Mas National

October 2026

Digital Campaign Performance Report

ACAP and Mas Allied Health | Metrics

Platform-recorded campaign activity. Website events provide indicative context from all traffic sources. Reach, clicks and conversion measures are distinct and should be read within each campaign.

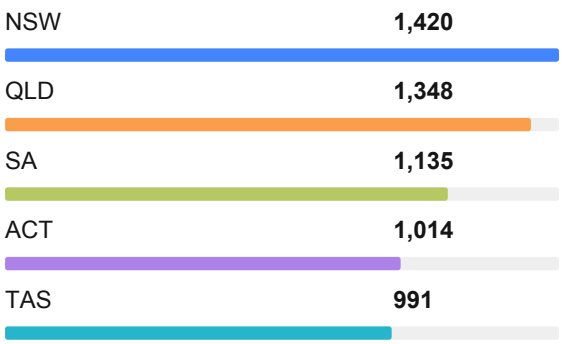
01 ACAP Meta brand and website traffic

Campaign: Mas - BA - V2

Impressions	Reach	All-ad click rate
442,080	**152,502**	**1.53%**

Link clicks	Landing page views	Frequency
6,583	**5,908**	**2.90**

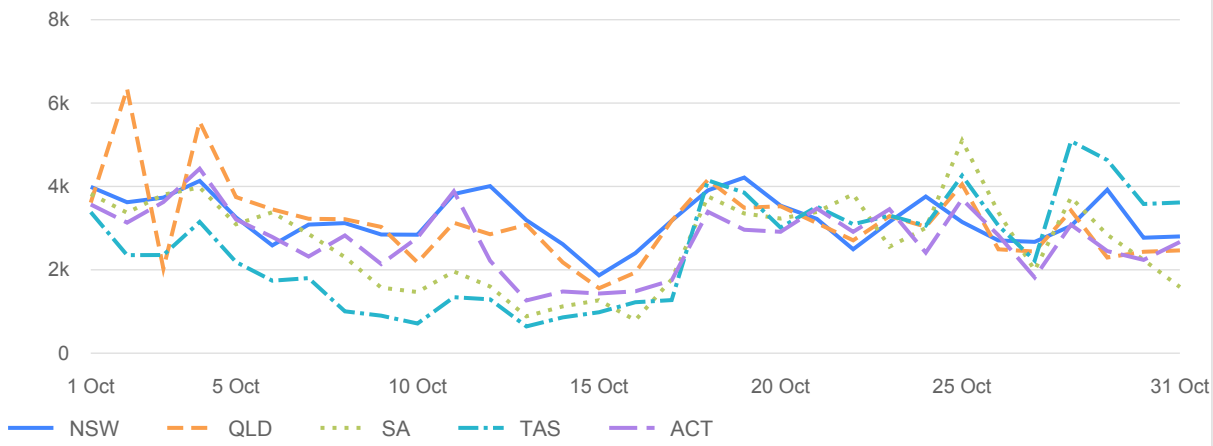
Landing page views by region



Regional performance

Region	Impressions	Reach	All-ad CTR	Link clicks	Landing page views
SA	83,008	25,182	1.51%	1,281	1,135
QLD	97,200	44,974	1.61%	1,471	1,348
NSW	99,641	48,502	1.65%	1,552	1,420
TAS	77,634	17,956	1.50%	1,160	991
ACT	84,597	20,809	1.33%	1,119	1,014

Meta daily impressions



Link clicks by gender

Female	**2,798**
Male	**3,696**
Unknown	**89**

Link clicks by age

18-24	**1,964**
25-34	**1,099**
35-44	**559**
45-54	**491**
55-64	**563**
65+	**1,907**
Unknown	**0**

Link clicks by region

SA	1,281
QLD	1,471
NSW	1,552
TAS	1,160
ACT	1,119

Reach by region

SA	25,182
QLD	44,974
NSW	48,502
TAS	17,956
ACT	20,809

Reach is not added across regions.

Creative results

ACAP-01

Video ad



Impressions	16,018
Link clicks	1,748
Landing page views	1,470
Attributed conversion events	0

ACAP-02

Image / carousel ad



Impressions	129
Link clicks	1
Landing page views	1
Attributed conversion events	0

ACAP-03

Image / carousel ad



Impressions	**424,726**
Link clicks	**4,790**
Landing page views	**4,398**
Attributed conversion events	**0**

ACAP-04

Image / carousel ad



Impressions	**1,207**
Link clicks	**44**
Landing page views	**39**
Attributed conversion events	**0**

Creative performance, NSW

Creative	Impressions	Link clicks	Landing page views
ACAP-03-NSW	97,504	1,311	1,220
ACAP-02-NSW	35	0	0
ACAP-01-NSW	1,506	218	181
ACAP-04-NSW	596	23	19

Creative performance, QLD

Creative	Impressions	Link clicks	Landing page views
ACAP-03-QLD	95,310	1,260	1,171
ACAP-01-QLD	1,400	197	165
ACAP-04-QLD	438	14	12
ACAP-02-QLD	52	0	0

