Mas National

September 2026

Digital Campaign Performance Report

ACAP and Mas Allied Health | Metrics

Platform-recorded campaign activity. Website events are 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
411,868	**138,193**	**1.46%**
Link clicks	Landing page views	Frequency
5,611	**5,196**	**2.98**

Landing page views by region



Regional performance

Region	Impressions	Reach	All-ad CTR	Link clicks	Landing page views
TAS	89,368	22,374	1.23%	1,002	934
SA	84,110	29,306	1.53%	1,208	1,139
NSW	80,082	34,887	1.64%	1,236	1,080
QLD	79,689	36,217	1.66%	1,212	1,143
ACT	78,619	20,488	1.26%	953	900
Total	**411,868**	**138,193**	**1.46%**	**5,611**	**5,196**

Meta daily impressions



Link clicks by gender

Male	**3,815**
Female	**1,703**
Unknown	**93**

Link clicks by region

TAS	**1,002**
SA	**1,208**
NSW	**1,236**
QLD	**1,212**
ACT	**953**

Reach by region

TAS	22,374
SA	29,306
NSW	34,887
QLD	36,217
ACT	20,488

Reach is not added across regional rows.

Creative results

ACAP-03

Image ad



Impressions	404,940
Link clicks	5,478
Landing page views	5,080

ACAP-01

Video ad



Impressions	5,233
Link clicks	77
Landing page views	71

ACAP-04

Image ad



Impressions	**1,352**
Link clicks	**46**
Landing page views	**35**

ACAP-02

Image ad



Impressions	**343**
Link clicks	**10**
Landing page views	**10**

Creative performance · NSW

Creative	Impressions	Reach	Link clicks
ACAP-03	79,324	34,480	1,214
ACAP-04	416	326	16
ACAP-01	193	152	4
ACAP-02	149	126	2

Creative performance · QLD

Creative	Impressions	Reach	Link clicks
ACAP-03	78,638	35,846	1,173
ACAP-04	677	517	28
ACAP-01	271	224	7
ACAP-02	103	80	4

Creative performance · SA

Creative	Impressions	Reach	Link clicks
ACAP-03	83,683	29,135	1,200
ACAP-01	321	241	5
ACAP-04	72	65	1
ACAP-02	34	32	2

Creative performance · ACT

Creative	Impressions	Reach	Link clicks
ACAP-03	76,443	19,450	928
ACAP-01	2,113	1,543	25
ACAP-04	33	26	0
ACAP-02	30	27	0

Creative performance · TAS

Creative	Impressions	Reach	Link clicks
ACAP-03	86,852	21,516	963
ACAP-01	2,335	1,648	36
ACAP-04	154	114	1
ACAP-02	27	26	2

02 ACAP Meta website conversions

Campaign: MAS - C - V2

Impressions	Reach	All-ad click rate
154,782	**44,385**	**1.37%**

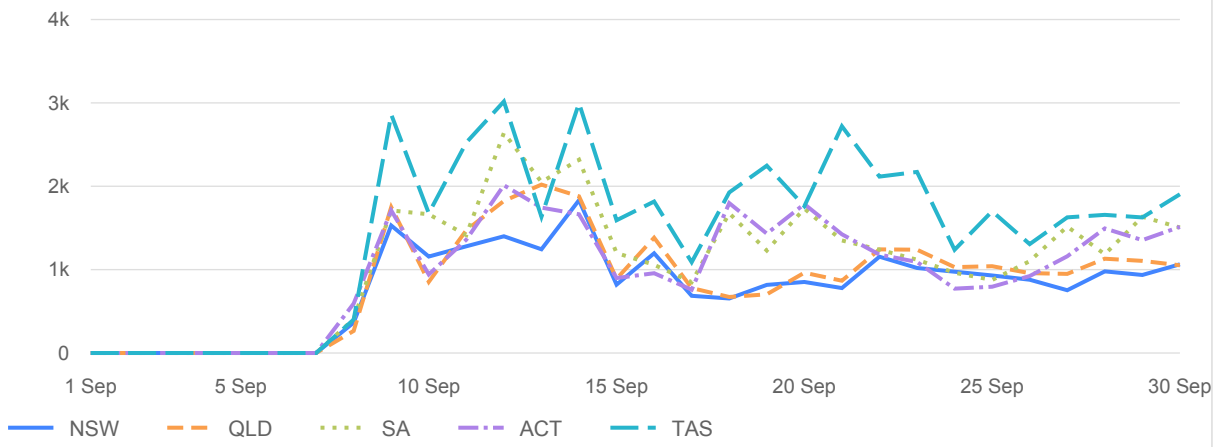
Link clicks	Landing page views	Attributed conversion events
730	**575**	**4**

Regional performance

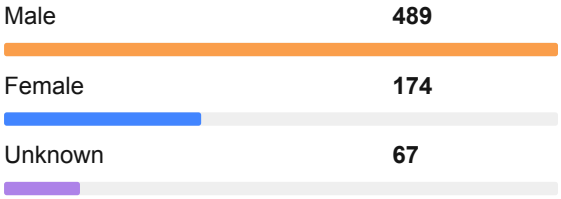
Region	Impressions	Reach	Link clicks	Landing page views	Conversion events
TAS	43,609	11,240	168	136	1
SA	32,438	8,822	145	107	0
ACT	29,363	6,768	153	118	0
QLD	26,070	9,719	114	88	0
NSW	23,302	9,019	150	126	3
Total	**154,782**	**44,385**	**730**	**575**	**4**

Meta conversion events are attributed platform actions. Successful submissions and enquiry quality require separate confirmation.

