

Optimized Audience Campaign Reporting

Canada East Spring 2025



Destination ▾

1000 Islands International Tourism Council

Campaign Start Date ▾

Apr 7, 2025

Campaign End Date

Jun 16, 2025

Campaign Overview:

Season	Spring
Country ▾	Canada East
Tier	4
Interactive Travel Guide Content	One (1) content highlight and image in the Interactive Travel Guide (ITG)
Programmatic Carousel(s)	Not included
Brand-Led Programmatic Carousel	All Destinations benefit from a 5,000,000 impression Brand USA Programmatic Carousel Ad campaign linking to the ITG
Programmatic Native	350,000 Co-Branded Native Ad Unit Programmatic Impressions, linking directly to Destination's content on visittheusa.com
Expedia Display	Not included
Expedia Mention	Text mention on State Custom Expedia Landing Page Linking to Destination's Hotel Search Page

CONSIDERATION Interactive Travel Guide (ITG) Results

Destination Carousel Ad Units					
Estimated Impressions	Impressions	Impressions Over-Delivery	Carousel Clicks	Destination Tile Clicks	Carousel CTR
0	0	0.00%	0	0	0.00%
Overarching Brand USA Programmatic Media Campaign to Benefit All Destinations					
Estimated Impressions ▾	Impressions	Impressions Over-Delivery	Carousel Clicks	Carousel CTR	
5,000,000	5,441,380	9%	8,888	0.16%	
ITG Views ▾			Link to ITG		
44,926			https://canadavisittheusaexplorer.com/caspring-2025		
Carousel CTR is based on total carousel impressions and total carousel clicks					
Programmatic Carousel CTR Benchmark: 0.10%					

PLANNING Native Campaign Results

Estimated Impressions	Impressions ▾	Impressions Over-Delivery	Clicks	CTR
350,000	525,275	50%	568	0.11%
Native Ads CTR Benchmark: 0.10%				

BOOKING Expedia Results

Campaign Length	71-day campaign, results below include an additional 30-day lookback window			
Estimated Impressions	0			
Onsite Media Impressions ▾	Onsite Media Clicks		Onsite Media CTR	
0	0		0	
Onsite Media CTR Benchmark: 0.05%				
Offsite Passport Impressions ▾	Offsite Passport Clicks		Offsite Passport CTR	
0	0		0.00%	
Offsite/Passport Media CTR Benchmark: 0.10%				
Hotel Bookings ▾	Hotel Room Nights	Air Bookings	Air Tickets	Total Attributable Bookings
\$42,770	292	\$0	0	\$42,770

BOOKING Adara Reporting

Adara reporting will be provided in a separate document once the 90-day lookback window of the campaign has passed.

Summary of Results

OVERALL MEDIA RESULTS

Total Completed Impressions	Total Completed Clicks
525,275	568

OVERALL BOOKING RESULTS

Expedia Total Attributable Bookings	Expedia Hotel Room Nights
\$42,770	292

Creative & Reporting

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