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 August 25, 2025 Start Date: October 12, 2025 End Date: Budget:

\$50,000 L▶ 60% DemandGen, 40% Meta



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%

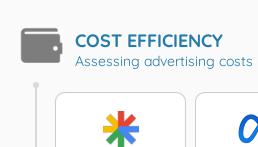
Landings 217,716 170,800

Leads to Partner 221,334 170,800

Outbound Link Clicks

3,618

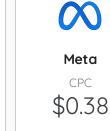
CHANNEL OVERVIEW



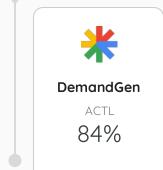
DemandGen

CPC

\$0.14



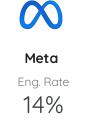




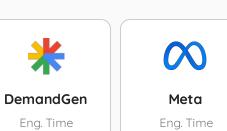












00:01:00

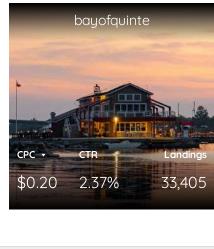
00:00:58

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

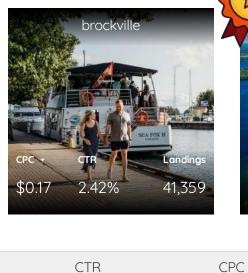
TRAFFIC TO PARTNER LANDING PAGE



Amount Spent (...



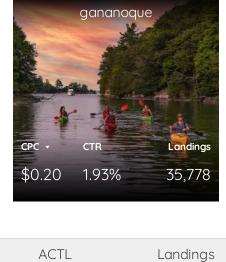
Impressions

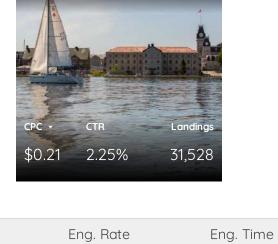




Ad Clicks

SOCIAL ENGAGEMENTS





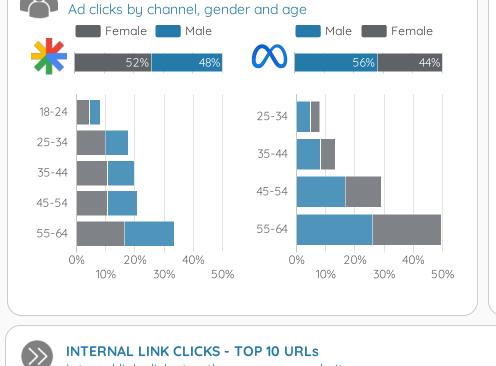
kingston

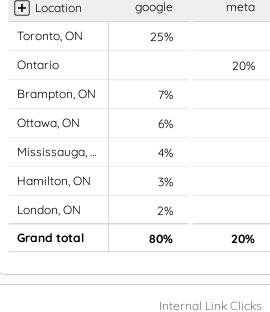
Grand total Even budget per creative and c	\$50,019	12,250,375	2.18%	\$0.19	266,764	82%	217,716	14%	00:01:00
1000islandsrideau	\$8,332	2,013,067	1.79%	\$0.23	35,938	75%	27,028	8%	00:00:34
kingston	\$8,335	1,774,281	2.25%	\$0.21	39,905	79%	31,528	7%	00:00:25
bayofquinte	\$8,337	1,730,427	2.37%	\$0.20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

