



## **1000 Islands Monthly Report**

**April 2025**



# US BRAND AWARENESS

CLICKS  
1000 Islands

20,424

IMPRESSIONS  
1000 Islands

556,452

CTR  
1000 Islands

3.67%

## Takeaways & Next Steps

### Performance Highlights [YoY]

- Google SEM ads experienced a **167%** visibility surge and because clicks were up only **1%**, CTR fell **62%**. Conversions declined **31%** and a **32%** lower rate.
- Google Grant saw notable cost improvements, with CPC down **59%** and cost per conversion **63%**. However, clicks were down **53%**, CTR down **44%**, and conversions down **50%**, though CVR improved by **8%**.
- Google Display CTR rose **459%**, despite a **21%** decline in click volume. Conversions rose **499%** at a **657%** higher rate and **87%** lower cost per conversion.
- Meta ads saw a higher landing page view rate by **42%** despite a **13%** decrease in landing page views. This came at a **9%** lower average cost.
- TikTok ads saw an **87%** rise in visibility and a **50%** increase in clicks. Although CTR declined by **19%**, CPC was **26%** lower.
- Snapchat impressions increased **37%**, but clicks dropped **67%** and CTR was down **76%**.

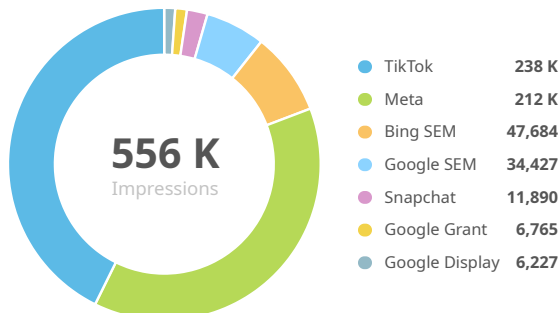
### Performance Trends

- Google SEM short-term growth include clicks up **37%**, conversions up **17%**, and CTR up **11%** as we look MoM.
  - The once dominating "Castles and Cruises" experienced steep YoY declines in clicks by **59%**. Instead, "Outdoors: Summer" is now the top source of impressions, driven by terms like "where to go fishing," "fishing trip," and "biking trails," despite a CTR of just 0.83% and only \$10 in spend. This suggests a potential rising interest in fishing-related content. However, we aren't yet seeing the click volume to say for certain that this is an actionable trend.
- Bing SEM, being a new channel, has no data comparison, but early indicators of strength are promising: CTR is **392%** above the industry benchmark, and CPC is **57%** lower than the average.
  - Here our top ad group was "Family Fun," with **68%** of the total clicks.
- On Meta, our Warm Traffic accounts for **52%** of all clicks. As for our Cold Traffic interest groups, **43%** of these clicks came from the Outdoor creative bucket. Video assets are performing well, generating **64%** of total clicks.
- Snapchat saw **81%** of clicks come from the collection ad format. Scenic (**12%**) and outdoor (**7%**) assets contributed smaller shares of click traffic.

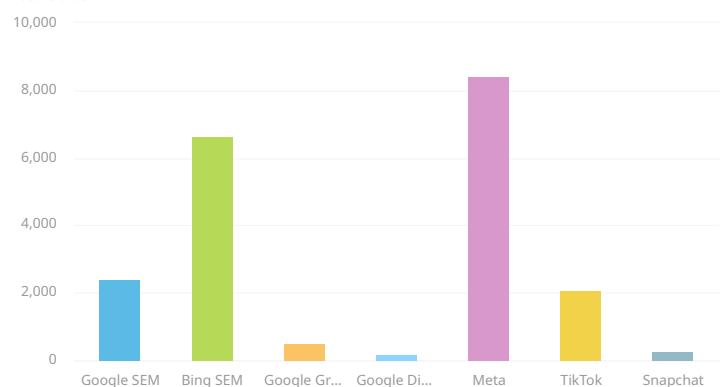
### Performance Takeaways

- Explore and test new fishing-related SEM ad groups or content given the strong visibility tied to those search terms.
- Consider testing new thematic versions of collection ads—such as food, history, and family—to diversify appeal while leveraging the format's proven success. Invest in creating more foundational imagery to support broader collection ad variations. Shift from cold to warm audience retargeting to try to improve click and CTR metrics.

