



## **1000 Islands Monthly Report**

April 2024

## Brand Awareness

### Takeaways & Next Steps

While some campaigns experienced declines in clicks and impressions, our most important metrics for gauging ad effectiveness all saw improvements. Our Google SEM campaign has shown remarkable increases in clicks, impressions, CTR, and conversions, indicating effective keyword targeting. Additionally, our Meta campaign has achieved impressive results with substantial gains in link clicks, CTR, and a notable reduction in cost per result.

#### Performance Highlights:

- Our SEM campaign's impressions were up **8%**, click traffic **23%**, and conversions **32%** YoY. This resulted in a **14%** growth in CTR and **8%** growth in CVR.
- Display also saw higher impressions YoY by **4%**. While our CTR was down **67%**, we continued to find that our CVR climbed by **42%**.
- While Meta saw a slight dip of **11%** in impressions, our click volume increased by **88%** and our CTR was up **111%**.
- TikTok also saw a dip in impressions by **62%**, but our CTR grew by **96%**.
- Snapchat's impressions were down **54%**, however, our CTR improved by **30%**.

#### Performance Trends:

- Our Google Grant performance is experiencing a decline in clicks and conversions due to difficulty spending budget for our Canadian audience. Both markets are experiencing growth in both CTR and CVR, so our performance hasn't been negatively impacted. However, when trying to shift a bit more focus on the US market, it slowed the performance of the Canadian market.
- Our Google Display campaign, despite a decrease in the volume of conversions, showcases its effectiveness through improved CVRs. In 2023, we saw higher click traffic, but had shifted our bid strategy to focus on more impactful results. This has had a positive outcome.
- Social media campaigns exhibited a similar year over year trend of lower impressions but higher CTR/CVRs. Meta we can attribute this to simplifying our targeting/messaging and minimizing over segmentation. TikTok and Snapchat's decreased impression share is a result of increasing competition across both platforms. We are finding that while our CTRs are improving YoY, our average CPCs and CPMs are also rising.

#### Performance Takeaways:

- We may need to significantly increase our Google Grant's Canadian market budget, aiming to maximize monthly spending to its allocated limit.
- To optimize our marketing budget, we'll temporarily halt low-performing creatives and concentrate our resources on assets that deliver stronger outcomes.
- We suggest incorporating collection ads into our Snapchat campaign based on recent successes with this format in other accounts. This approach allows us to showcase diverse visitor experiences without extensive audience segmentation. For instance, we can highlight the outdoor fun, family-friendly activities, relaxing scenic views, and more that 1000 Islands has to offer.

CLICKS  
Brand Awareness

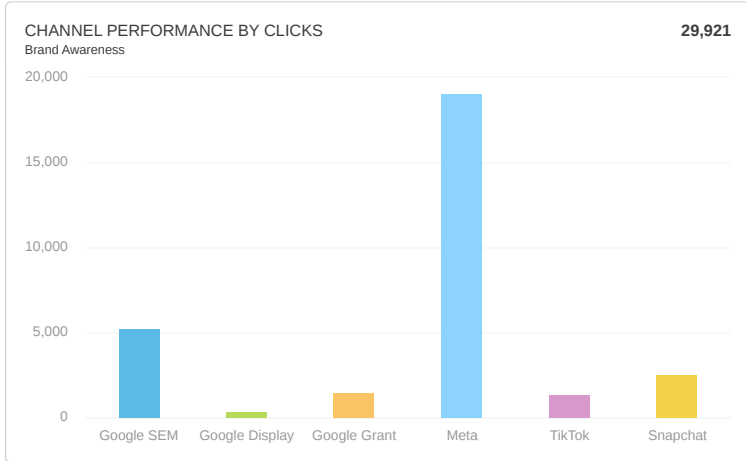
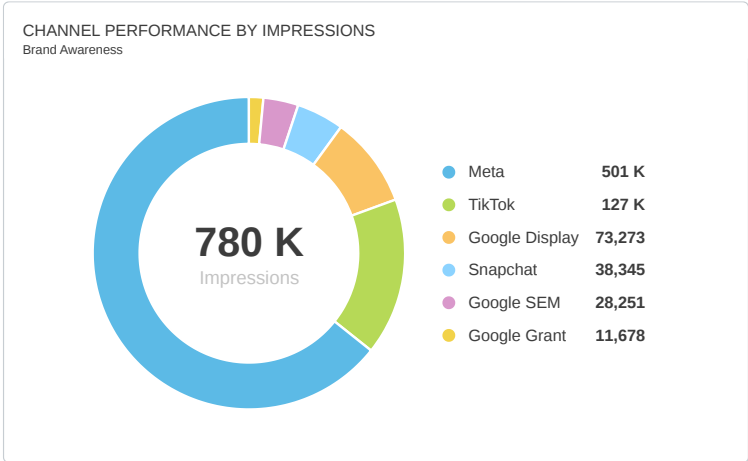
# 29,921

IMPRESSIONS  
Brand Awareness

# 779,712

CTR  
Brand Awareness

# 3.84%



TOP KEYWORDS  
Brand Awareness

KEYWORD	CLICKS	IMPRESSIONS	CTR	CONVERSIONS
"kingston boat tours"	528	1,693	31.19%	344.99
"uncle sam boat tours boldt castle"	224	456	49.12%	110.27
"thousand islands cruise"	222	1,001	22.18%	135.67
"thousand island sightseeing"	185	699	26.47%	121.50
"thousand island sightseeing"	159	723	21.99%	88.50

## ENGAGEMENTS

REACTIONS  
Brand Awareness

# 2,979

COMMENTS  
Brand Awareness

# 128

SAVES  
Brand Awareness

# 150

SHARES  
Brand Awareness

# 371

## Partner Program



### Takeaways & Next Steps

Overall, our partner campaigns have shown remarkable growth across all platforms, with significant increases in clicks, impressions, and engagement metrics. While there are minor fluctuations in CTR at the individual partner level, each partner campaign experienced an upward trend in visibility and interactions.

