

May 20, 2025 - Jun 22, 2025

Date of last data refresh: 7/7/2025 9:48:43 AM

0% of flight remaining; achieved 113% of leads target.

DETAILS

Market: United States (Drive Markets)
Start Date: May 26, 2025
End Date: June 22, 2025
Category: Family Getaways
Budget: \$50,000



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 *Landing Page Views* to enhance traffic volume.
<https://talshipsbrockville.com/>

CAMPAIGN PERFORMANCE SUMMARY

Spend (CAD)

\$50,029

\$50,000

Impressions

8,342,271

9,573,600

CTR

2.12%

1.71%

CPC

\$0.28

\$0.30

Ad Clicks

176,872

164,100

ACTL

87%

83%

Landings

154,322

136,200

Leads to Partner

154,378

136,200

+ Outbound Link Clicks

56

CHANNEL OVERVIEW

COST EFFICIENCY

Assessing advertising costs

AD CLICK LANDING RATE

Tracking web traffic success

CONTENT ENGAGEMENT

Gauging user interaction with web content

CONTENT STICKINESS

Measuring average user engagement duration

DemandGen

CPC

\$0.18

Meta

CPC

\$1.47

DemandGen

ACTL

89%

Meta

ACTL

71%

DemandGen

Eng. Rate

7%

Meta

Eng. Rate

15%

DemandGen

Eng. Time

00:00:33

Meta

Eng. Time

00:00:55

Channel	Amount Spent (CAD)	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings
google	\$30,029	5,827,372	2.80%	\$0.18	163,266	89%	144,614
meta	\$20,000	2,514,899	0.54%	\$1.47	13,606	71%	9,708
Grand total	\$50,029	8,342,271	2.12%	\$0.28	176,872	87%	154,322

TRAFFIC TO PARTNER LANDING PAGE

aerialboats

CPC

CTR

Landings

\$0.29

2.02%

46,217

bigship

CPC

CTR

Landings

\$0.34

1.97%

40,266

family

CPC

CTR

Landings

\$0.28

1.99%

35,682

sunset

CPC

CTR

Landings

\$0.20

2.81%

32,157

Content	Amount Spent (CAD)	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings
aerialboats	\$15,391	2,617,900	2.02%	\$0.29	52,914	87%	46,217
bigship	\$15,857	2,361,811	1.97%	\$0.34	46,485	87%	40,266
family	\$11,666	2,085,184	1.99%	\$0.28	41,565	86%	35,682
sunset	\$7,115	1,277,376	2.81%	\$0.20	35,908	90%	32,157
Grand total	\$50,029	8,342,271	2.12%	\$0.28	176,872	87%	154,322

OTHER KEY METRICS

TRAFFIC TO PARTNER WEBSITE

Channel

Ad Clicks

Landings

DEMOGRAPHIC BREAKDOWN

Ad clicks by channel, gender and age

Male

Female

55%

45%

Female

Male

58%

42%

18-24

25-34

35-44

45-54

55-64

65+

25-34

35-44

45-54

55-64

LOCATION BREAKDOWN

Top locations with most ad clicks

Location	google	meta
Detroit, MI	24%	5%
Cleveland-Ak...	14%	2%
Buffalo, NY	11%	2%
Minneapolis-...	10%	1%
Rochester, NY	5%	1%
Albany-Sche...	6%	0%
Syracuse, NY	4%	1%
Grand total	84%	16%

DEVICE-BROWSER BREAKDOWN

% total sessions by device and browser

Browser	mobile	desktop
Safari	60%	0%
Safari (in-app)	22%	
Chrome	15%	0%
Android Web...	1%	
Samsung Inte...	0%	
Edge	0%	0%
Firefox	0%	0%
Grand total	99%	0%

INTERNAL LINK CLICKS - TOP 10 URLS

Internal link clicks to other pages on website

Internal Link Clicks

2,290

OUTBOUND LINK CLICKS - TOP 10 URLS

Outbound traffic to external partner websites

Outbound Link Clicks

56

CAMPAIGN SUMMARY TABLE

Channel	Content	Amount Spent (...)	Impressions	CPC	CTR	Ad Clicks	ACTL	Landings	Engagement R...	User Eng / Eng...
meta	bigship	\$8,438	1,098,307	\$1.48	0.52%	5,692	73%	4,145	7%	00:00:45
	aerialboats	\$6,512	819,286	\$1.42	0.56%	4,594	76%	3,509	25%	00:00:59
	family	\$4,258	500,517	\$1.50	0.57%	2,839	62%	1,756	13%	00:00:55
	sunset	\$792	96,789	\$1.65	0.50%	481	62%	298	7%	00:01:04
	Total	\$20,000	2,514,899	\$1.47	0.54%	13,606	71%	9,708	15%	00:00:55
google	aerialboats	\$8,879	1,798,614	\$0.18	2.69%	48,320	88%	42,708	7%	00:00:34
	bigship	\$7,419	1,263,504	\$0.18	3.23%	40,793	89%	36,121	6%	00:00:33
	family	\$7,408	1,584,667	\$0.19	2.44%	38,726	88%	33,926	7%	00:00:34
	sunset	\$6,323	1,180,587	\$0.18	3.00%	35,427	90%	31,859	7%	00:00:30
	Total	\$30,029	5,827,372	\$0.18	2.80%	163,266	89%	144,614	7%	00:00:33
Grand total		\$50,029	8,342,271	\$0.28	2.12%	176,872	87%	154,322	7%	00:00:36