Creative performance, SA

Creative	Impressions	Link clicks	Landing page views
ACAP-01-SA	3,730	450	373
ACAP-02-SA	27	1	1
ACAP-03-SA	79,185	829	760
ACAP-04-SA	66	1	1

Creative performance, TAS

Creative	Impressions	Link clicks	Landing page views
ACAP-03-TAS	71,408	620	545
ACAP-04-TAS	82	4	4
ACAP-01-TAS	6,137	536	442
ACAP-02-TAS	7	0	0

Creative performance, ACT

Creative	Impressions	Link clicks	Landing page views
ACAP-03-ACT	81,319	770	702
ACAP-02-ACT	8	0	0
ACAP-01-ACT	3,245	347	309
ACAP-04-ACT	25	2	3

02 ACAP Meta website conversions

Campaign: MAS - C - V2

Impressions	Reach	All-ad click rate
168,355	**37,608**	**0.94%**

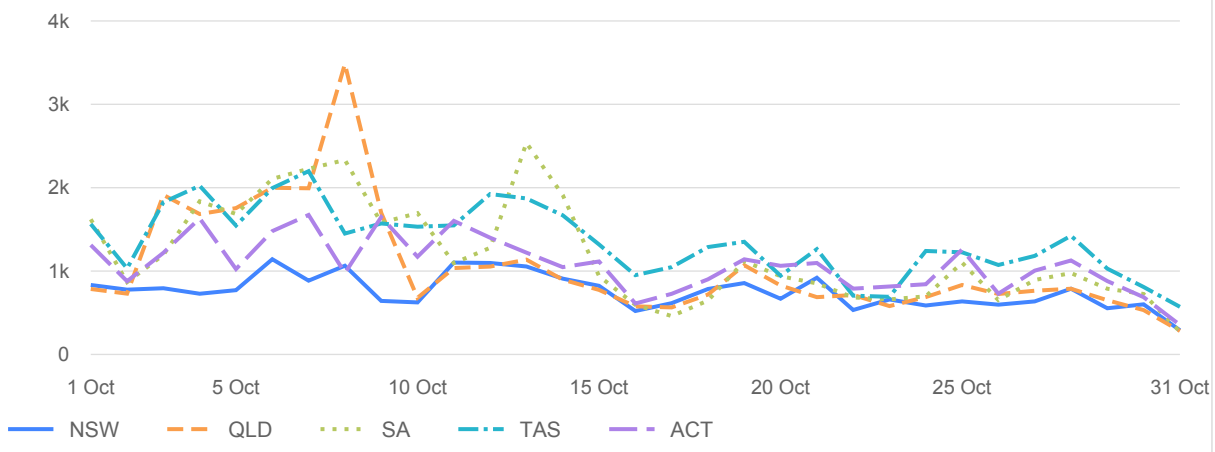
Link clicks	Landing page views	Frequency
836	**663**	**4.48**

Meta recorded 5 attributed pixel lead events. These are platform conversion events, not a verified count of unique enquiries.

Regional performance

Region	Impressions	Reach	All-ad CTR	Link clicks	Landing page views
NSW	23,492	8,940	1.25%	121	102
QLD	32,616	8,411	0.98%	141	105
SA	36,964	7,256	0.92%	187	147
ACT	33,423	6,347	0.74%	164	131
TAS	41,860	7,468	0.91%	223	178

Meta daily impressions



Link clicks by gender

Female	59
Male	576
Unknown	201

Link clicks by age

18-24	25
25-34	164
35-44	241
45-54	139
55-64	54
65+	19
Unknown	194

Link clicks by region

NSW	121
QLD	141
SA	187
ACT	164
TAS	223

Reach by region

NSW	8,940
QLD	8,411
SA	7,256
ACT	6,347
TAS	7,468

Reach is not added across regions.

Creative results

ACAP-05

Image / carousel ad



Impressions	**17,142**
Link clicks	**113**
Landing page views	**91**
Attributed conversion events	**1**

ACAP-06

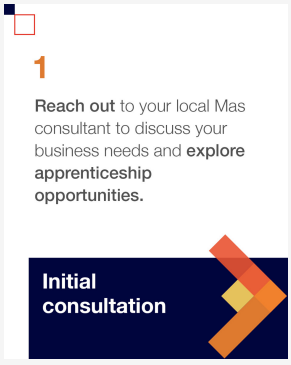
Image / carousel ad



Impressions	**150,776**
Link clicks	**721**
Landing page views	**570**
Attributed conversion events	**4**

ACAP-08

Image / carousel ad



Impressions	**436**
Link clicks	**2**
Landing page views	**2**
Attributed conversion events	**0**

Creative performance, NSW

Creative	Impressions	Link clicks	Landing page views
MAS - C - 05 - NSW	399	3	3
MAS - C - 06 - NSW	23,083	118	99
MAS - C - 08 - NSW	10	0	0

Creative performance, QLD

Creative	Impressions	Link clicks	Landing page views
MAS - C - 06 - QLD	32,336	137	102
MAS - C - 05 - QLD	239	4	3
MAS - C - 08 - QLD	41	0	0