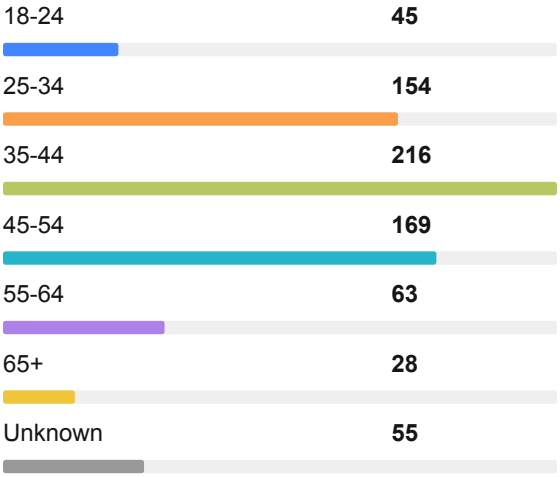
Meta daily impressions



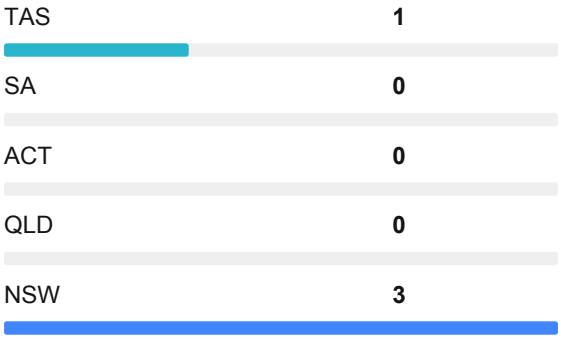
Link clicks by gender



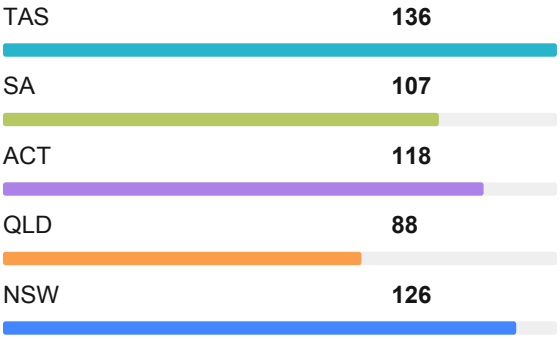
Link clicks by age



Attributed conversion events by region



Landing page views by region



Creative results

ACAP-06

Image ad



Impressions	**85,251**
Link clicks	**390**
Landing page views	**310**
Conversion events	**3**

ACAP-05a

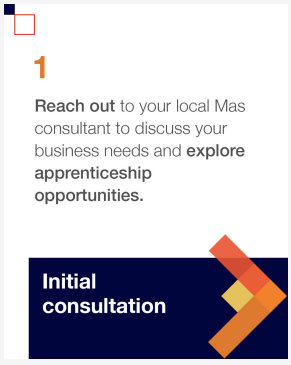
Image ad



Impressions	**69,296**
Link clicks	**337**
Landing page views	**264**
Conversion events	**1**

ACAP-08

Carousel



Impressions	**235**
Link clicks	**3**
Landing page views	**1**
Conversion events	**0**

Creative performance · NSW

Creative	Impressions	Link clicks	Conversion events
ACAP-06	16,397	94	3
ACAP-05a	6,899	56	0
ACAP-08	6	0	0

Creative performance · QLD

Creative	Impressions	Link clicks	Conversion events
ACAP-06	17,367	67	0
ACAP-05a	8,690	47	0
ACAP-08	13	0	0

Creative performance · SA

Creative	Impressions	Link clicks	Conversion events
ACAP-06	25,374	105	0
ACAP-05a	7,042	38	0
ACAP-08	22	2	0

Creative performance · ACT

Creative	Impressions	Link clicks	Conversion events
ACAP-06	15,244	84	0
ACAP-05a	13,976	69	0
ACAP-08	143	0	0

Creative performance · TAS

Creative	Impressions	Link clicks	Conversion events
ACAP-05a	32,689	127	1
ACAP-06	10,869	40	0
ACAP-08	51	1	0

03 ACAP Meta remarketing

Campaign: Mas - RMK - V2

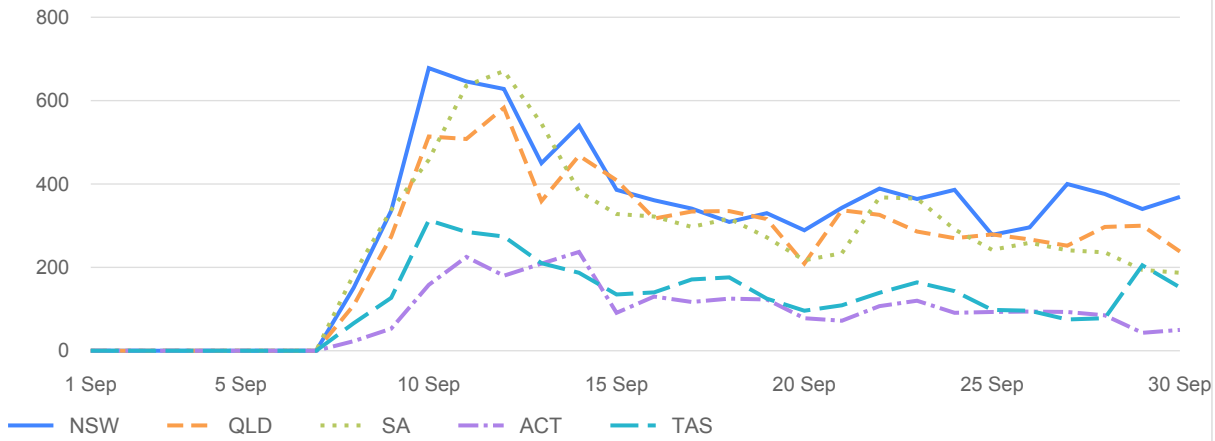
Impressions	Reach	All-ad click rate
30,317	**7,640**	**2.23%**

Link clicks	Landing page views	Frequency
441	**305**	**3.97**

Regional performance

Region	Impressions	Reach	All-ad CTR	Link clicks
NSW	8,986	2,462	2.36%	172
QLD	7,587	2,147	2.69%	117
SA	7,583	1,737	1.74%	91
TAS	3,564	826	2.02%	25
ACT	2,597	564	2.19%	36
Total	**30,317**	**7,640**	**2.23%**	**441**

Meta daily impressions



Link clicks by gender

Male	177
Female	261
Unknown	3

Link clicks by age

18-24	28
25-34	84
35-44	84
45-54	99
55-64	91
65+	55

Reach by region

NSW	2,462
QLD	2,147
SA	1,737
TAS	826
ACT	564

Reach is not added across regional rows.

