Kingston Tourism

Aug 5, 2025 - Sep 8, 2025

Date of last data refresh: 09/10/2025 11:31:00 AM | Pacing: 0% of flight remaining; -0% of budget remaining; achieved 94% of leads target.



DETAILS

Budget:

Market: United States (Drive Markets) Start Date: August 5, 2025 End Date: September 7, 2025

\$100,000 L▶ 60% DemandGen, 40% Meta

CAMPAIGN PERFORMANCE SUMMARY

– Tourism – KINGSTON

METRIC

Landings: Ad Click-to-Landing (ACTL): Engagement Rate: Engagement Time:

Outbound Link Clicks:

DEFINITION

GA4 sessions (a group of website user interactions that occur within a given time frame)

Percentage of Total Landings to Total Ad Clicks

% Total sessions that lasted 10+ seconds, triggered a conversion event or generated a page view Average time users spent interacting and engaging with web content (User Eng / Eng Session) An action that takes users from the primary website to a different website or domain

Google DemandGen media optimized on Internal Link Clicks to enhance traffic quality. https://www.visitkingston.ca/usa

Spend (CAD) \$100,013 \$100,000

Impressions 11,518,012 10,705,400

CTR 0.81% 0.95%

CPC \$1.07 \$0.98

Ad Clicks 93,468 101,700

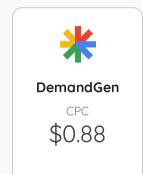
ACTL 61% 60%

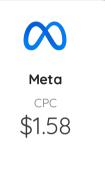
Landings 57,449 61,100

Leads to Partner 58,058 61,100

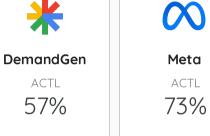
CHANNEL OVERVIEW



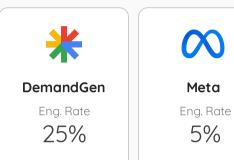
















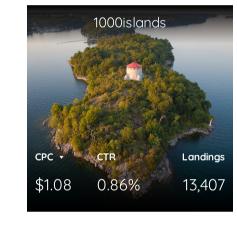
Outbound Link Clicks

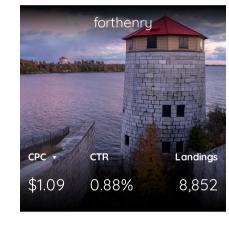
609

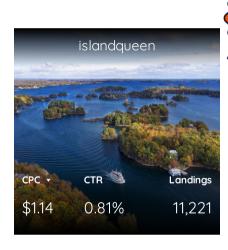
	Demanagen	Meta	
	Eng. Time 00:01:01	Eng. Time 00:00:43	
1.			

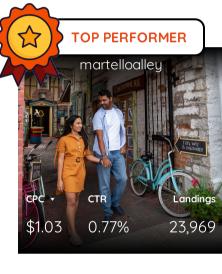
Channel	Amount Spent (C	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings	Eng. Rate	Eng. Time
google	\$60,013	7,250,916	0.94%	\$0.88	68,194	57%	38,992	25%	00:01:01
meta	\$40,000	4,267,096	0.59%	\$1.58	25,274	73%	18,457	5%	00:00:43
Grand total	\$100,013	11,518,012	0.81%	\$1.07	93,468	61%	57,449	19%	00:00:59

TRAFFIC TO PARTNER LANDING PAGE



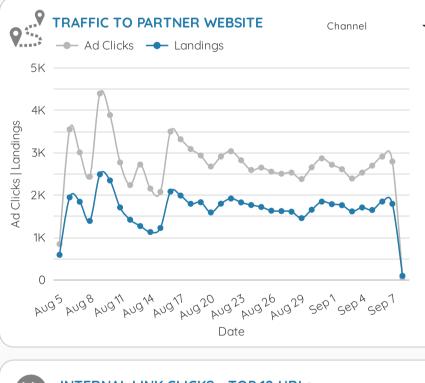


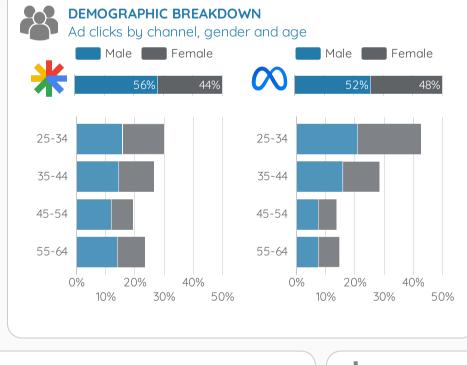


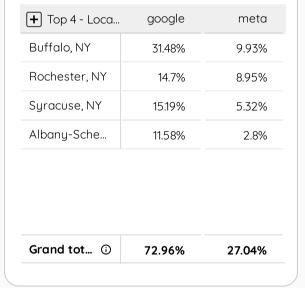


Grand total	\$100,013	11,518,012	0.81%	\$1.07	93,468	61%	57,449
forthenry	\$16,186	1,694,391	0.88%	\$1.09	14,875	60%	8,852
islandqueen	\$19,089	2,063,397	0.81%	\$1.14	16,735	67%	11,221
1000islands	\$22,683	2,448,819	0.86%	\$1.08	20,994	64%	13,407
martelloalley	\$42,054	5,311,405	0.77%	\$1.03	40,864	59%	23,969
Content	Amount Spent (CAD)	Impressions	CIR	CPC	Ad Clicks	ACIL	Lanaings