Creative performance, SA

Creative	Impressions	Link clicks	Landing page views
MAS - C - 08 - SA	176	0	0
MAS - C - 06 - SA	32,025	157	118
MAS - C - 05 - SA	4,763	30	29

Creative performance, TAS

Creative	Impressions	Link clicks	Landing page views
MAS - C - 05 - TAS	6,156	41	28
MAS - C - 08 - TAS	95	1	2
MAS - C - 06 - TAS	35,609	181	148

Creative performance, ACT

Creative	Impressions	Link clicks	Landing page views
MAS - C - 08 - ACT	114	1	0
MAS - C - 05 - ACT	5,585	35	28
MAS - C - 06 - ACT	27,723	128	103

03 ACAP Meta remarketing

Campaign: Mas - RMK - V2

Impressions	Reach	All-ad click rate
29,382	**7,708**	**1.22%**

Link clicks	Landing page views	Frequency
147	**79**	**3.81**

Regional performance

Region	Impressions	Reach	Link clicks
ACT	1,294	355	4
NSW	10,762	2,898	54
QLD	8,952	2,549	43
SA	4,878	1,220	33
TAS	3,494	721	13

Meta daily impressions



Link clicks by gender

Female	48
Male	96
Unknown	3

Link clicks by age

18-24	6
25-34	39
35-44	40
45-54	38
55-64	18
65+	6

Link clicks by region

ACT	4
NSW	54
QLD	43
SA	33
TAS	13

Reach by region

ACT	355
NSW	2,898
QLD	2,549
SA	1,220
TAS	721

Reach is not added across regions.

Creative results

RMK-15

Video ad



Impressions	4,808
Link clicks	19
Landing page views	12
Attributed conversion events	0

RMK-17

Video ad



Impressions	7,788
Link clicks	51
Landing page views	27
Attributed conversion events	0

RMK-16

Image / carousel ad



Impressions	16,786
Link clicks	77
Landing page views	40
Attributed conversion events	0

04 Mas National audience growth

Meta impressions

35,222

Meta reach

14,240

Facebook Page likes

24

Instagram follows

13

LinkedIn follows

48

LinkedIn approximate reach

99,053

Audience campaigns

Measure	Facebook and Instagram	LinkedIn shared campaign
Impressions	35,222	436,451
Reach	14,240	99,053 (approx.)
Clicks	1,486 link/profile clicks	99 ad clicks
All-ad CTR	5.22%	0.02%
Frequency	2.47	4.41

Facebook Page likes, Instagram follows and LinkedIn follows are distinct attributed actions, rather than net follower growth. The shared LinkedIn follower campaign is reported once.

Meta daily impressions



Link clicks by gender

Female	574
Male	895
Unknown	17

Link clicks by age

18-24	441
25-34	510
35-44	224
45-54	170
55-64	74
65+	67
Unknown	0

Link clicks by region

ACT	34
NSW	702
QLD	470
SA	230
TAS	50

Reach by region

ACT	322
NSW	6,439
QLD	4,659
SA	2,023
TAS	661

Reach is not added across regions.

Creative results

ACAP-13-F

Image / carousel ad



Impressions	**32,857**
Link clicks	**1,437**
Landing page views	**49**
Attributed conversion events	**0**

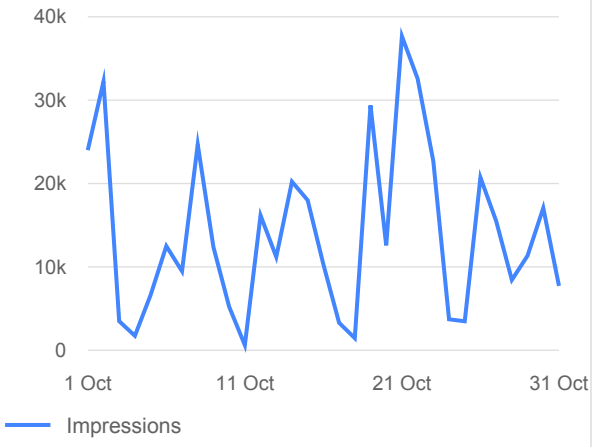
ACAP-14-F

Image / carousel ad

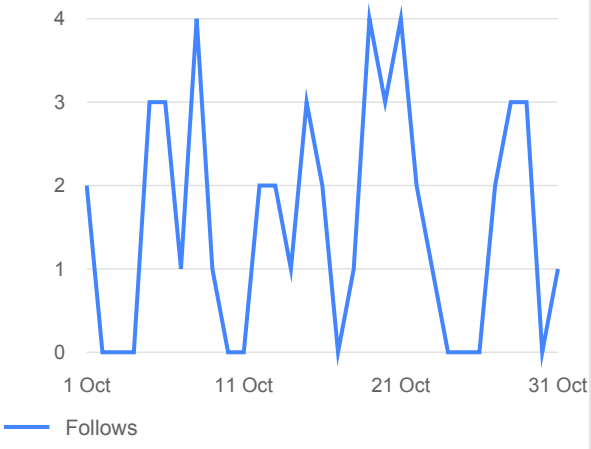


Impressions	**2,365**
Link clicks	**49**
Landing page views	**4**
Attributed conversion events	**0**

LinkedIn daily impressions



LinkedIn daily follows



05 Google Search

ACAP and Allied Health Search

Measure	ACAP employers	Allied Health providers
Impressions	8,460	2,350
Clicks	1,109	181
Click-through rate	13.11%	7.70%
Primary website form actions	83	4
Primary calls from ads	48	39
Primary conversion actions	131	43
Primary conversion rate	11.81%	23.76%

Google conversion credit can be fractional and is rounded in headline counts. Lead Submit ALL covers website form events across the site, so campaign attribution does not confirm a form or service identity. ACAP also received 2 secondary Lead Submit MAH actions, excluded from primary totals.