Link clicks by region

NSW	172
QLD	117
SA	91
TAS	25
ACT	36

Creative results

RMK-15

Video ad



Impressions	19,455
Link clicks	329
Landing page views	232
Conversion events	0

RMK-17

Video ad



Impressions	5,647
Link clicks	89
Landing page views	64
Conversion events	0

RMK-16

Image ad



Impressions	5,215
Link clicks	23
Landing page views	9
Conversion events	0

04 Mas National audience growth

Meta impressions
32,275

Meta reach
16,053

Facebook Page likes
32

Instagram follows
12

LinkedIn follows
42

LinkedIn approximate reach
100,985

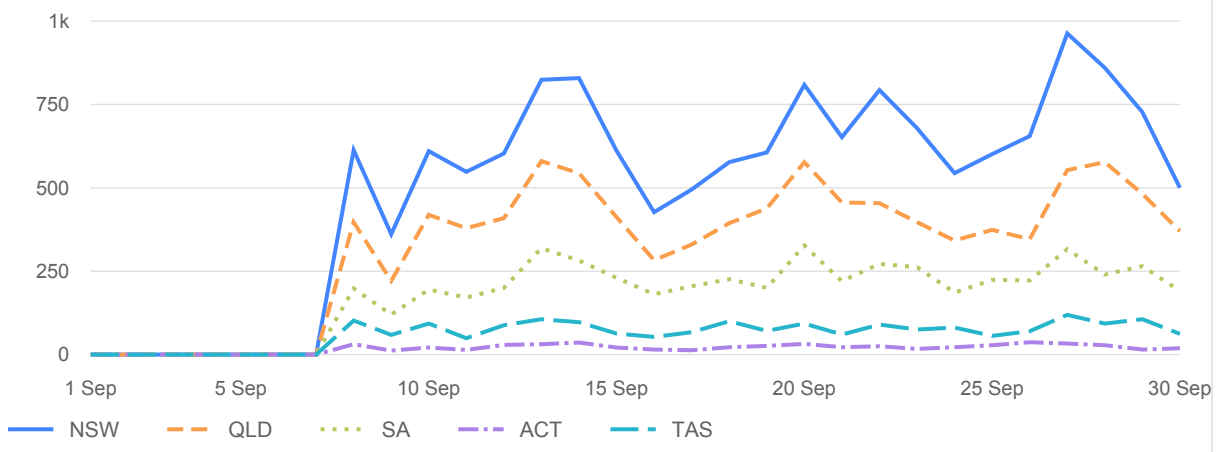
Audience campaigns

Measure	Facebook and Instagram	LinkedIn shared campaign
Impressions	32,275	408,853
Reach	16,053	100,985 (approx.)
Clicks	786 link clicks	96 ad clicks
All-ad CTR	3.47%	0.02%
Average frequency	2.01	4.05

Facebook Page likes, Instagram follows and LinkedIn follows are distinct attributed actions. They do not represent the net change in each platform's follower base. The shared LinkedIn campaign supports both services and is reported once.

Facebook and Instagram

Meta daily impressions



Link clicks by gender

Male	429
Female	336
Unknown	21

Link clicks by age

18-24	168
25-34	197
35-44	130
45-54	133
55-64	73
65+	85
Unknown	0

Reach by region

NSW	7,677
QLD	5,045
SA	2,543
TAS	909
ACT	340

Reach is not added across regional rows.

Link clicks by region

NSW	383
QLD	231
SA	123
TAS	39
ACT	10

Meta audience growth by region

Region	Impressions	Reach	Link clicks
NSW	14,888	7,677	383
QLD	9,733	5,045	231
SA	5,252	2,543	123
TAS	1,853	909	39
ACT	549	340	10

Meta creative results

ACAP-13-F

Image ad



Impressions	**31,030**
Link clicks	**740**
Facebook Page likes	**23**
Instagram follows	**10**

ACAP-14-F

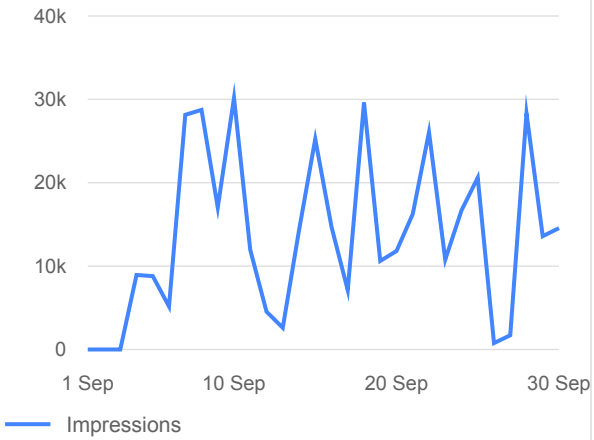
Video ad



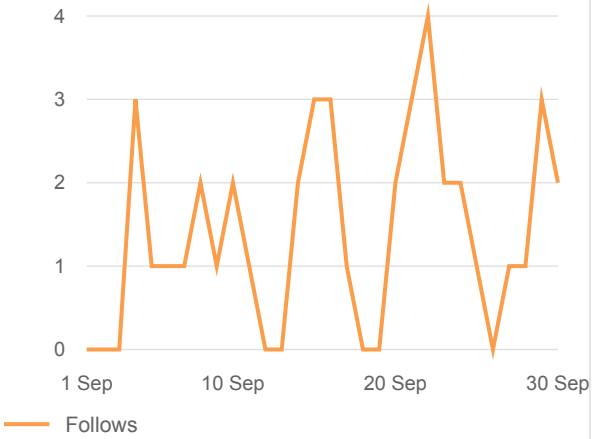
Impressions	**1,245**
Link clicks	**46**
Facebook Page likes	**9**
Instagram follows	**2**

Shared LinkedIn follower campaign

LinkedIn daily impressions



LinkedIn daily follows



05 Google Search

ACAP and Allied Health Search

Measure	ACAP employers	Allied Health providers
Impressions	9,049	2,502
Clicks	1,043	154
Click-through rate	11.53%	6.16%
Primary form actions	100 (rounded)	4
Calls from ads	67	34
Primary conversion actions	167 (rounded)	38
Primary conversion rate	16.01%	24.68%

Primary Google conversion credit can be fractional. The campaign conversion rate uses primary conversions divided by interactions. Allied Health also recorded 2 MAH-specific form actions outside the primary total.

