



## **1000 Islands Monthly Report**

September 2024

## Brand Awareness

### Takeaways & Next Steps

#### Performance Highlights

- SEM performance was stable YoY, with only **2%** lower CTR and CVR (it is an excellent 61.76%).
- Grant SEM saw improvements in both CTR and CVR. Our CTR increased by **70%**, while our CVR grew by **11%**.
- Display saw huge growth in conversions by **473%**, CVR by **1,070%** (it is an excellent 41.75%), and CTR by **222%**.
- While our impressions were down **40%** on Meta, our link clicks rose **6%** at a **74%** higher rate.
- TikTok clicks rose **15%** and CTR improved **177%**.
- Snapchat clicks declined **47%** and CTR lowered **52%**, although it is at a healthy 2.23%.

#### Performance Trends

- Our slight decline across our paid SEM can be attributed to our US audience. We found our average CPC had raised due to lower search volume for keywords that had been performing so strongly, such as *1000 Islands boat tours* and *1000 Islands camping*.
- Across Display, seeing 51% less clicks coupled with huge growth in conversions and CVR shows we are effectively serving to the most likely users to engage on our website. This shift is due to a rise in our exposure to our retargeted audience, YoY.
- All top-performing ads are part of the "Scenic" theme. The majority are carousel ads, and all have high post engagements, indicating that the audience is not only viewing but also interacting with the content.

#### Performance Takeaways

- As recommended by Snapchat professionals, given our fixed budget and targeting, we should reduce the number of ads running at a given time so that each one has more individual spend. So we will work on narrowing our creative down to the top performers.

CLICKS  
1000 Islands

23,025

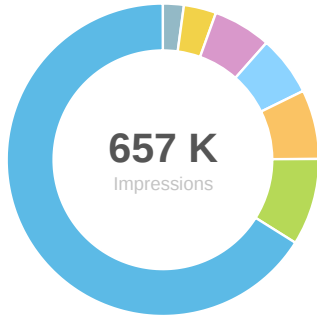
IMPRESSIONS  
1000 Islands

657,236

CTR  
1000 Islands

3.50%

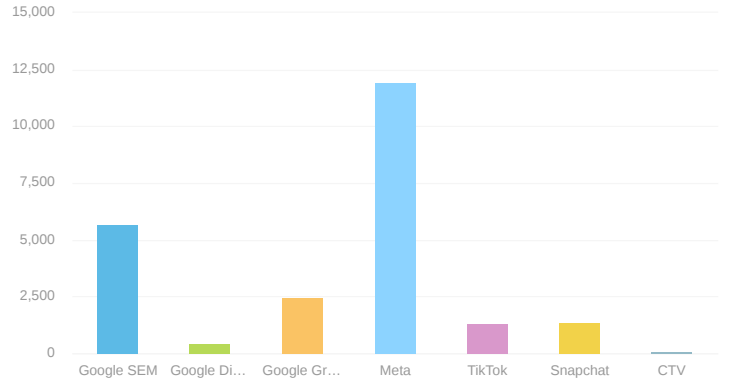
CHANNEL PERFORMANCE BY IMPRESSIONS  
1000 Islands



Meta	434 K
Snapchat	59,058
TikTok	47,177
CTV	40,786
Google SEM	39,604
Google Display	22,095
Google Grant	14,166

CHANNEL PERFORMANCE BY CLICKS  
1000 Islands

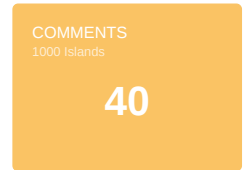
23,025



TOP KEYWORDS  
1000 Islands

KEYWORD	CLICKS	IMPRESSIONS	CTR	CONVERSIONS
"kingston boat tours"	698	2,922	23.89%	399.33
"brockville boat tours"	370	1,084	34.13%	250.50
"1000 islands boat tours"	327	1,741	18.78%	181.99
uncle sam boat tours	257	944	27.22%	114.18
"thousand islands boat tours"	215	782	27.49%	179.75

ENGAGEMENTS



## Partner Program

### Takeaways & Next Steps

September marked our first month no longer running Clayton NY/Antique Boat Museum partners and the first full month running Brockville. Overall, our partners continued to show impressive YoY growth on all platforms except for Snapchat.