CHANNEL PERFORMANCE BY IMPRESSIONS  
1000 Islands



CHANNEL PERFORMANCE BY CLICKS  
1000 Islands





TOP KEYWORDS					
KEYWORD	CLICKS	▼	IMPRESSIONS	CTR	CONVERSIONS
"visiting thousand islands"	139		624	22.28%	56.84
"things to do in 1000 islands"	89		327	27.22%	33.72
[boldt castle]	60		380	15.79%	20.51
uncle sam boat tours	57		261	21.84%	20.00
"thousand islands boat tours"	55		362	15.19%	32.17

ENGAGEMENTS

REACTIONS  
1000 Islands

1,029

COMMENTS  
1000 Islands

43

SAVES  
1000 Islands

58

SHARES  
1000 Islands

107



# CA BRAND AWARENESS

CLICKS  
1000 Islands

10,512

IMPRESSIONS  
1000 Islands

228,876

CTR  
1000 Islands

4.59%

## Takeaways & Next Steps

### Performance Highlights [YoY]

- Google SEM ads saw impressions up **45%**, clicks up **20%**, and conversions up **16%**. However, CTR was down **17%** and CVR by **3%**.
- Google Grant impressions rose **317%**, clicks grew **276%**, and conversions increased **178%**. CTR declined **10%** and CVR was down **26%**.
- Google Display clicks increased **50%** at a **627%** higher rate, and conversions jumped **1114%** at a **712%** higher rate.
- Meta Ads saw an **18%** increase in reach and a **28%** increase in landing page views at a **25%** increase in visit rate.
- Snapchat visibility was up **87%** but click volume dropped **52%** and CTR declined **75%**.

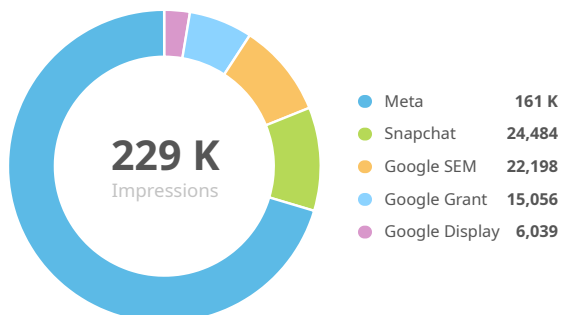
### Performance Trends

- In the first month since the April 1st asset refresh, video content drove **66%** of Meta link clicks. Warm audiences remain the strongest traffic source, accounting for **60%** of link clicks. The **18%** YoY improvement in reach was driven by engagement with cold and lukewarm audience segments..
- Snapchat collection ads remain the top performer, generating **40%** of clicks this month. Scenic assets followed with **35%** of clicks, and outdoor assets with **25%**.
- Our Google SEM "Castles and Cruises" ad group has emerged as the dominant interest category, responsible for **64%** of all conversions this period. This segment saw a **67%** MoM increase in conversions and a **5%** increase YoY, reinforcing its seasonal strength. Top-performing keywords include: "kingston boat tours", "thousand islands cruise", "thousand islands boat tours", "gananoque boat tours", "brockville boat tours".

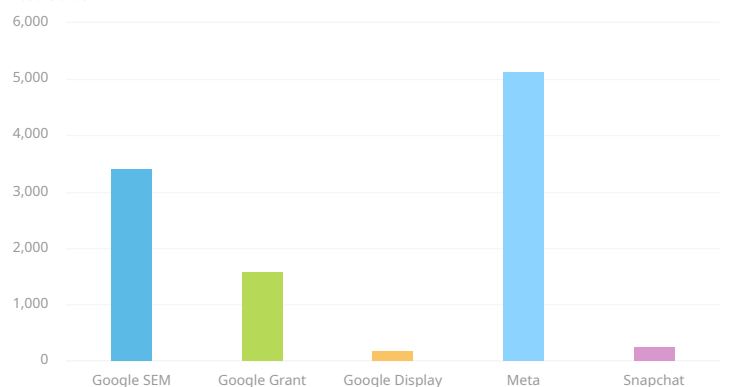
### Performance Takeaways

- Capitalize on the strong performance of "Castles and Cruises" by expanding ad creatives to include related visuals, such as boat tours, to enhance CTR.
- Consider testing new thematic versions of collection ads—such as food, history, and family—to diversify appeal while leveraging the format's proven success. Invest in creating more foundational imagery to support broader collection ad variations. Shift from cold to warm audience retargeting to try to improve click and CTR metrics.