ACAP employers

Top reported search terms

Search term	Impressions	Clicks	Conversion actions
mas national	125	76	18.00
mas apprenticeship	14	12	4.00
apprentice connect australia provider	49	14	3.00
mas national apprenticeship	22	12	3.00
mature age apprenticeship	80	12	3.00
megt apprenticeship	52	10	3.00
adms support	7	5	2.00
how to get a mature age apprenticeship	7	4	2.00
mature age apprenticeships	5	2	2.00
mas apprentice	3	2	2.00
apprenticeship connect provider	2	1	2.00
electrician apprenticeship	121	8	2.00
apprenticeship connect australia provider	17	10	1.00

Google Search daily clicks



Clicks by region

ACT	18
NSW	418
QLD	436
SA	187
TAS	48
Victoria	1
Western Australia	1

Clicks by age

18-24	183
25-34	209
35-44	131
45-54	126
55-64	41
Unknown	393
65+	26

Clicks by gender

Male	463
Female	266
Unknown	380

Allied Health providers

Top reported search terms

Search term	Impressions	Clicks	Conversion actions
workforce australia	333	14	3.00
mas national apprenticeship	40	16	2.00
mas apprenticeships	25	6	2.00
workforce australia contact	17	5	2.00
mtc marrickville	10	2	2.00
etc strathpine	16	2	2.00
apm adelaide	2	1	2.00
apm chermside	2	1	2.00
busy ability north lakes	5	2	1.00
wise employment gosford	5	2	1.00
megt apprenticeship	42	2	1.00
verto bathurst	3	2	1.00
etc tuncurry	2	2	1.00

Google Search daily clicks



Clicks by region

ACT	0
NSW	76
QLD	58
SA	34
TAS	13
Victoria	0
Western Australia	0

Clicks by age

45-54	27
55-64	31
65+	13
Unknown	40
25-34	21
35-44	31
18-24	18

Clicks by gender

Male	81
Unknown	39
Female	61

06 ACAP LinkedIn

Impressions
262,546

Ad clicks
6,160

All-ad click rate
2.35%

Landing page clicks
6,051

Video views
122

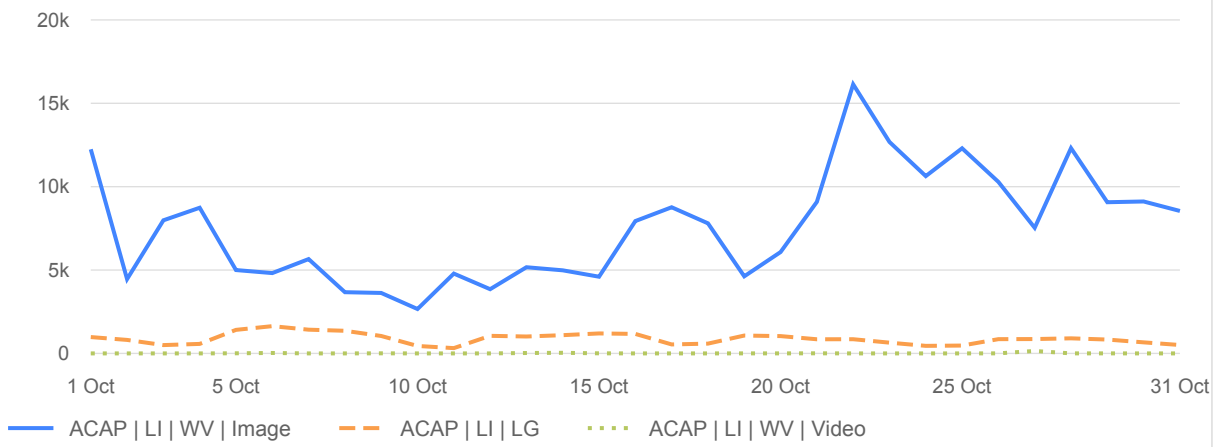
Document downloads
6

Campaign performance

Campaign	Impressions	Approx. reach	Ad clicks	CTR	Campaign result
ACAP | LI | WV | Image	235,137	22,739	6,042	2.57%	6,042 landing page clicks
ACAP | LI | WV | Video	266	104	9	3.38%	9 landing page clicks
ACAP | LI | LG	27,143	12,048	109	0.40%	6 document downloads

LinkedIn landing page clicks measure click-throughs, rather than confirmed website loads or enquiries. Reach is reported separately for each campaign and is not added.

