Run Dates: 1/13/2022 - 2/25/2022; Digital; Impressions Contracted: 410,444 @ \$9 CPM; Impressions Delivered: 441,697	3,694.00
2021-04 Adult Ed; Run Dates: 1/14/2022 - 2/14/2022; Google AdWords; Impressions Delivered: 3,035	1,056.00

For Questions Please Contact:
Kathi J. Swanson
kathi@claruscorporation.com

Subtotal	4,750.00
Prepay/ Credit Applied	
TOTAL	4,750.00

College Of DuPage 98-0177
Final Report
2021-04 Adult Ed

Digital Impressions Contracted: 410,444; Impressions Delivered: 441,697

Campaign Run Dates: January 13 to February 25, 2022

Tactics	Impressions	Clicks	CTR	Cost	CPM	Actions
College Of DuPage 98-0177_2021-04 Adult Ed_(1/12-2/25)_Tactic 1:Geofencing Locations - Retail	191,867	294	0.1532%	\$1,606.29	\$9.00	98
College Of DuPage 98-0177_2021-04 Adult Ed_(1/12-2/25)_Tactic 2:Search - Campaign Keywords	30,344	73	0.2406%	\$280.41	\$9.00	132
College Of DuPage 98-0177_2021-04 Adult Ed_(1/12-2/25)_Tactic 3: Site Retargeting/ Remarketing	8,822	31	0.3514%	\$81.19	\$9.00	23
College Of DuPage 98-0177_2021-04 Adult Ed_(1/12-2/25)_Tactic 4: Audience Builder - Hispanic Language Homes	210,664	281	0.1334%	\$1,726.11	\$9.00	468
Total: Digital Campaign	441,697	679	0.1537%	\$3,694.00		721
AdWords	3,035	403	13.28%	\$1,056.00		
Total: Social Media	3,035	403		\$1,056.00		
Grand Total				\$4,750.00		

College of DuPage 98-0177
Social Media Final Report
2021-04 Adult Ed

Platform	Run Dates	Impressions		
		Delivered	Clicks	CTR
AdWords	January 14 to February 14, 2022	3,035	403	13.28%

TOTAL **3,035**

"McLaughlin, Ashley" <mclaughl@cod.edu>

Invoice for P0001514

"McLaughlin, Ashley" <mclaughl@cod.edu>

Mon, Apr 25, 2022 at 02:44 PM GMT

CC: Abrassart, Stephanie <penevs@cod.edu>

BCC:

Hi there,

Attached is the invoice for P0001514.

Please let me know if you need anything else.

Thanks,
Ashley

Ashley McLaughlin

Systems Coordinator

College of DuPage Continuing Education

Adult Basic Education/High School Equivalency/ English Language Acquisition

(630) 942-2209 | mclaughl@cod.edu | www.cod.edu/academics/coted/basic/

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1 attachment

College Of DuPage-INV 7465 2021-04 Adult Ed.pdf