



Spring Cruise 2018
CAMPAIGN REPORT

July 10, 2018



CAMPAIGN SUMMARY

The Spring Cruise campaign promoted the variety of St. Lawrence and 1000 Islands cruise experiences and drove qualified traffic to operator websites and phone calls to operators.

The campaign ran from May 29th to July 10th, 2018 with a media budget of \$48,000.

The campaign funding dictated targeting an out-of-province audience. The focus was on reaching Quebec consumers in both French and English. This campaign targeted travellers before their getaway. Our objective was to create awareness for Cruise Experiences while in the planning phase of a trip.

The campaign used a combination of awareness, engagement, and conversion media in the form of paid search, mobile and desktop display with our network partner : Division D, and Facebook videos ads.

A micro site was created in English and French to promote all partners and cruise options and drive users to partner sites.



CAMPAIGN TOTALS

May 29, 2018 - Jul 10, 2018



FRENCH



3,081,236
IMPRESSIONS



36,865
CLICKS



3,915
CLICKS & CALLS
TO PARTNERS

ENGLISH



2,069,110
IMPRESSIONS



22,323
CLICKS



3809
CLICKS & CALLS
TO PARTNERS



CAMPAIGN TOTALS

May 29, 2018 - Jul 10, 2018



FACEBOOK



1,700,765
IMPRESSIONS



34,977
CLICKS



2.06%
CTR

BENCHMARKS CTR 0.9-1.76%

DISPLAY NETWORK



3,349,924
IMPRESSIONS



12,121
CLICKS



0.36%
CTR

BENCHMARKS CTR 0.09%

GOOGLE SEARCH



99,657
IMPRESSIONS



12,090
CLICKS



12%
CTR



FACEBOOK

May 29, 2018 - Jul 10, 2018

DELIVERY METRICS

1,700,765
IMPRESSIONS

34,977
CLICKS

2.06%
CTR

ENGAGEMENT

892
POST REACTIONS

58
COMMENTS

415
SHARES

LEAD GENERATION

1,829
CLICKS TO WEBSITE

31
CLICKS TO CALL

7.6%
CONVERSION RATE

(% of sessions that turned into clicks or calls to partners)

CREATIVE EXAMPLE



South Eastern Ontario

Sponsored · 🌐



Cruise the world famous 1000 Islands in comfort and style this summer.



Cruise1000Islands.ca

Let the summer begin!

Book your cruise.

BOOK NOW



South Eastern Ontario

Sponsored · 🌐



Admirez la vue spectaculaire des Mille-Îles lors d'une croisière.



CroisièresMillelles.ca

Un véritable paradis.

Réservez votre croisière.

BOOK NOW



DISPLAY

May 29, 2018 - Jul 10, 2018

DELIVERY METRICS

3,349,924
IMPRESSIONS

12,121
CLICKS

0.36%
CTR

LEAD GENERATION

152
CLICKS TO WEBSITE

1
CLICKS TO CALL

2.0%
CONVERSION RATE

(% of sessions that turned into clicks or calls to partners)

CREATIVE EXAMPLE





DISPLAY

May 29, 2018 - Jul 10, 2018



CREATIVE EXAMPLES





SEARCH

May 29, 2018 - Jul 10, 2018



DELIVERY METRICS

99,657
IMPRESSIONS

12,090
CLICKS

12%
CTR

LEAD GENERATION

5,575
CLICKS TO WEBSITE

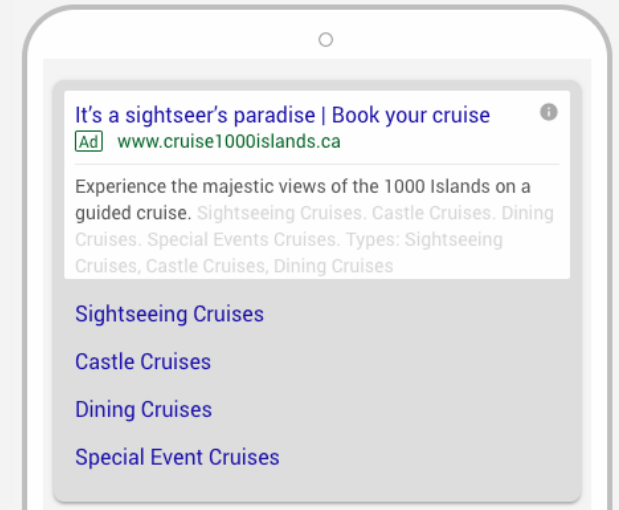
232
CLICKS TO CALL

67.3%
CONVERSION RATE

(% of sessions that turned into clicks or calls to partners)

CREATIVE EXAMPLE

Mobile





CAMPAIGN INSIGHTS & RECOMMENDATIONS

INSIGHTS

Top Performing Conversion Channel: Search

Top Performing Engagement: Facebook

Top Performing Awareness: Display

Search

- Conversion rate increased to 67% from 50% at the campaigns midpoint.
- It was heavily skewed towards the French speaking market and performed best with phrases including the Mille-Îles (Thousand Islands) keyword.
- Specific cruise types like Castle, Dining, and Music were not searched as frequently.
- Increasing the number of French keywords allowed us to target more searches and spend our search budget fully which capitalized on the high conversion rate on our site, sending over 5.5k clicks to partner sites.

Facebook

- Several image, text, and button combinations were tested and the budget was optimized towards the best performing combinations.
- Performed best with audiences between 55-64 and 65+ which earned CTRs (all) of 3.41% and 4.50%.
- Performed significantly better on mobile vs. desktop in terms of CTR and was automatically optimized early on to spend the majority of the budget on mobile.
- Comment sentiment on both EN and FR units were very positive, including sharing past experiences and tagging friends to suggest trips.

Display

- The best performing ad unit for CTR was the large mobile interstitial unit which covers a significant portion of the screen.
- The best performer for delivering impressions was the mobile banner ad which is displayed at the bottom of the screen.

Conversions

The majority of leads came in the form of website clicks. We suspect this is due to top of funnel activity during trip planning phase.



CAMPAIGN INSIGHTS & RECOMMENDATIONS

RECOMMENDATIONS

For future campaigns, we recommend:

- Targeting a slightly older audience
- Continuing to test broader search terms with English speaking audiences
- Continuing to test various creative and copy for ad units
- Testing display video units in addition to static images
- Skewing display budgets more towards mobile over desktop
- Testing a retargeting component or as a follow up campaign



Thanks!

Any questions?