LinkedIn daily impressions



Top job functions

Business Development	3,644
Operations	753
Human Resources	503
Administrative	305
Program and Project Management	280

Reported ad clicks. Demographic categories may overlap.

Top industries

Management Consulting	1,339
Internet	641
Medical Practice	381
Non-profit Organization Management	379
Construction	367

Reported ad clicks. Demographic categories may overlap.

Creative results

ACAP-11

Image ad



Impressions	152,232
Landing page clicks	4,742

ACAP-09

Image ad



Impressions	82,905
Landing page clicks	1,300

ACAP-10

Document ad



Impressions	**27,143**
Landing page clicks	**0**
Document downloads	**6**

ACAP-12

Video ad



Impressions	**266**
Landing page clicks	**9**
Video views	**122**

07 Mas Allied Health LinkedIn

Impressions
146,692

Ad clicks
4,010

All-ad click rate
2.73%

Landing page clicks
4,010

Video views
35,935

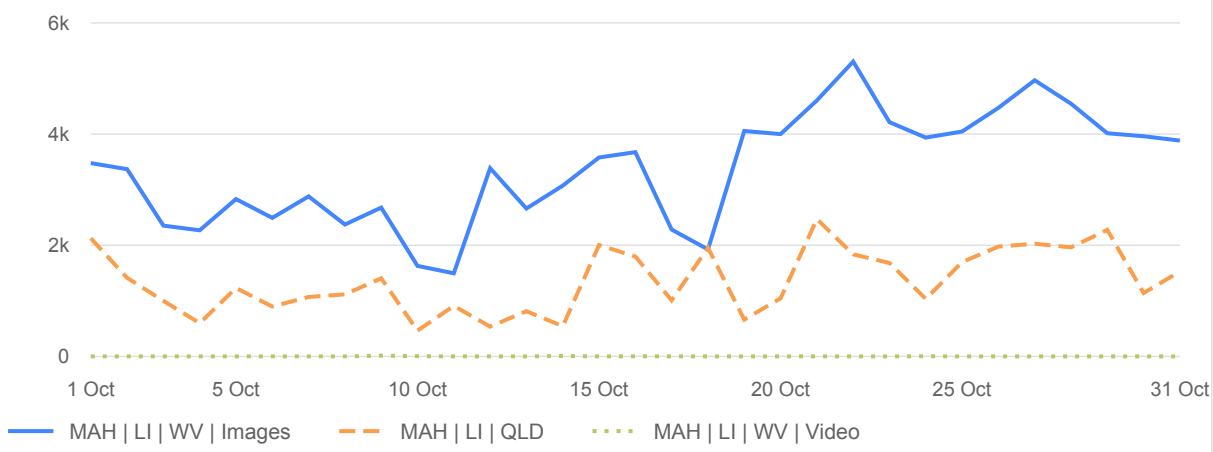
Video completions
822

Campaign performance

Campaign	Impressions	Approx. reach	Ad clicks	CTR	Campaign result
MAH | LI | WV | Images	104,435	6,249	2,665	2.55%	2,665 landing page clicks
MAH | LI | WV | Video	33	15	2	6.06%	2 landing page clicks
MAH | LI | QLD	42,224	4,441	1,343	3.18%	1,343 landing page clicks

LinkedIn landing page clicks measure click-throughs, rather than confirmed website loads or enquiries. Reach is reported separately for each campaign and is not added.

LinkedIn daily impressions



Top job functions

Business Development	1,577
Operations	785
Community and Social Services	410
Healthcare Services	354
Human Resources	284

Reported ad clicks. Demographic categories may overlap.

Top industries

Individual & Family Services	1,043
Non-profit Organization Management	730
Civic & Social Organization	728
Management Consulting	675
Staffing & Recruiting	643

Reported ad clicks. Demographic categories may overlap.

Creative results

MAH-06

Image ad



Impressions	29,692
Landing page clicks	870

MAH-14

Video ad



Impressions	28,101
Landing page clicks	1,234
Video views	23,785

MAH-05

Image ad



Impressions	**26,360**
Landing page clicks	**642**

MAH-04

Image ad



Impressions	**25,295**
Landing page clicks	**618**

MAH-07

Image ad



Impressions	**23,088**
Landing page clicks	**535**

MAH-13

Video ad



Impressions	**14,123**
Landing page clicks	**109**
Video views	**12,144**

MAH-03

Video ad



Impressions	33
Landing page clicks	2
Video views	6

08 Indicative website events

Page views

42,668

User engagement events

13,242

All clicks

1,814

Phone clicks

210

Form submission events

405

Contact Us submissions

386

- General contact page: 386 recorded submission events.
- Sign Up Apprentice page: 11 recorded submission events.
- Sign Up Apprentice Now: 11 recorded submission events.