#### Performance Highlights:

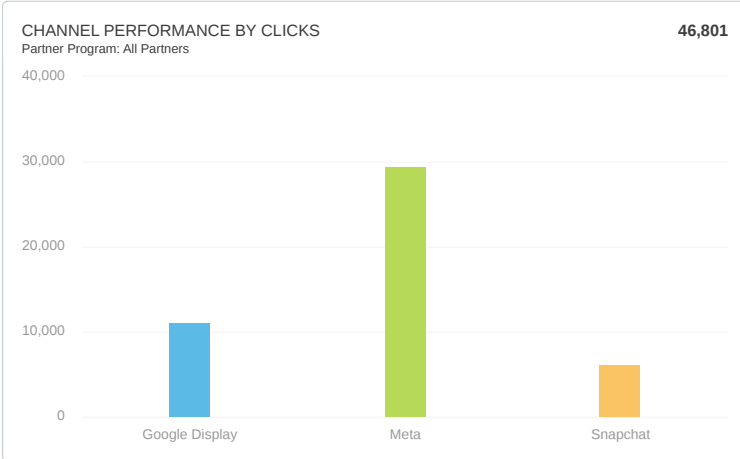
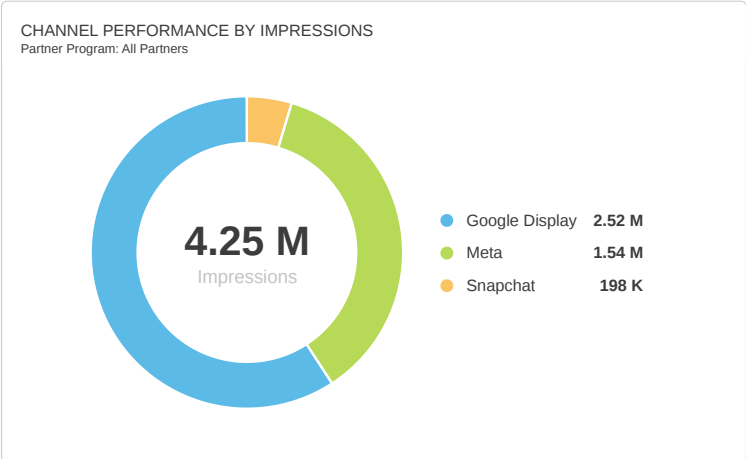
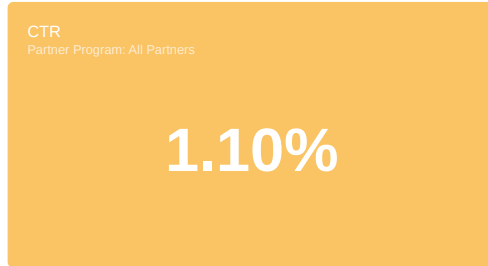
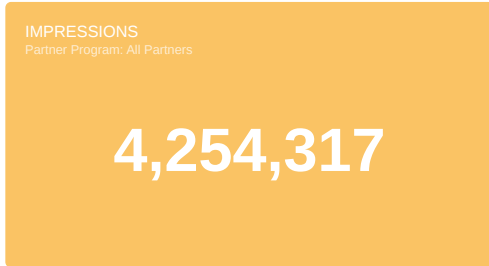
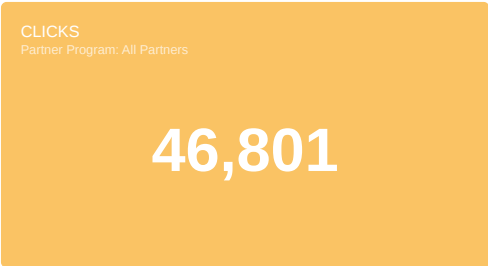
- Display: Impressions were up **58%**, clicks up **69%**, and CTR grew by **5%**.
- Meta: Impressions increased by **118%**, clicks by **74%**, however, CTR was down **20%**.
- Snapchat: Impressions were up **38%**, clicks by **70%**, and CTR grew by **23%**.

#### Performance Trends:

- For Meta, the significant rise in both impressions and clicks is due to our Alexandria Bay campaign. This is the result of shifting our targeting from those familiar with the 1000 Islands to expanding to those who show similar attributes to that custom audience. Since warm traffic typically sees higher CTRs, we saw this metric take a hit.
- Our creative for Boldt Castle and Rock Island Lighthouse are having less of an impact this year as we saw in 2023. We found our CTR was down about 74% for both. It looks like we utilized the same image. We may want to test an alternative image.

#### Performance Takeaways:

- Test alternate images for our partners that are experiencing lower performance YoY.
- The data we observed demonstrates April was an effective first full month of our partner campaigns.



Individual Partner Performance Partner Program: All Partners			
INDIVIDUAL PARTNER	CLICKS	IMPRESSIONS	CTR
Alexandria Bay	5,742	602,366	0.95%
Angel Rock Waterfront Cottages	7,684	488,187	1.57%
Boldt Castle	6,228	704,466	0.88%
Clayton Island Boat Tours / Rock Island Lighthouse	7,231	425,027	1.70%
Gananoque City Cruises	5,315	429,507	1.24%

## ENGAGEMENTS

REACTIONS  
Partner Program: All Partners

**2,831**

COMMENTS  
Partner Program: All Partners

**152**

SAVES  
Partner Program: All Partners

**246**

SHARES  
Partner Program: All Partners

**262**