

Aug 25, 2025 - Oct 12, 2025

Date last refreshed: Oct 16, 2025, 9:18:02 AM

Pacing: 0% of flight remaining; -0% of budget remaining; achieved 127% of leads target.

DETAILS

Market: Ontario

Start Date: August 25, 2025

End Date: October 12, 2025

Budget: \$50,000

↳ 60% DemandGen, 40% Meta

South Eastern
ONTARIO

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.

Product category: Outdoor

CAMPAIGN PERFORMANCE SUMMARY

Spend (CAD)
\$50,019
\$50,000

Impressions
12,250,375
22,810,600

CTR
2.18%
0.95%

CPC
\$0.19
\$0.23

Ad Clicks
266,764
216,700

ACTL
82%
79%

Landings
217,716
170,800

Leads to Partner
221,334
170,800

+ Outbound Link Clicks
3,618

CHANNEL OVERVIEW

COST EFFICIENCY
Assessing advertising costs

DemandGen
CPC
\$0.14

Meta
CPC
\$0.38

AD CLICK LANDING RATE
Tracking web traffic success

DemandGen
ACTL
84%

Meta
ACTL
73%

CONTENT ENGAGEMENT
Gauging user interaction with web content

DemandGen
Eng. Rate
14%

Meta
Eng. Rate
14%

CONTENT STICKINESS
Measuring average user engagement duration

DemandGen
Eng. Time
00:01:00

Meta
Eng. Time
00:00:58

Channel	Amount Spent (C...	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings	Eng. Rate	Eng. Time
google	\$30,020	7,489,563	2.86%	\$0.14	214,164	84%	179,384	14%	00:01:00
meta	\$19,999	4,760,812	1.10%	\$0.38	52,600	73%	38,332	14%	00:00:58
Grand total	\$50,019	12,250,375	2.18%	\$0.19	266,764	82%	217,716	14%	00:01:00

TRAFFIC TO PARTNER LANDING PAGE

1000islandsrideau

bayofquinte

brockville

TOP PERFORMER

cornwallsdg

gananoque

kingston

Content	Amount Spent (...)	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings	Eng. Rate	Eng. Time
cornwallsdg	\$8,347	2,547,322	2.33%	\$0.14	59,341	82%	48,618	36%	00:01:17
brockville	\$8,335	1,984,269	2.42%	\$0.17	48,056	86%	41,359	9%	00:00:58
gananoque	\$8,334	2,201,009	1.93%	\$0.20	42,434	84%	35,778	8%	00:00:24
bayofquinte	\$8,337	1,730,427	2.37%	\$0.20	41,090	81%	33,405	8%	00:00:35
kingston	\$8,335	1,774,281	2.25%	\$0.21	39,905	79%	31,528	7%	00:00:25
1000islandsrideau	\$8,332	2,013,067	1.79%	\$0.23	35,938	75%	27,028	8%	00:00:34
Grand total	\$50,019	12,250,375	2.18%	\$0.19	266,764	82%	217,716	14%	00:01:00

Even budget per creative and channel

OTHER KEY METRICS

DEMOGRAPHIC BREAKDOWN
Ad clicks by channel, gender and age

Female Male

52%48%

56%44%

18-24

25-34

35-44

45-54

55-64

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

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

LOCATION BREAKDOWN
Top locations with most ad clicks

Location

google meta

Toronto, ON25%

Ontario20%

Brampton, ON7%

Ottawa, ON6%

Mississauga, ...4%

Hamilton, ON3%

London, ON2%

Grand total80%20%

SOCIAL ENGAGEMENTS
Social Engagements includes post reactions, comments, saves, shares and other key engagement actions such as link clicks and follows.