Regional website events

Region	Page views	Engagement events	All clicks	Phone clicks	Form submissions
NSW	12,326	3,985	566	89	86
QLD	8,926	2,883	417	30	63
SA	5,014	1,925	394	36	39
TAS	1,774	656	131	5	15
ACT	1,445	476	42	2	8

Regional form events

Region	Contact Us	Sign Up Apprentice	Sign Up Apprentice Now
NSW	80	4	4
QLD	61	1	3
SA	37	2	0
TAS	12	2	4
ACT	7	1	0

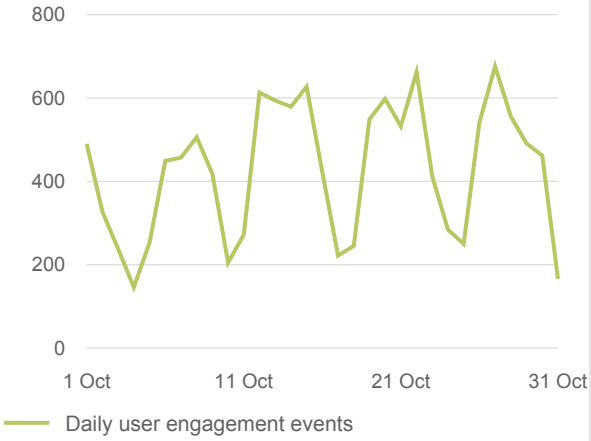
Website events cover all traffic on masnational.com.au. Event names can overlap and are not added to produce a lead total. The five regional rows do not represent all locations in the headline totals. Tracking consistency, duplicate controls and campaign attribution require separate verification.