OTHER KEY METRICS







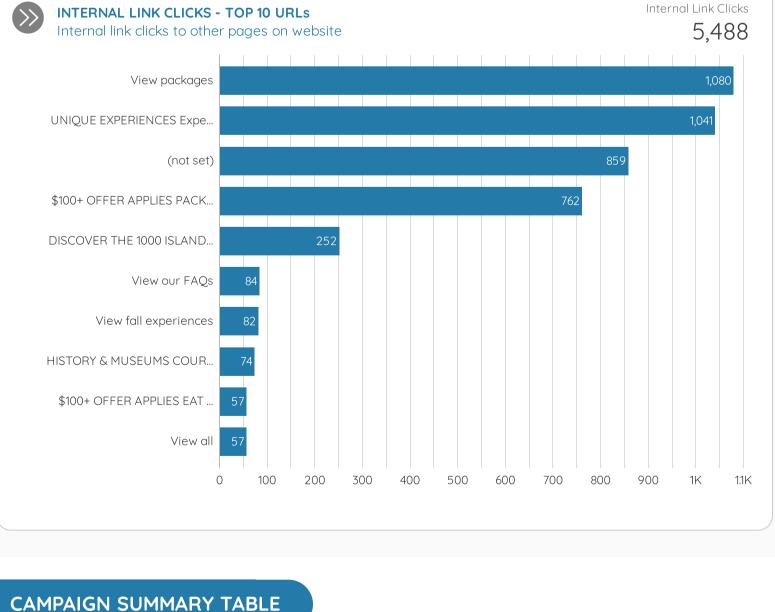
Top locations with most ad clicks

LOCATION BREAKDOWN
Top locations with most

Grand total	93%	5%
Firefox	0%	0%
Edge	0%	1%
Samsung Inte	4%	0%
Android Web	5%	
Safari	7%	2%
Chrome	34%	2%
Safari (in-app)	44%	

DEVICE-BROWSER BREAKDOWN

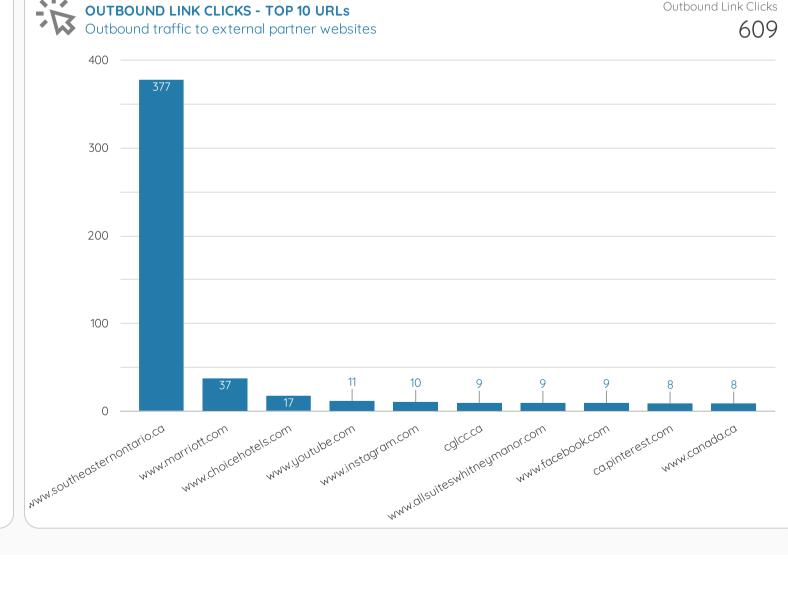
% total sessions by device and browser



\$100,013

11,518,012

\$1.07



Grand total

Channel	Content	Amount Spent (Impressions	CPC	CTR	Ad Clicks	ACTL	Landings	Engagement R	User Eng / Eng
meta	1000islands	\$12,220	1,304,235	\$1.58	0.59%	7,726	75%	5,776	5%	00:00:48
	islandqueen	\$11,652	1,273,211	\$1.57	0.58%	7,401	76%	5,619	5%	00:00:40
	martelloalley	\$9,449	989,682	\$1.60	0.60%	5,902	67%	3,946	7%	00:00:43
	forthenry	\$6,679	699,968	\$1.57	0.61%	4,245	73%	3,116	5%	00:00:39
	Total	\$40,000	4,267,096	\$1.58	0.59%	25,274	73%	18,457	5%	00:00:43
google	martelloalley	\$32,605	4,321,723	\$0.93	0.81%	34,962	57%	20,023	25%	00:00:57
	1000islands	\$10,463	1,144,584	\$0.79	1.16%	13,268	58%	7,631	26%	00:00:59
	forthenry	\$9,507	994,423	\$0.89	1.07%	10,630	54%	5,736	26%	00:01:09
	islandqueen	\$7,437	790,186	\$0.80	1.18%	9,334	60%	5,602	25%	00:01:10
	Total	\$60,013	7,250,916	\$0.88	0.94%	68,194	57%	38,992	25%	00:01:01

0.81%

93,468

61%

57,449

19%

00:00:59