

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

Market: United States (Drive Markets)
Start Date: August 5, 2025
End Date: September 7, 2025
Budget: \$100,000
↳ 60% DemandGen, 40% Meta

– 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>

CAMPAIGN PERFORMANCE SUMMARY

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

+ Outbound Link Clicks
609

CHANNEL OVERVIEW

COST EFFICIENCY
Assessing advertising costs

DemandGen
CPC
\$0.88

Meta
CPC
\$1.58

AD CLICK LANDING RATE
Tracking web traffic success

DemandGen
ACTL
57%

Meta
ACTL
73%

CONTENT ENGAGEMENT
Gauging user interaction with web content

DemandGen
Eng. Rate
25%

Meta
Eng. Rate
5%

CONTENT STICKINESS
Measuring average user engagement duration

DemandGen
Eng. Time
00:01:01

Meta
Eng. Time
00:00:43

Channel	Amount Spent (CAD)	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

1000islands

CPC CTR Landings
\$1.08 0.86% 13,407

forthenry

CPC CTR Landings
\$1.09 0.88% 8,852

islandqueen

CPC CTR Landings
\$1.14 0.81% 11,221

martelloalley

CPC CTR Landings
\$1.03 0.77% 23,969

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

OTHER KEY METRICS

TRAFFIC TO PARTNER WEBSITE

Channel

Ad Clicks Landings

5K
4K
3K
2K
1K
0

Aug 5 Aug 8 Aug 11 Aug 14 Aug 17 Aug 20 Aug 23 Aug 26 Aug 29 Sep 1 Sep 4 Sep 7

Date

DEMOGRAPHIC BREAKDOWN

Ad clicks by channel, gender and age

Male Female

56% 44%

Male Female

52% 48%

25-34 35-44 45-54 55-64

0% 10% 20% 30% 40% 50%

LOCATION BREAKDOWN

Top locations with most ad clicks

Top 4 - Loca...

google meta

Buffalo, NY 3148% 9.93%

Rochester, NY 14.7% 8.95%

Syracuse, NY 15.19% 5.32%

Albany-Sche... 11.58% 2.8%

Grand tot... 72.96% 27.04%

DEVICE-BROWSER BREAKDOWN

% total sessions by device and browser

Browser mobile desktop

Safari (in-app) 44%

Chrome 34% 2%

Safari 7% 2%

Android Web... 5%

Samsung Inte... 4% 0%

Edge 0% 1%

Firefox 0% 0%

Grand total 93% 5%

INTERNAL LINK CLICKS - TOP 10 URLS

Internal link clicks to other pages on website

Internal Link Clicks
5,488

View packages 1,080

UNIQUE EXPERIENCES Expe... 1,041

(not set) 859

\$100+ OFFER APPLIES PACK... 762

DISCOVER THE 1000 ISLAND... 252

View our FAQs 84

View fall experiences 82

HISTORY & MUSEUMS COUR... 74

\$100+ OFFER APPLIES EAT ... 57

View all 57

OUTBOUND LINK CLICKS - TOP 10 URLS

Outbound traffic to external partner websites

Outbound Link Clicks
609

www.southeasterntonario.ca 377

www.marriott.com 37

www.choicehotels.com 17

www.youtube.com 11

www.instagram.com 10

cpiccca 9

www.alisuiteswhitneymanor.com 9

www.facebook.com 9

ca.pinterest.com 8

www.canada.ca 8

CAMPAIGN SUMMARY TABLE

Channel	Content	Amount Spent (CAD)	Impressions	CPC	CTR	Ad Clicks	ACTL	Landings	Engagement Rate	User Eng / Eng Session
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
Grand total		\$100,013	11,518,012	\$1.07	0.81%	93,468	61%	57,449	19%	00:00:59