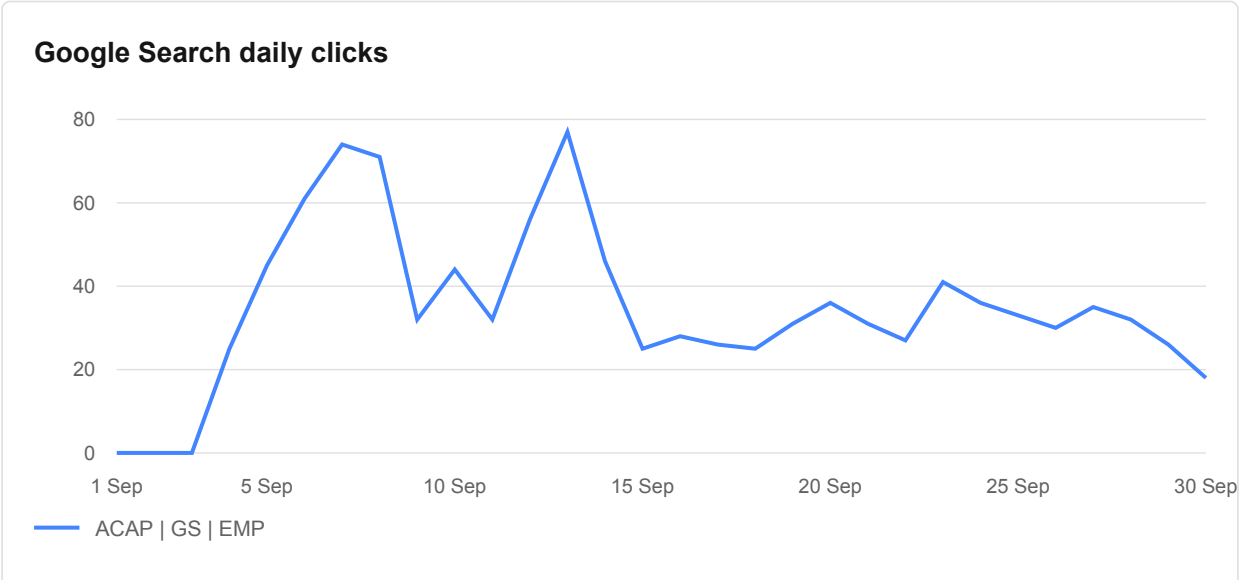
ACAP top reported search terms

Search term	Impressions	Clicks	Conversion actions
mas national	196	103	24.00
apprentice connect australia provider	52	20	4
masnational com au	8	5	4
mas national phone number	5	3	4.00
megt apprenticeship	83	13	3
mas apprenticeships	26	10	3
megt brisbane	41	6	3
mas national adelaide	24	7	2
electrical apprenticeship brisbane	28	4	2
1300 apprentice	25	3	2
apprentice connect provider	5	3	2
civil construction apprenticeship	8	2	2
mature age apprenticeship electrician	3	1	2

Allied Health top reported search terms

Search term	Impressions	Clicks	Conversion actions
busy ability north lakes	10	4	4
mas apprenticeship	13	6	3
workforce australia contact	21	6	2
psychosis hotline	1	1	1.50
workforce australia	439	20	1
beyond blue	10	3	1
mas national apprenticeship	5	3	1
apm earlville	8	2	1
max employment rockhampton	2	2	1
apg workforce brisbane	1	2	1
etc strathpine	10	1	1
tursa lismore	5	1	1
apm inala	3	1	1

ACAP employers



Clicks by region

QLD	39.4%
411 clicks	
NSW	34.3%
358 clicks	
SA	17.5%
183 clicks	
TAS	6.1%
64 clicks	
ACT	2.6%
27 clicks	
Victoria	0.0%
0 clicks	
Western Australia	0.0%
0 clicks	

Clicks by age

Unknown	34.8%
363 clicks	
18-24	18.3%
191 clicks	
25-34	16.5%
172 clicks	
35-44	12.2%
127 clicks	
45-54	10.6%
111 clicks	
55-64	6.2%
65 clicks	
65+	1.3%
14 clicks	

Clicks by gender

Male	41.7%
435 clicks	
Unknown	34.7%
362 clicks	
Female	23.6%
246 clicks	

Allied Health providers

Google Search daily clicks



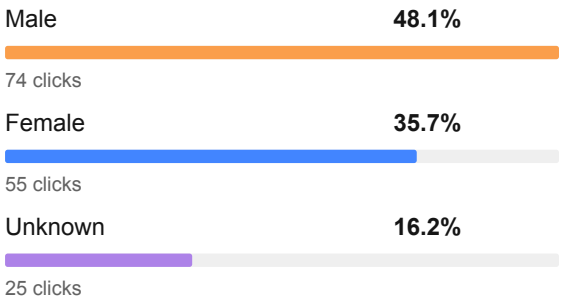
Clicks by region

QLD	**53.9%**
83 clicks	
NSW	**26.6%**
41 clicks	
SA	**14.3%**
22 clicks	
TAS	**5.2%**
8 clicks	
Victoria	**0.0%**
0 clicks	
Western Australia	**0.0%**
0 clicks	
ACT	**0.0%**
0 clicks	

Clicks by age

55-64	**20.1%**
31 clicks	
45-54	**19.5%**
30 clicks	
Unknown	**18.2%**
28 clicks	
18-24	**14.3%**
22 clicks	
65+	**10.4%**
16 clicks	
25-34	**9.1%**
14 clicks	
35-44	**8.4%**
13 clicks	

Clicks by gender



06 ACAP LinkedIn

Impressions
165,833

Ad clicks
5,027

All-ad click rate
3.03%

Landing page clicks
4,967

Video views
1,974

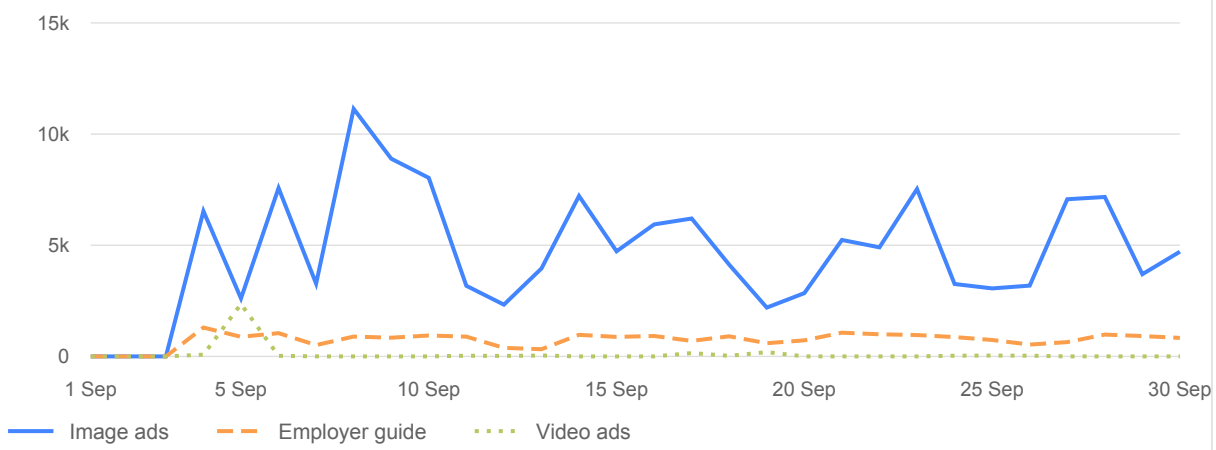
Document downloads
2

Campaign performance

Campaign	Impressions	Approx. reach	Ad clicks	CTR	Campaign result
Website traffic, images	140,577	19,102	4,716	3.35%	4,716 landing page clicks
Website traffic, video	3,025	1,223	251	8.30%	251 landing page clicks
Employer guide	22,231	10,802	60	0.27%	2 document downloads

LinkedIn landing page clicks are click-throughs. Reach and demographic counts are approximate and may overlap across campaigns and categories.

