



US DRIVE - Summer 2024

Final Results

July 2024

An Agency of the Government of Ontario

DESTINATION
ONTARIO

PARTNERSHIP OVERVIEW

The US Drive campaign focused on seasonality and product experiences to encourage American road trippers to plan a trip to Ontario this summer.

The purpose of this program:

- Leverage joint Destination Ontario and partner investments to increase consideration of Ontario destinations and experiences among near border US leisure travelers
- Maximize Destination Ontario resources, tools and vendors to help deliver an impactful campaign, with optimized results and learnings for Destination Ontario and its partners
- Work together to drive results against our common business objectives and drive qualified leads

PARTNER URL: <https://southeasternontario.ca/usa/>

PARTNER SPECIFIC MARKET TARGETING:

Western & Upstate New York (Buffalo, Rochester, Syracuse, Albany)



CREATIVE RECAP

HALO MEDIA

HALO MEDIA CREATIVE PLATFORM

INSIGHT

Ontario to see that no one could possibly ever say they've "been there, done that" to everything.

IDEA

Let's entice Americans to come visit us by showing them all they have yet to do.

CONCEPT

BE HERE. DO THAT.



CREATIVE RECAP

PARTNER MEDIA

SOCIAL NEWSFEED AD MOCKS

Creative carried through Facebook, Instagram and Google Demand Gen.



Destination Ontario

Sponsored

The winding waterways and charming towns of South Eastern Ontario are calling this summer.



southeasternontario.ca

South Eastern Ontario. Just A Road Trip Away.

Learn more



Like



Comment



Share



Destination Ontario

Sponsored

Summer adventures in South Eastern Ontario are about extraordinary sights along waterway playgrounds, and so much more.



southeasternontario.ca

South Eastern Ontario. Just A Road Trip Away.

Learn more



Like



Comment



Share



Destination Ontario

Sponsored

By tour boat, houseboat or helicopter? How will you experience the heritage landmarks and waterways of South Eastern Ontario this summer?



southeasternontario.ca

South Eastern Ontario. Just A Road Trip Away.

Learn more



Like



Comment



Share



Destination Ontario

Sponsored ·



Explore the great Canadian outdoors, experience the culture, and enjoy the local flavours of South Eastern Ontario this summer.



southeasternontario.ca

South Eastern Ontario. Just A Road Trip Away.

[Learn more](#)

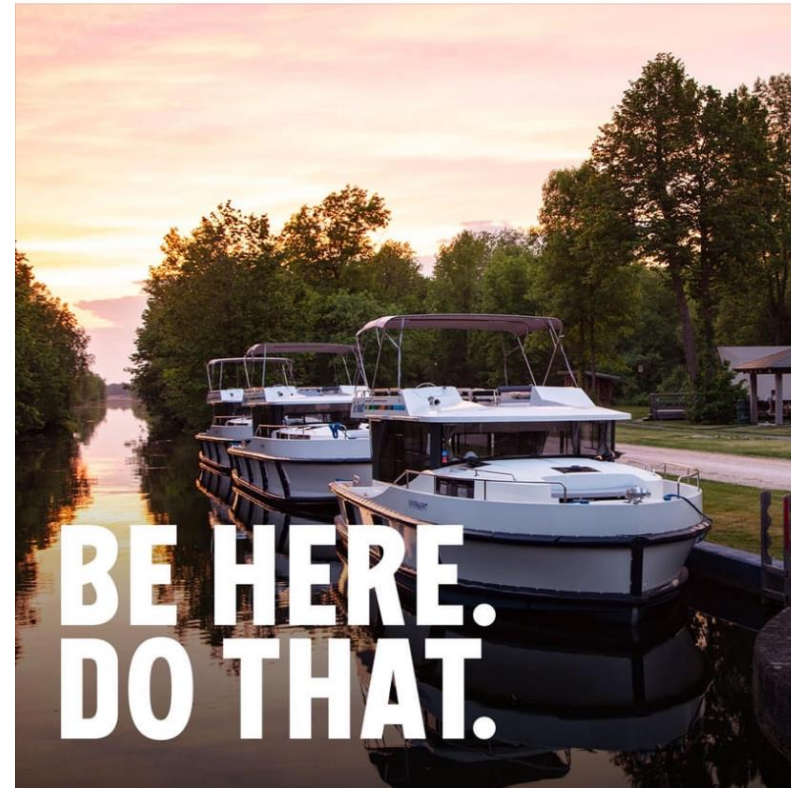


Destination Ontario

Sponsored ·



Cruise the renowned 1000 Islands and Rideau Canal, and discover wilderness parks, lakes, beaches and more.



southeasternontario.ca

South Eastern Ontario. Just A Road Trip Away.