DEMOGRAPHIC BREAKDOWN

OTHER KEY METRICS

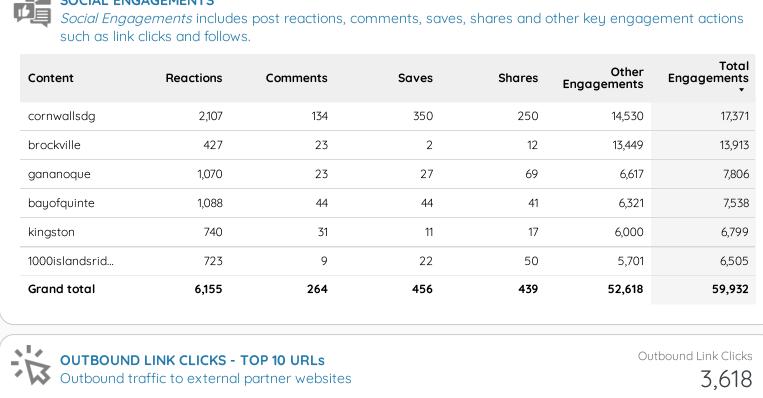
Content





LOCATION BREAKDOWN

Top locations with most ad clicks



92%

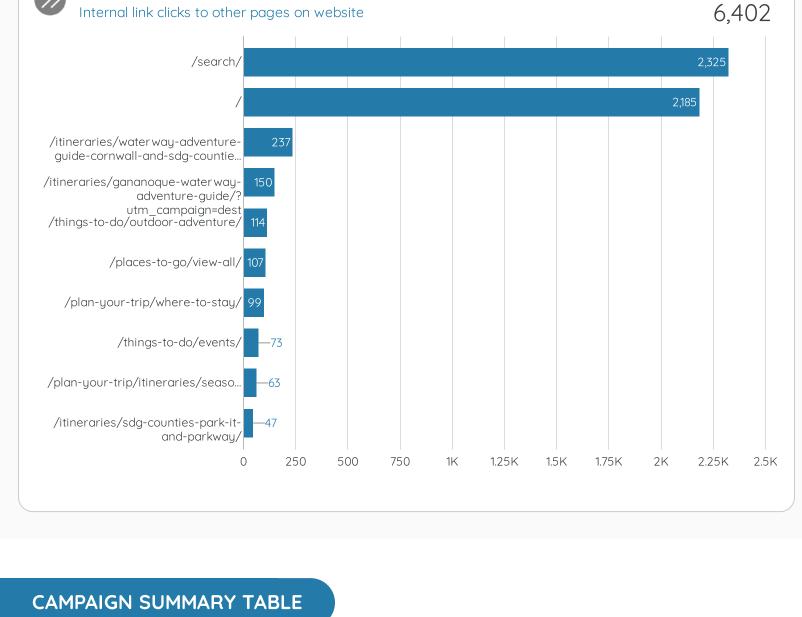
8%

+0%

+0%

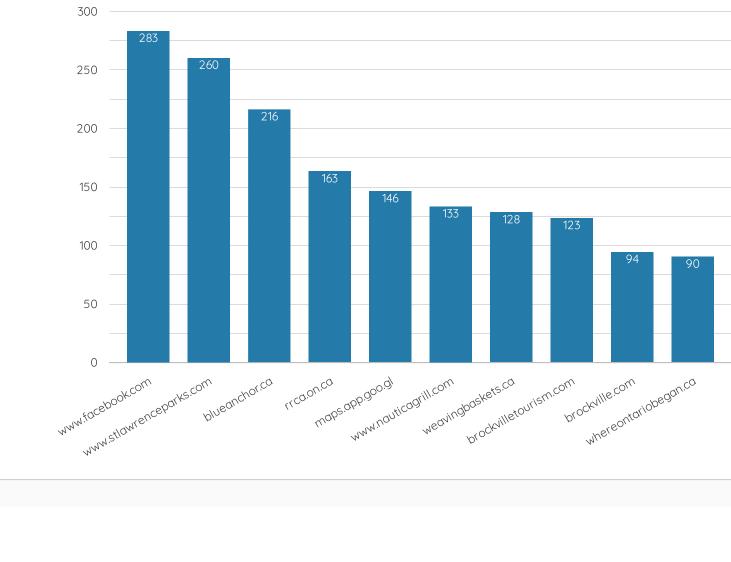
+0%

+0%



Amount Spent (...

Impressions



Landings

Eng. Rate

Eng. Time

ACTL

Channel Content

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

CTR

Ad Clicks

CPC

HISTORICAL COMPARISON

Cost

Impressions

Channel ▼

2023-24 OMP Spring

meta	\$32,002	6,194,940	1.18%	\$0.44	73,205	94%	41,144	Engagement metrics not
google	\$18,070	3,538,954	1.80%	\$0.28	63,632	95%	60,337	available (Universal Analytics)
Grand total	\$50,072	9,733,894	1.41%	\$0.37	136,837	94%	101,481	

Ad Clicks

ACTL

Landings

Eng. Rate

Eng. Time

CPC

CTR

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