LinkedIn daily impressions



Top job functions

Business Development	3,474
Operations	620
Human Resources	523
Program and Project Management	308
Administrative	305

Reported landing page clicks. Top five named categories. Approximate counts; categories may overlap.

Top industries

Management Consulting	1,347
Internet	654
Medical Practice	412
Construction	368
Non-profit Organisation Management	342

Reported landing page clicks. Top five named categories. Approximate counts; categories may overlap.

Creative results

ACAP-09

Image ad



Impressions	67,452
Landing page clicks	2,200

ACAP-11

Image ad



Impressions	73,125
Landing page clicks	2,516

ACAP-12

Video ad



Impressions	**3,025**
Landing page clicks	**251**

ACAP-10

Employer guide



Impressions	**22,231**
Ad clicks	**60**
Document downloads	**2**

07 Mas Allied Health LinkedIn

Impressions
86,418

Landing page clicks
3,554

All-ad click rate
4.11%

Video views
13,423

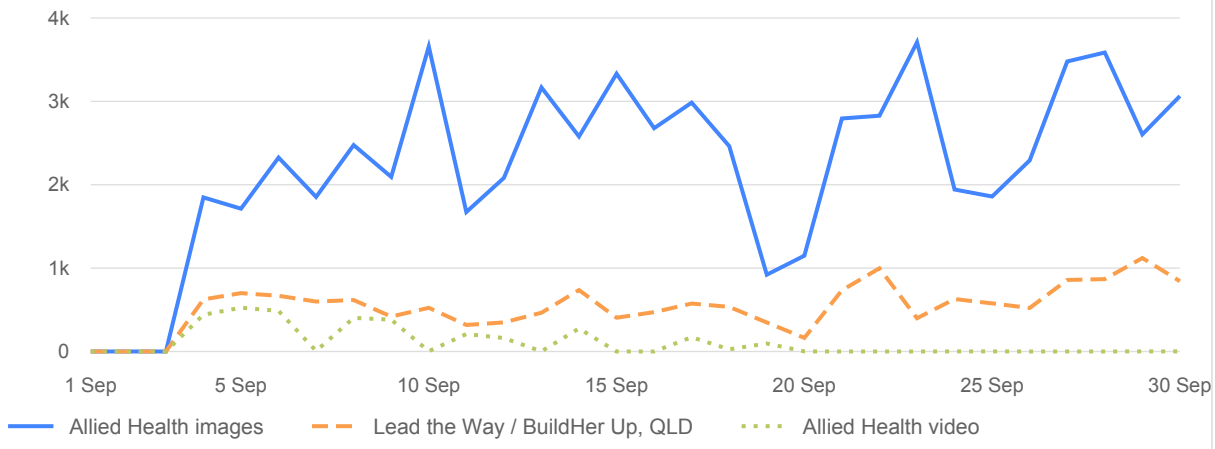
Video completions
738

Campaign performance

Campaign	Impressions	Approx. reach	Ad clicks	CTR	Campaign result
Allied Health images	67,156	5,835	1,998	2.98%	1,998 landing page clicks
Lead the Way / BuildHer Up, QLD	16,068	3,749	1,140	7.09%	1,140 landing page clicks
Allied Health video	3,194	806	416	13.02 %	416 landing page clicks

Professional audience categories provide context for the traffic. They do not confirm provider referrals.

LinkedIn daily impressions



Top job functions

Business Development	1,668
Operations	826
Community and Social Services	392
Human Resources	308
Education	299

Reported landing page clicks. Top five named categories. Approximate counts; categories may overlap.

Top industries

Individual & Family Services	1,057
Civic & Social Organisation	878
Non-profit Organisation Management	813
Management Consulting	778
Staffing & Recruiting	604

Reported landing page clicks. Top five named categories. Approximate counts; categories may overlap.

Creative results

MAH-04

Image ad



Impressions	17,637
Landing page clicks	552

MAH-05

Image ad



Impressions	16,554
Landing page clicks	482

MAH-06

Image ad



Impressions	**14,612**
Landing page clicks	**427**

MAH-07

Image ad



Impressions	**18,353**
Landing page clicks	**537**

MAH-03

Video ad



Impressions	**3,194**
Landing page clicks	**416**

MAH-14

Lead the Way, QLD video



Impressions	**10,183**
Landing page clicks	**929**

MAH-13

BuildHer Up, QLD video



Impressions	**5,885**
Landing page clicks	**211**

08 Indicative website events

Page views

40,256

User engagement events

13,070

All clicks

1,942

Phone calls / clicks

203

Form submission events

386

Contact Us submissions

361

- General contact form: 361 recorded submission events.
- Sign Up Apprentice: 12 recorded events.
- Sign Up Apprentice Now: 10 recorded events.

Regional website events

Region	Page views	Engagement events	All clicks	Phone clicks	Form submissions	Contact Us
TAS	1,607	666	115	9	19	19
QLD	8,878	2,899	480	49	79	77
NSW	10,158	3,253	488	59	90	81
SA	5,267	2,028	452	49	76	70
ACT	1,571	685	35	2	5	5

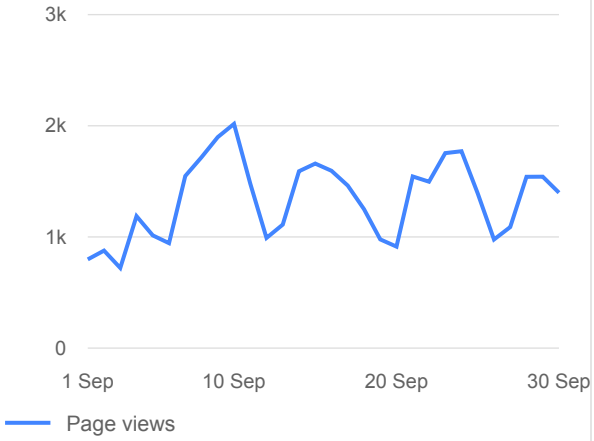
Regional apprentice form events

Region	Sign Up Apprentice	Sign Up Apprentice Now
TAS	0	0
QLD	0	1
NSW	6	5
SA	2	4
ACT	0	0

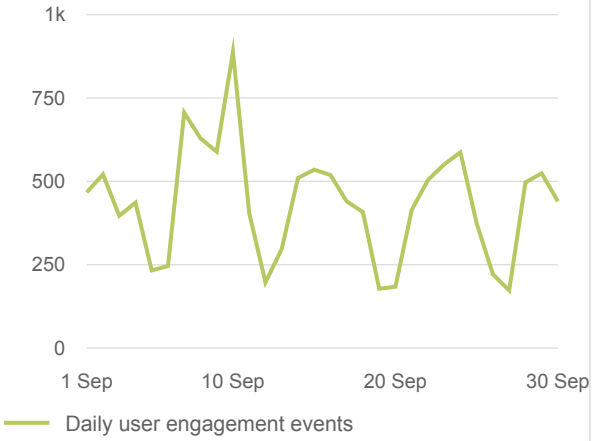
These are all-source website events. GA4 tracking consistency, event definitions, duplicate controls and campaign attribution are unverified. The five regional rows do not represent every region included in the all-region totals. Other submission event names can overlap and are not added.