All regions website events

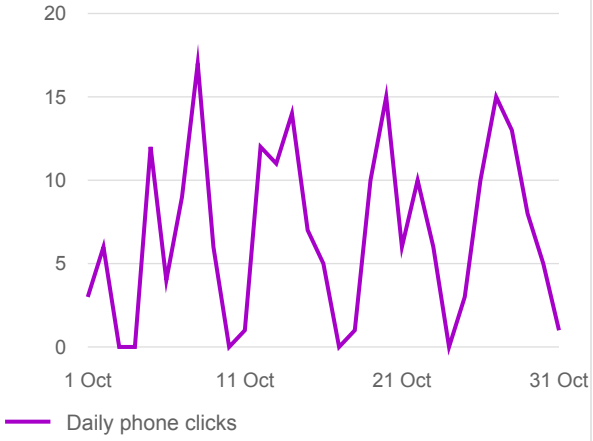
Daily page views



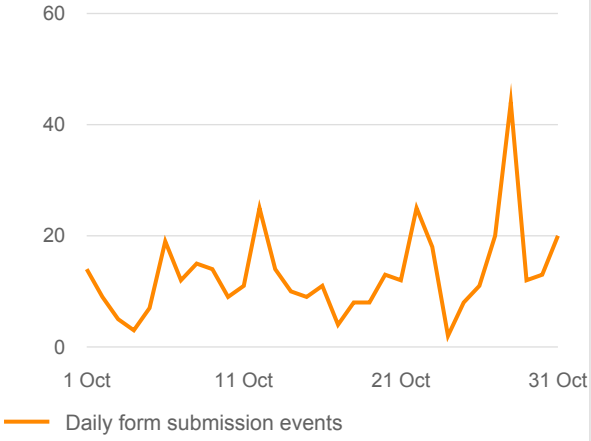
Daily user engagement events



Daily phone clicks



Daily form submission events

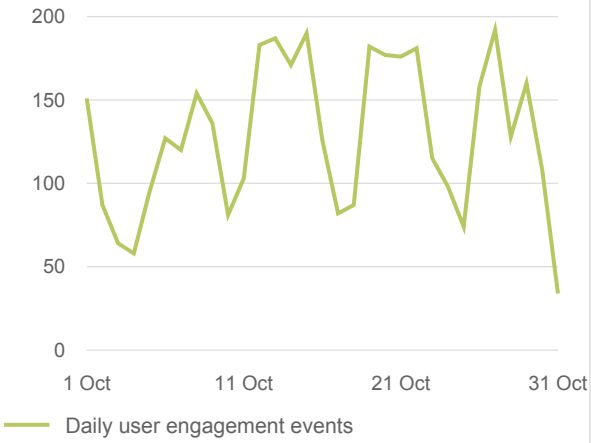


NSW website events

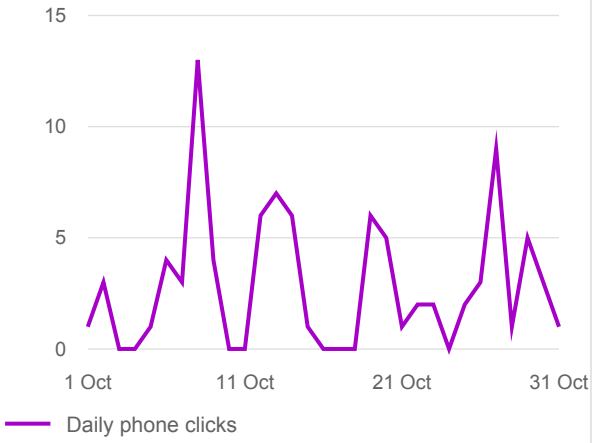
Daily page views



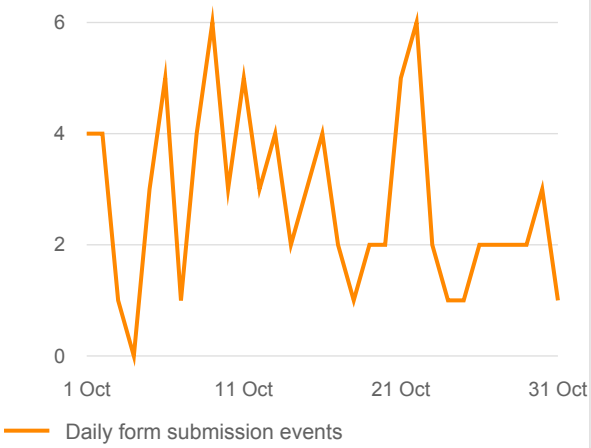
Daily user engagement events



Daily phone clicks



Daily form submission events

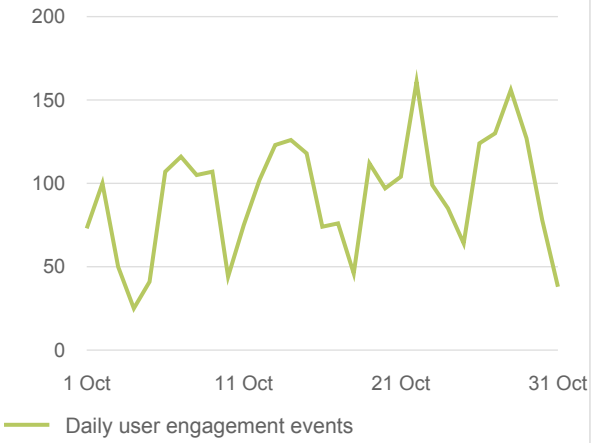


QLD website events

Daily page views



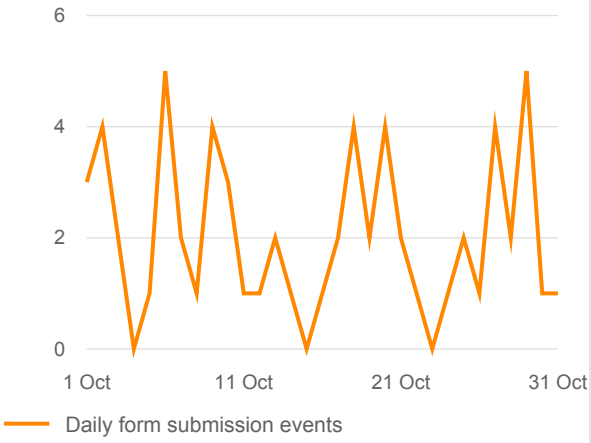
Daily user engagement events



Daily phone clicks



Daily form submission events

