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.

Google DemandGen media optimized on Landing Page Views to enhance traffic volume.



DETAILS

Market: United States (Drive Markets)

Start Date: May 26, 2025 June 22, 2025 End Date: Family Getaways Category: \$50,000 Budget:

https://tallshipsbrockville.com/



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

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

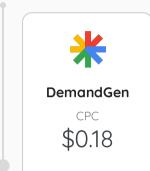
Leads to Partner 154,378 136,200

Outbound Link Clicks

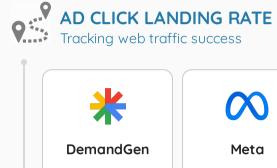
56

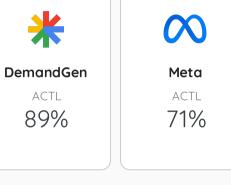
CHANNEL OVERVIEW



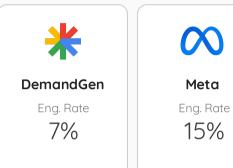




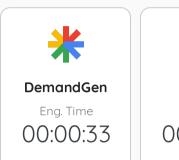












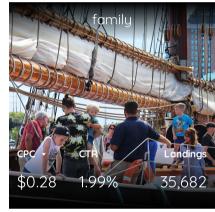
∞	
Meta	
Eng. Time	
00:00:55	

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
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TRAFFIC TO PARTNER LANDING PAGE





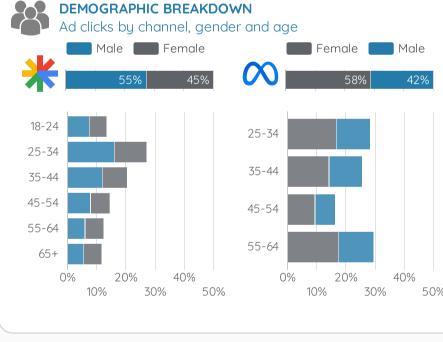




Amount Spent (CAD)	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings
\$15,391	2,617,900	2.02%	\$0.29	52,914	87%	46,217
\$15,857	2,361,811	1.97%	\$0.34	46,485	87%	40,266
\$11,666	2,085,184	1.99%	\$0.28	41,565	86%	35,682
\$7,115	1,277,376	2.81%	\$0.20	35,908	90%	32,157
\$50,029	8,342,271	2.12%	\$0.28	176,872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

OTHER KEY METRICS





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

OUTBOUND LINK CLICKS - TOP 10 URLs

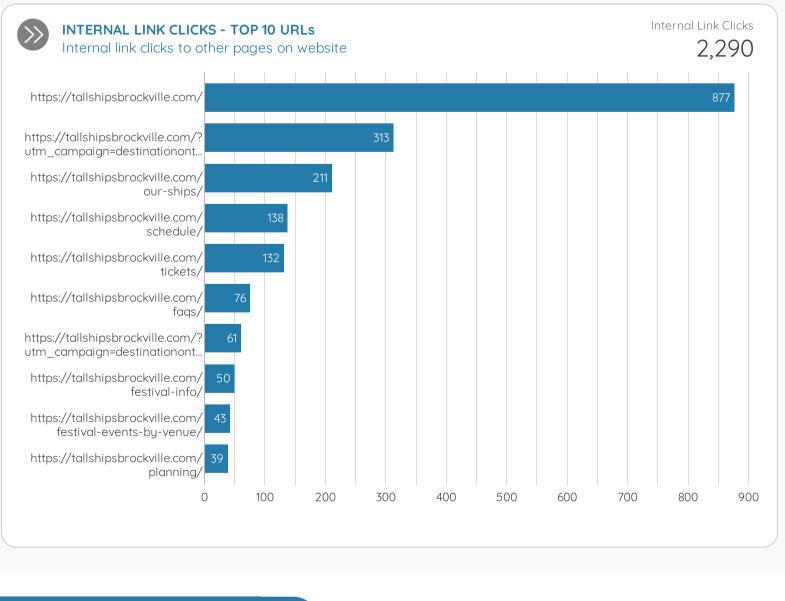
LOCATION BREAKDOWN
Top locations with most

Top locations with most ad clicks

Safari (in-app)	220/	
	22%	
Chrome	15%	0%
Android Web	1%	
Samsung Inte	0%	
Edge	0%	0%
Firefox	0%	0%
Grand total	99%	0%

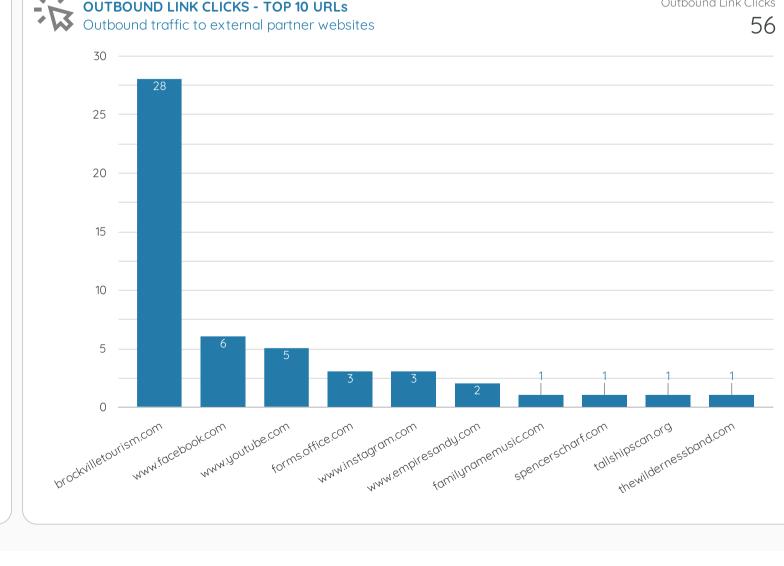
DEVICE-BROWSER BREAKDOWN

% total sessions by device and browser



\$50,029

8,342,271



87%

154,322

7%

00:00:36

Grand total

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

2.12%

176,872

\$0.28