[Learn more](#)



CAMPAIGN PERFORMANCE

HALO MEDIA

HALO MEDIA RESULTS

Combination of :06, :15 and :30 video ads across multiple platforms in all US Drive markets



SOCIAL VIDEO ADS

Brand building through storytelling



Meta

VCR
15%



Pinterest

VCR
50%



PREROLL VIDEO ADS

Brand building through storytelling



YouTube

VCR
45%



Silverpush*

VCR
86%



Zefr*

VCR
96%



Zeta*

VCR
89%



CONNECTED TV VIDEO ADS

Brand building through storytelling



Roku*

VCR
99%



Samsung*

VCR
95%

* Third-party data provided by media agency on weekly basis

Channel	Amount Spent (CAD)	Impressions	CPM	VCR	Video Completions
youtube	\$215,000	18,863,043	\$11.40	45%	8,463,629
pinterest	\$150,000	16,246,322	\$9.23	50%	1,344,505
meta	\$149,998	20,519,940	\$7.31	15%	403,734
zefr	\$100,711	3,596,832	\$28.00	96%	3,469,481
silverpush	\$100,030	4,763,315	\$21.00	86%	4,115,747
samsung	\$87,554	1,965,294	\$44.55	95%	1,870,190
roku	\$65,182	1,747,044	\$37.31	99%	1,727,599
zeta	\$64,592	3,570,651	\$18.09	89%	3,163,303
Grand total	\$933,068	71,272,441	\$13.09	62%	24,558,188

DO TESTING OVERVIEW

\$50K DO prospecting media insights:

- Higher CPC and CPL than Meta or Demand Gen
- Pinterest yielded a more engaged audience: spending more time on page than Meta or Discovery



DO TEST
REDDIT
PERFORMANCE OVERVIEW

\$2.47

Cost-Per-Click

65%

Click-To-Landing

0:48

Engagement Time



DO TEST
PINTEREST
PERFORMANCE OVERVIEW

\$2.70

Cost-Per-Click

75%

Click-To-Landing

01:21

Engagement Time

SOUTH EASTERN ONTARIO



DEMAND GEN
PERFORMANCE OVERVIEW

\$0.17

Cost-Per-Click

87%

Click-To-Landing

0:18

Engagement Time



META
PERFORMANCE OVERVIEW

\$1.94

Cost-Per-Click

75%

Click-To-Landing

0:44

Engagement Time

CAMPAIGN PERFORMANCE

PARTNER MEDIA













PARTNER MEDIA RESULTS

DETAILS			METRIC	DEFINITION
Market:	United States		Landings:	Total website landings (DemandGen uses Google Ads conversions, rest use GA4 sessions)
Start Date:	May 27, 2024		GA4 Session:	A group of user interactions with a website that take place within a given time frame
End Date:	June 30, 2024		Google Ads Conversion:	First pageview detected by Google Ads Conversion pixel within the conversion window period
Traffic to:	Direct-to-Partner (EN Prospecting)		Ad Click-to-Landing (ACTL):	% Ratio of Total Landings to Total Ad Clicks
Budget:	\$75,000		Media Cost-per-Lead	Average cost of a lead to partner

Target Markets: Buffalo NY, Rochester NY, Syracuse NY, Albany NY

CAMPAIGN PERFORMANCE SUMMARY

<div>Spend (CAD)</div> <div>\$75,011</div> <div>\$75,000</div>	<div>Impressions</div> <div>15,966,542</div> <div>13,959,500</div>	<div>CTR</div> <div>1.55%</div> <div>215%</div>	<div>CPC</div> <div>\$0.30</div> <div>\$0.25</div>	<div>Ad Clicks</div> <div>246,744</div> <div>299,500</div>	<div>ACTL</div> <div>86%</div> <div>88%</div>	<div>Landings</div> <div>212,652</div> <div>262,700</div>
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CHANNEL OVERVIEW							
<div> COST EFFICIENCY Assessing advertising costs</div>		<div> CREATIVE EFFECTIVENESS Gauging creative resonance</div>		<div> AD CLICK LANDING RATE Tracking web traffic success</div>		<div> OVERALL CHANNEL HEALTH Measuring the cost per acquisition</div>	
<div> DemandGen CPC \$0.17</div>		<div> Meta CPC \$1.94</div>		<div> DemandGen CTR 1.81%</div>		<div> Meta CTR 0.54%</div>	
<div> DemandGen ACTL 87%</div>		<div> Meta ACTL 75%</div>		<div> DemandGen mCPL \$0.20</div>		<div> Meta mCPL \$2.59</div>	
Channel	Amount Spent (CAD)	Impressions	CPC	CTR	Ad Clicks	ACTL	Landings
google	\$40,011	12,632,826	\$0.17	1.81%	228,742	87%	199,160
meta	\$35,000	3,333,716	\$1.94	0.54%	18,002	75%	13,492
Grand total	\$75,011	15,966,542	\$0.30	1.55%	246,744	86%	212,652



Thank you.

An Agency of the Government of Ontario

DESTINATION
ONTARIO