#### Performance Highlights

- Display partners saw a **315%** growth in clicks, **57%** rise in impressions, and a **165%** higher CTR YoY.
- Meta partners saw a combined **21%** growth in clicks, **35%** dip in impressions, and a resulting **86%** higher CTR YoY.
- Snapchat partners experienced **25%** less clicks this MoM, **6%** lower impressions, and a resulting **20%** decline in CTR.

#### Performance Trends

- Meta engagement metrics saw growth this month, most interestingly in saves (**+57%**) and shares (**+36%**). This means more users were saving partner information to view and take action on later or were sharing partners of interest with friends and family.
  - Boldt Castle and Angel Rock were the top saved partners.
  - Brockville and Boldt Castle were the top shared partners.
- Our declining metrics across Snapchat can be attributed to seasonality. Reviewing our creative, we are finding our fall content is seeing higher average CPCs than we saw across our summer assets. Despite the declines, Snapchat's CTR is a healthy 2.63% overall.

#### Performance Takeaways

- With our next creative change, we would like to run an alternative version of our partner creatives on Snapchat using the story ad format to test if it will improve click volume.

CLICKS

**60,097**

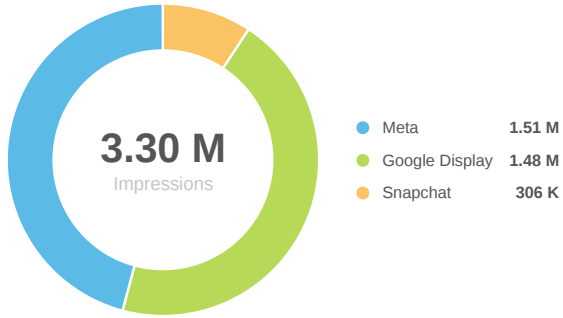
IMPRESSIONS

**3,301,009**

CTR

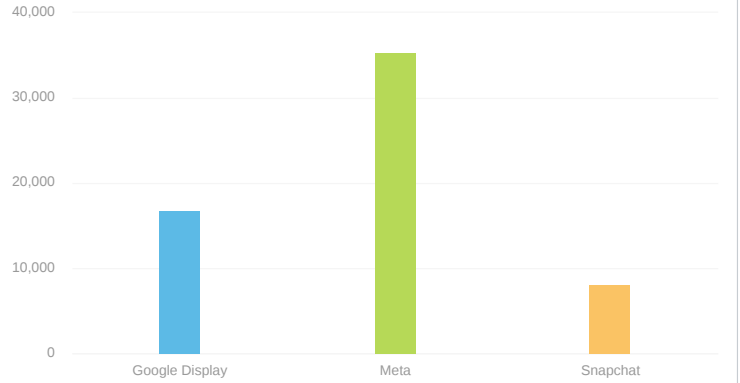
**1.82%**

CHANNEL PERFORMANCE BY IMPRESSIONS



CHANNEL PERFORMANCE BY CLICKS

60,097



Individual Partner Performance

INDIVIDUAL PARTNER	CLICKS	IMPRESSIONS	CTR
Angel Rock Waterfront Cottages	6,286	210,921	2.98%
Boldt Castle	7,106	289,158	2.46%
RTO9	6,975	297,331	2.35%
Uncle Sam Boat Tours	5,453	233,261	2.34%
Clayton Island Boat Tours / Rock Island Lighthouse	3,445	162,661	2.12%

ENGAGEMENTS

<p>REACTIONS</p> <p><b>3,103</b></p>	<p>COMMENTS</p> <p><b>131</b></p>
<p>SAVES</p> <p><b>271</b></p>	<p>SHARES</p> <p><b>297</b></p>

## Raise a Glass

### Takeaways & Next Steps

September was the first full month of running new fall creative across the campaign. While this led to a clear improvement on our Google Display channel, we did not see the same improvements from our social media tactics this month.