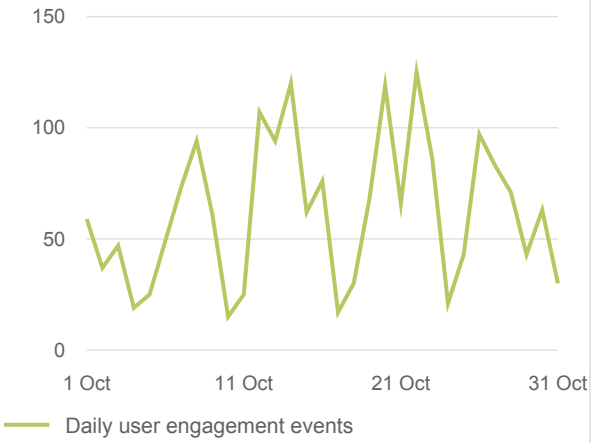


SA website events

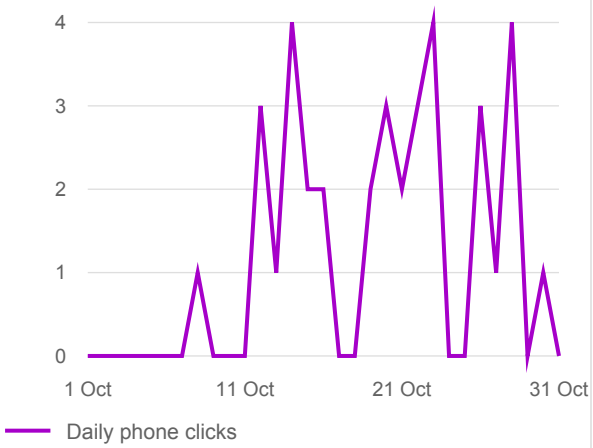
Daily page views



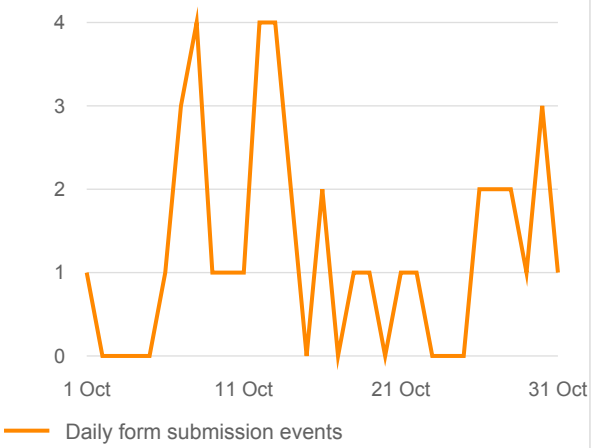
Daily user engagement events



Daily phone clicks



Daily form submission events

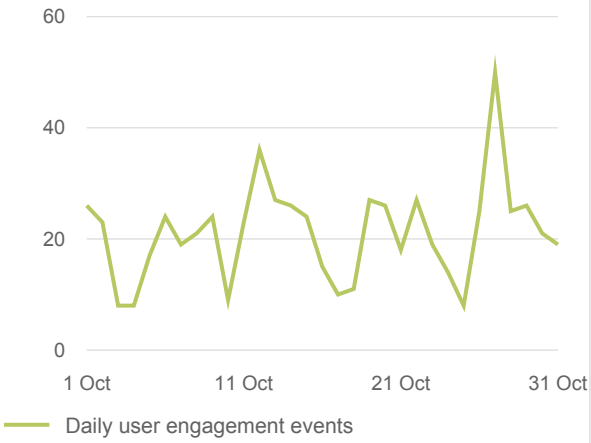


TAS website events

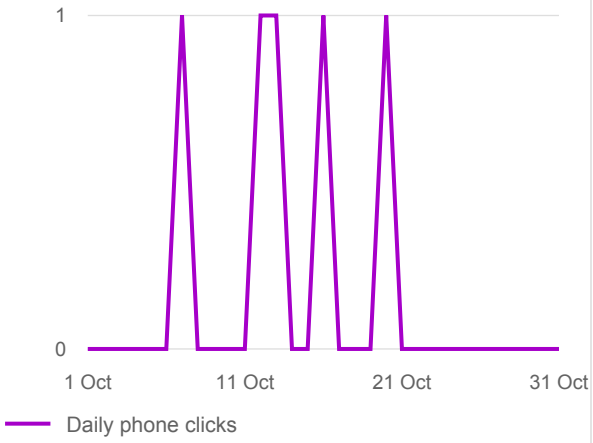
Daily page views



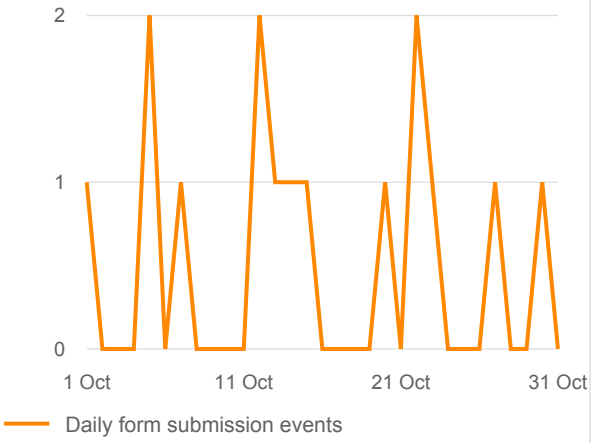
Daily user engagement events



Daily phone clicks



Daily form submission events

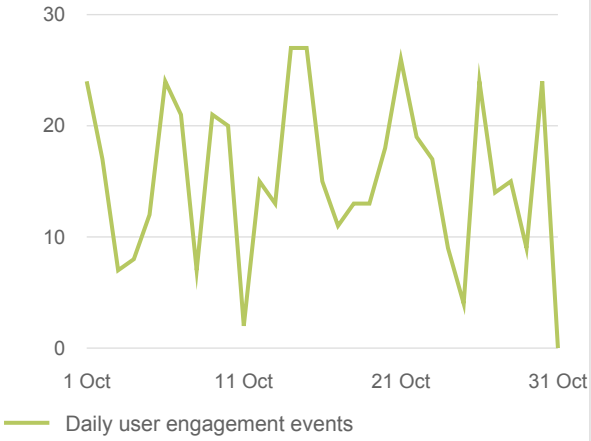


ACT website events

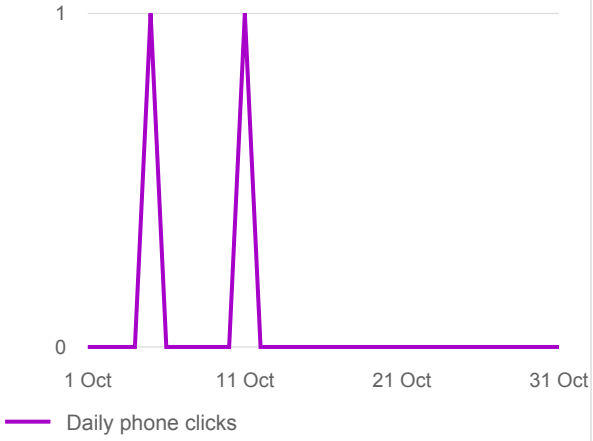
Daily page views



Daily user engagement events



Daily phone clicks



Daily form submission events