All regions

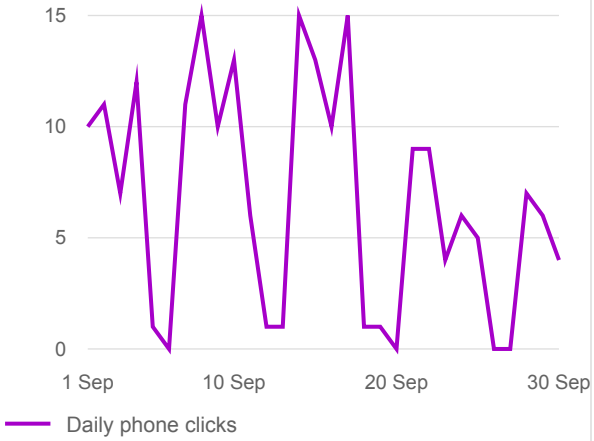
Daily page views



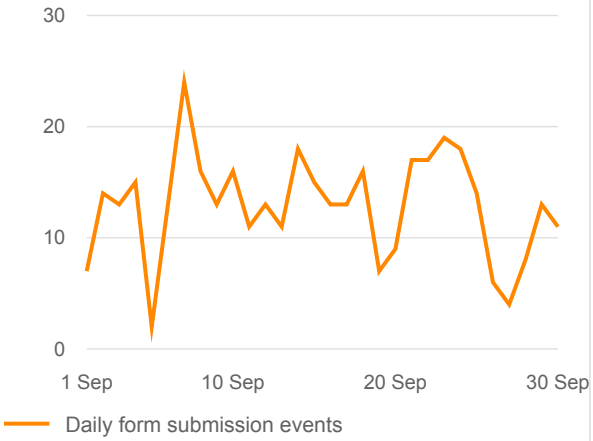
Daily user engagement events



Daily phone clicks

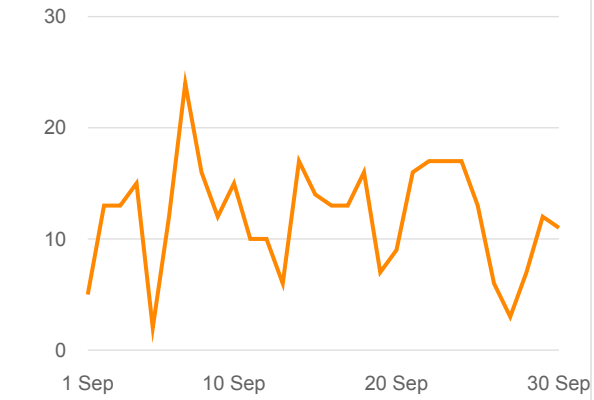


Daily form submission events



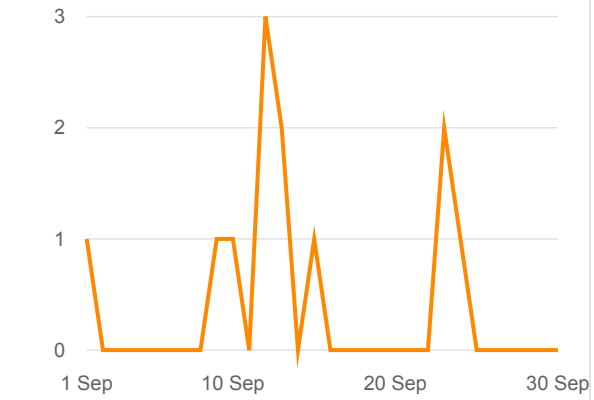
Website form events

General contact form



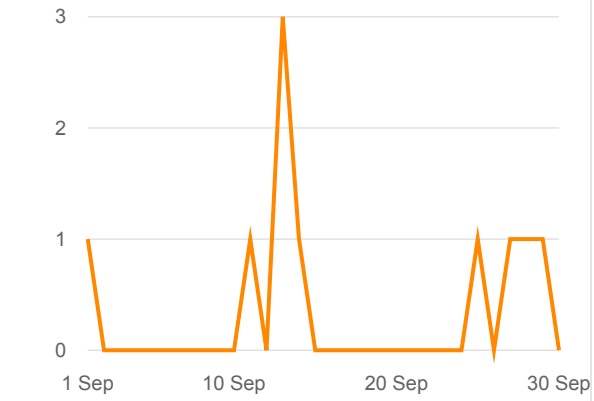
361 recorded events

Sign Up Apprentice



12 recorded events

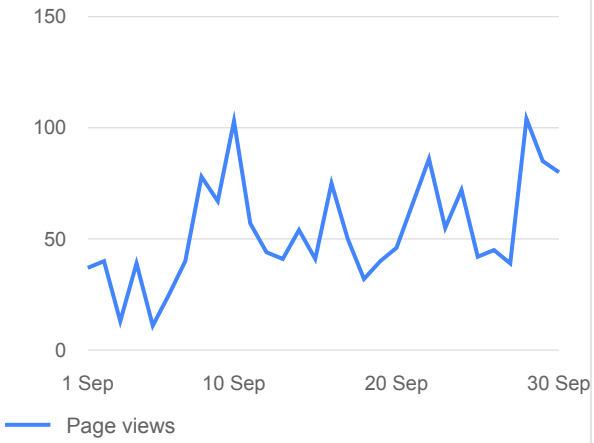
Sign Up Apprentice Now



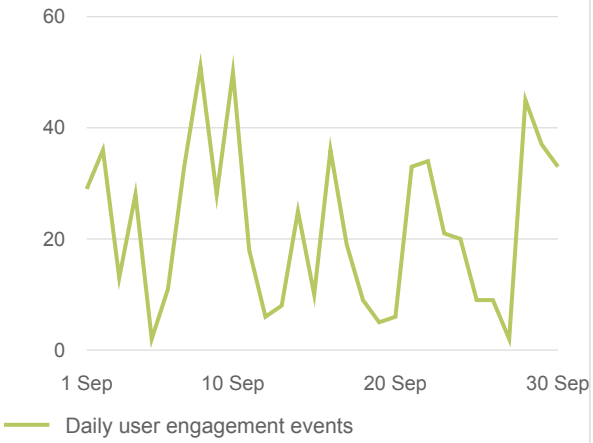
10 recorded events

TAS website events