#### Performance Highlights

- Meta performance saw a **13%** decrease in impressions, **28%** lower click volume, and a **17%** decline in CTR when compared YoY.
- For Display, while impressions were down **71%**, our click volume increased **54%**, resulting in a major **426%** increase in CTR to 1.50%.
- Snapchat saw the opposite with a sudden rise in impressions by **51%**. However, our clicks declined by **42%** and CTR by **62%**.
- Our Geofence tactic served 36k impressions, saw 33 clicks (up **106%** from August), 32 conversions (in August we had 2) and a CTR of 0.09%.

#### Performance Trends

- Overall, Meta declines are almost exclusively attributed to declines in our video asset. We saw this across Snapchat, as well. While our video ad has a strong CTR, the video we utilized in 2023 had a **52%** higher CTR.
- Historically, our Display tactic CTR remained around less than 1%, but since implementation of the fall creative, performance became exceedingly more efficient on this channel, as evidenced by the much higher CTR and lower CPC.
- On Snapchat, the best performing asset by far is the single image ad which accounted for 67% of the total click volume this month.
- Our drastically lower CTR across Snapchat was a result of a shift in creative formats used. Last year, we only ran a single video ad, which resonated strongly. This year, we included collection, single image, as well as video formats. This skewed our CTR down as collection ads typically see greater reach, but lower interaction.

#### Performance Takeaways

- For now, we will pause underperforming ads that are pulling budget away from the ads that are showing the best results.
- We recommend testing enabling our 2023 video ad to see if we see improvement in our social channels.

CLICKS

**11,263**

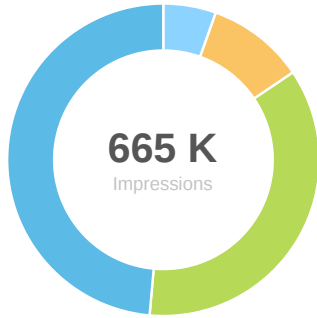
IMPRESSIONS

**665,448**

CTR

**1.69%**

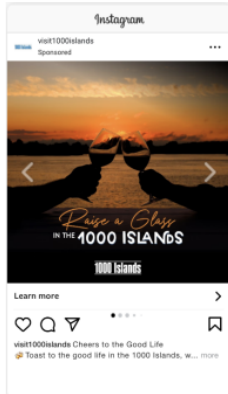
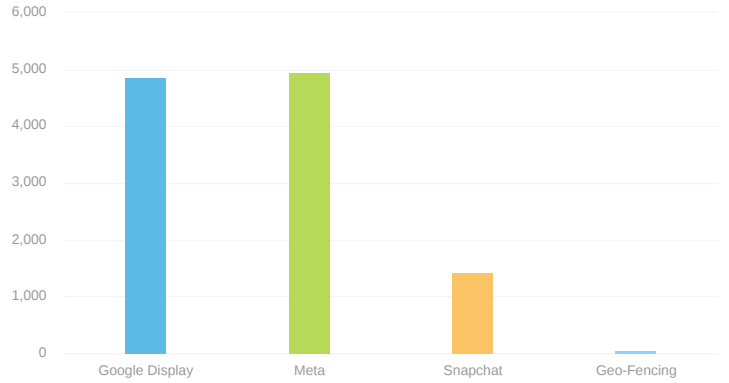
CHANNEL PERFORMANCE BY IMPRESSIONS



- Google Display 323 K
- Meta 239 K
- Snapchat 67,282
- Geo-Fencing 36,268

CHANNEL PERFORMANCE BY CLICKS

11,263



ENGAGEMENTS

REACTIONS

**325**

SHARES

**19**

SAVES

**6**

COMMENTS

**8**