Content

Reactions

Comments

Saves

Shares

Other Engagements

Total Engagements

cornwallsdg2,10713435025014,53017,371

brockville4272321213,44913,913

gananoque1,0702327696,6177,806

bayofquinte1,0884444416,3217,538

kingston7403111176,0006,799

1000islandsrid...723922505,7016,505

Grand total6,15526445643952,61859,932

INTERNAL LINK CLICKS - TOP 10 URLS
Internal link clicks to other pages on website

Internal Link Clicks

6,402

/search/2,325

/2,185

/itineraries/waterway-adventure-guide-cornwall-and-sdg-counties/237

/itineraries/gananoque-waterways-adventure-guide/?utm_campaign=dest&utm_medium=referral&utm_source=google2150

/things-to-do/outdoor-adventure/114

/places-to-go/view-all/107

/plan-your-trip/where-to-stay/99

/things-to-do/events/73

/plan-your-trip/itineraries/seasonal/63

/itineraries/sdg-counties-park-its-and-parkway/47

OUTBOUND LINK CLICKS - TOP 10 URLS
Outbound traffic to external partner websites

Outbound Link Clicks

3,618

www.facebook.com283

www.slawrenceparks.com260

blueanchor.ca216

rrca.on.ca163

maps.app.goo.gl146

www.nauticagill.com133

weavingbaskets.ca128

brockwiletourism.com123

brockville.com94

whereontariobegan.ca90

CAMPAIGN SUMMARY TABLE

Channel	Content	Amount Spent (...)	Impressions	CPC	CTR	Ad Clicks	ACTL	Landings	Eng. Rate	Eng. Time
google	cornwallsdg	\$5,013	1,436,929	\$0.11	3.12%	44,816	84%	37,721	39%	00:01:19
	gananoque	\$5,001	1,503,493	\$0.14	2.38%	35,820	87%	30,990	6%	00:00:18
	brockville	\$5,003	1,273,384	\$0.14	2.72%	34,609	87%	30,075	12%	00:01:00
	bayofquinte	\$5,004	906,024	\$0.14	3.84%	34,772	84%	29,209	7%	00:00:30
	kingston	\$5,002	1,004,903	\$0.15	3.37%	33,907	83%	28,086	6%	00:00:17
	1000islandsrideau	\$4,998	1,364,830	\$0.17	2.22%	30,240	77%	23,303	7%	00:00:28
	Total	\$30,020	7,489,563	\$0.14	2.86%	214,164	84%	179,384	14%	00:01:00
meta	brockville	\$3,333	710,885	\$0.25	1.89%	13,447	84%	11,284	3%	00:00:32
	cornwallsdg	\$3,334	1,110,393	\$0.23	1.31%	14,525	75%	10,897	25%	00:01:11
	gananoque	\$3,333	697,516	\$0.50	0.95%	6,614	72%	4,788	16%	00:00:42
	bayofquinte	\$3,333	824,403	\$0.53	0.77%	6,318	66%	4,196	17%	00:00:51
	1000islandsrideau	\$3,334	648,237	\$0.59	0.88%	5,698	65%	3,725	13%	00:00:52
	kingston	\$3,333	769,378	\$0.56	0.78%	5,998	57%	3,442	15%	00:00:53
	Total	\$19,999	4,760,812	\$0.38	1.10%	52,600	73%	38,332	14%	00:00:58
Grand total		\$50,019	12,250,375	\$0.19	2.18%	266,764	82%	217,716	14%	00:01:00

Even budget per creative and channel

HISTORICAL COMPARISON

2023-24 OMP Spring

Channel	Cost	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings	Eng. Rate	Eng. Time
meta	\$32,002	6,194,940	1.18%	\$0.44	73,205	94%	41,144	Engagement metrics not available (Universal Analytics)	
google	\$18,070	3,538,954	1.80%	\$0.28	63,632	95%	60,337		
Grand total	\$50,072	9,733,894	1.41%	\$0.37	136,837	94%	101,481		

2025-26 OMP Fall

Channel	Amount Spent (CAD)	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings	Eng. Rate	Eng. Time
meta	\$19,999	4,760,812	1.10%	\$0.38	52,600	73%	38,332	14.3%	00:00:58
google	\$30,020	7,489,563	2.86%	\$0.14	214,164	84%	179,384	14.36%	00:01:00
Grand total	\$50,019	12,250,375	2.18%	\$0.19	266,764	82%	217,716	14.35%	00:01:00