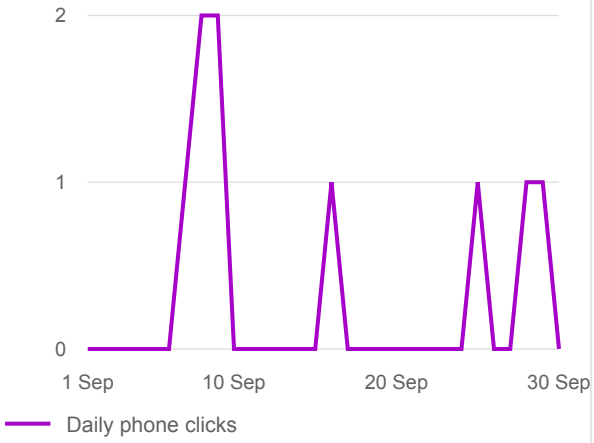
Daily page views



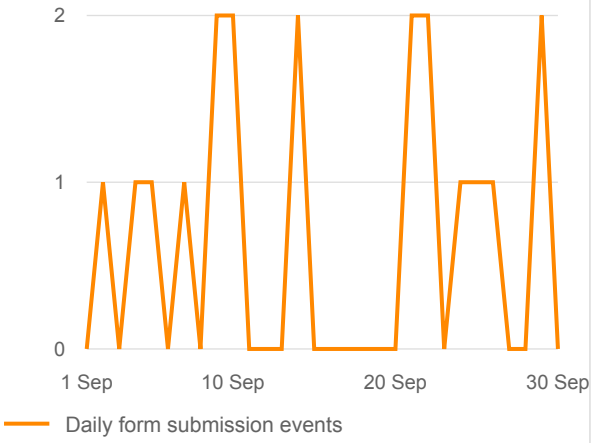
Daily user engagement events



Daily phone clicks

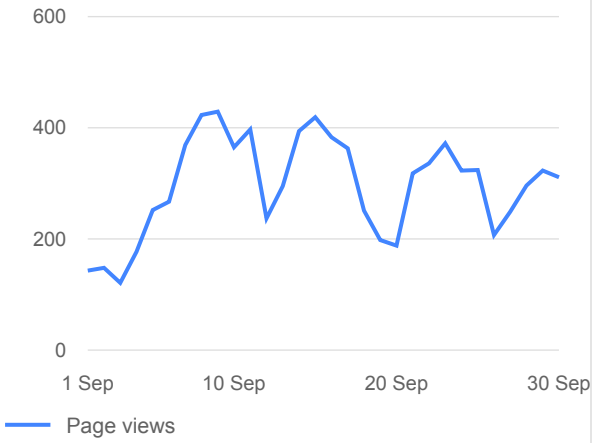


Daily form submission events



QLD website events

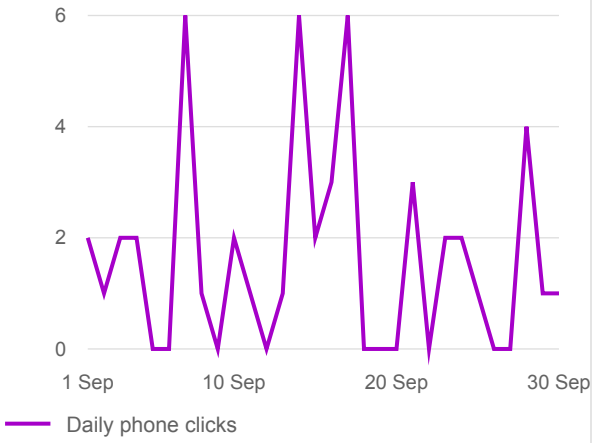
Daily page views



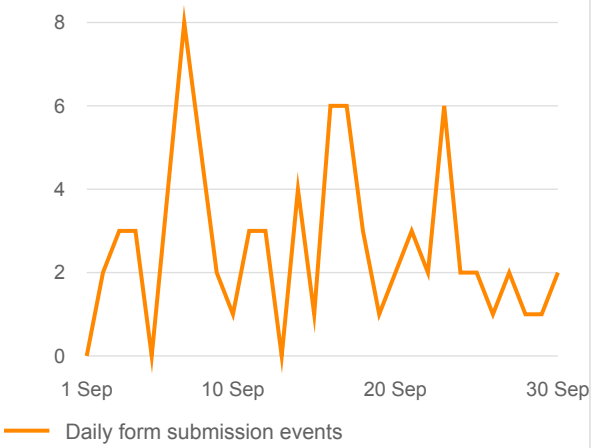
Daily user engagement events



Daily phone clicks

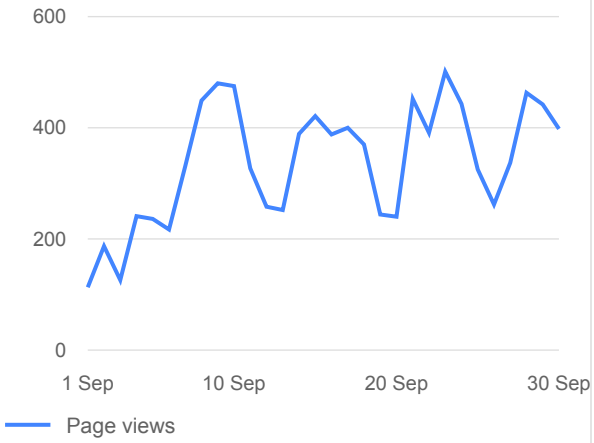


Daily form submission events

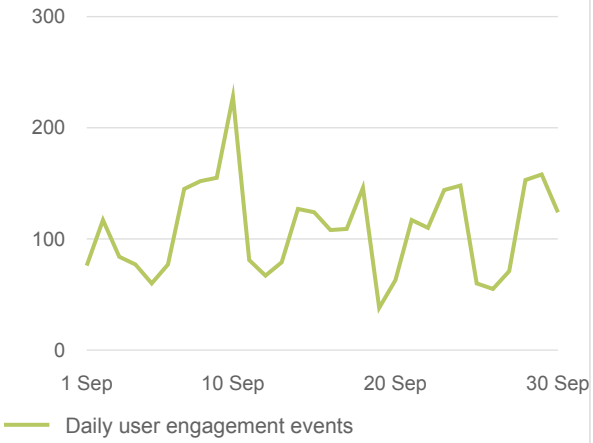


NSW website events

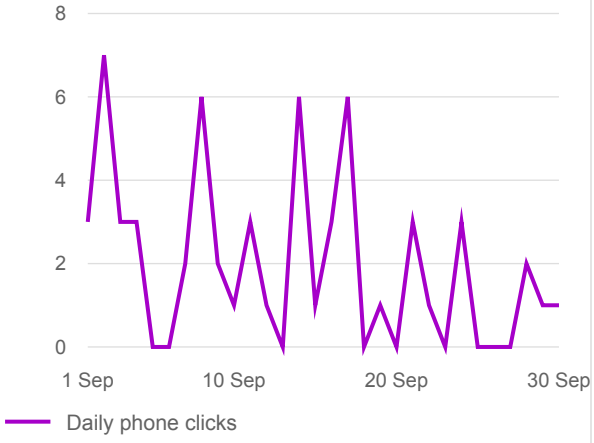
Daily page views