CHANNEL PERFORMANCE BY IMPRESSIONS  
1000 Islands



CHANNEL PERFORMANCE BY CLICKS  
1000 Islands





TOP KEYWORDS					
KEYWORD	CLICKS	▼	IMPRESSIONS	CTR	CONVERSIONS
"kingston boat tours"	436		2,216	19.68%	256.90
"thousand islands boat tours"	330		2,038	16.19%	187.50
"thousand islands cruise"	326		1,647	19.79%	199.81
"gananoque boat tours"	275		1,835	14.99%	166.50
"1000 islands boat tours"	218		1,695	12.86%	131.97

ENGAGEMENTS

REACTIONS  
1000 Islands

337

COMMENTS  
1000 Islands

9

SAVES  
1000 Islands

28

SHARES  
1000 Islands

45



# PARTNER PROGRAM

CLICKS  
1000 Islands

61,384

IMPRESSIONS  
1000 Islands

2,513,228

CTR  
1000 Islands

2.44%

## Takeaways & Next Steps

### Performance Highlights [YoY]

- Our Meta partners experienced **85%** more link clicks at a **122%** higher rate and **23%** lower cost.
- Display partners saw **117%** more clicks at a **255%** higher rate and **12%** lower CPC.

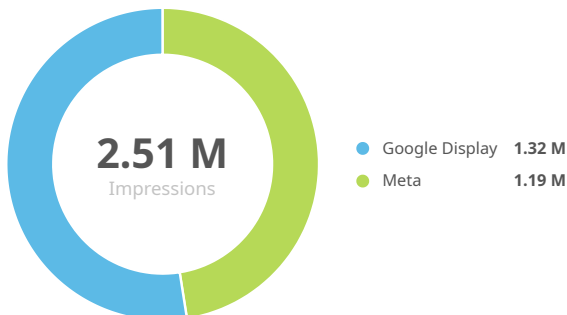
### Performance Trends

- Across Meta, we found that **68%** of link clicks came from video assets, maintaining video as the top-performing format.
  - The Clayton Island Boat Tours had the only single image ad which outperformed its video counterpart in total link clicks, but the video still led in link CTR.
  - Month-over-month, both CTR and CVR declined, despite strong gains in click volume, suggesting that while more users are engaging, fewer are converting proportionally.
  - Partner-driven campaigns contributed to **125 new follows** this month—a **443%** increase YoY.
- For our Display tactic, **97%** of clicks came from responsive display assets, highlighting their continued dominance.
  - Click volume rose **81%** compared to last month, though CTR declined—mirroring the trend seen on Meta.
  - Performance indicates a need to assess which elements within the responsive ads are driving engagement and which may be underperforming.

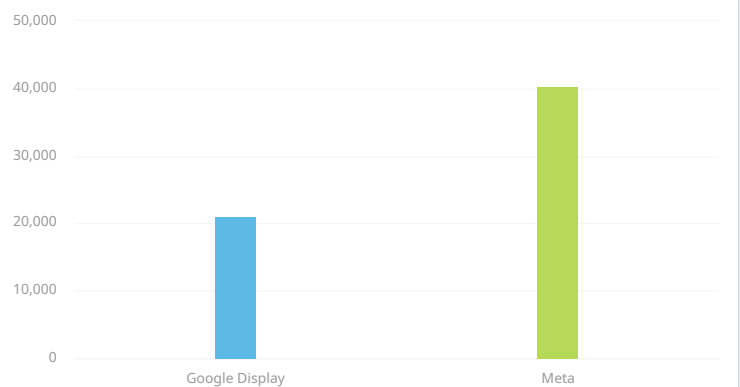
### Performance Takeaways

- For both Meta and Display, we can run A/B tests with ad variants that isolate top-performing elements—such as versions with only the strongest headlines or top text—with the goal of improving CTR.

CHANNEL PERFORMANCE BY IMPRESSIONS  
1000 Islands



CHANNEL PERFORMANCE BY CLICKS  
1000 Islands





Individual Partner Performance			
Individual Partner	Clicks	Impressions	CTR
Uncle Sam Boat Tours	8,126	242,020	3.36%
City Cruises Gananoque	8,103	321,519	2.52%
Alexandria Bay	7,017	340,249	2.06%
Rockport Boat Lines	7,003	310,105	2.26%
Sackets Harbor	6,506	286,283	2.27%

ENGAGEMENTS

REACTIONS  
1000 Islands

4,719

COMMENTS  
1000 Islands

199

SAVES  
1000 Islands

286

SHARES  
1000 Islands

448