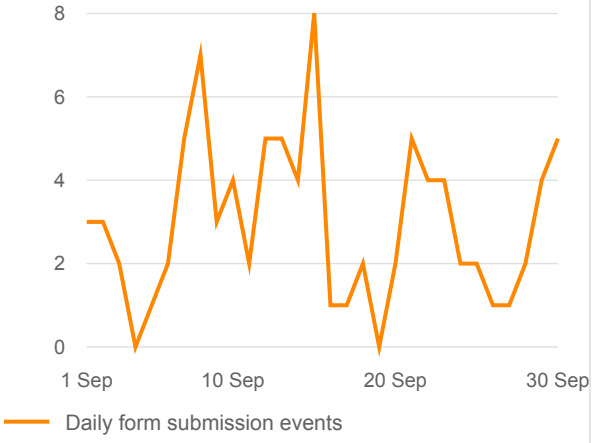
Daily user engagement events



Daily phone clicks



Daily form submission events

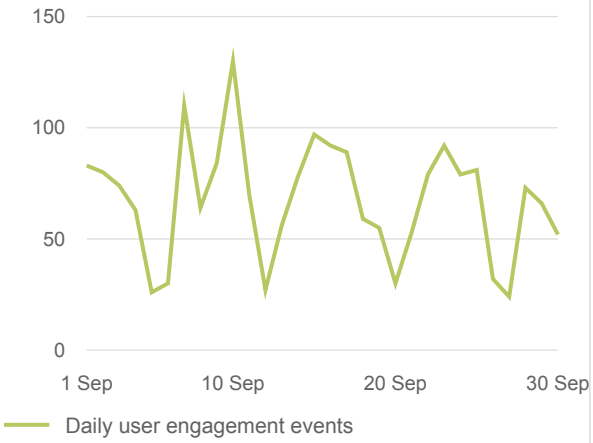


SA website events

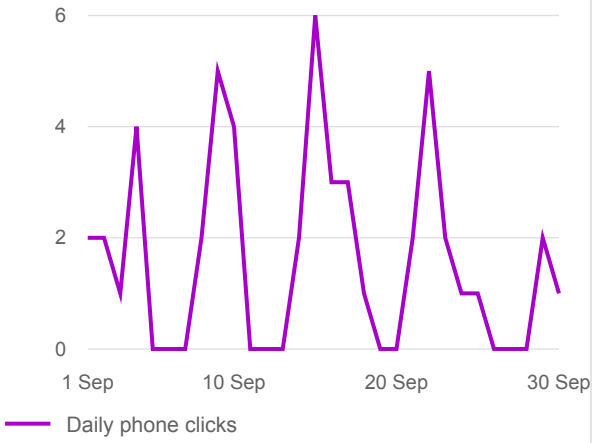
Daily page views



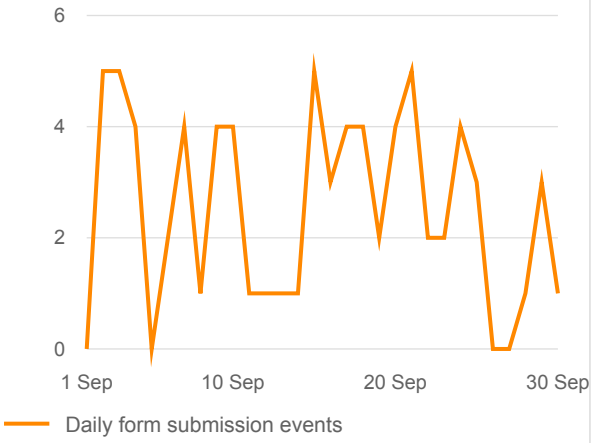
Daily user engagement events



Daily phone clicks

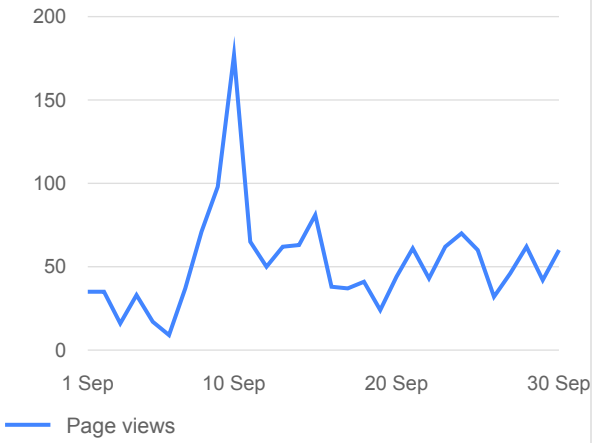


Daily form submission events



ACT website events

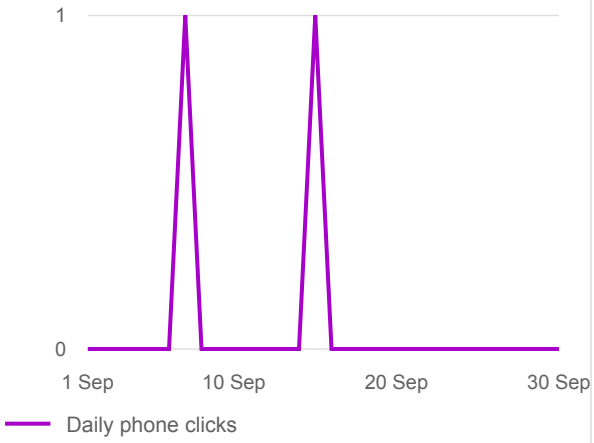
Daily page views



Daily user engagement events



Daily phone clicks



Daily form submission events

