



CAMPAIGN REPORT
Cruise Campaign 2020

July 30 - October 10, 2020

Alphabet®

DIGITAL REPORT

INSIGHTS & RECOMMENDATIONS

What does the data tell us and how can we improve?

CAMPAIGN RECAP

RTO9 recognized the opportunity to go to market with a Cruise Campaign based on operator reports that they could benefit from promotional support. The campaign was created and put into market once cruise operators were allowed to operate after the Covid restrictions were lifted. We ensured that messaging was Covid-friendly to ensure consumers knew the Cruise experience was safe and available, with reduced capacity and safety measures in place.

This campaign generated awareness of the variety of St. Lawrence and 1000 Islands cruise experiences with new COVID-19 conscious messaging. Our secondary objective is to generate calls and website visits to operators.

AUDIENCE	MEDIA & PLATFORM	TIMING
Location - Toronto, Ottawa, Montreal, and the 401 Corridor	Facebook: Video Ads	July 30 - October 10
Age - 25-64	Google Display Network: Display Ads	
Language - En (80%) & French (20%)	Pinterest: Image Ads	

CAMPAIGN INSIGHTS

There was slightly more traffic during the month of August and first week of September. Additionally, conversion rates (sessions vs. clicks or calls to a partner) were highest during August and the first week of September with a decrease after the Labour Day weekend.

The campaign performed very well with most channels producing CTRs well above our benchmarks and paid search generating incredibly high conversion rates.

Our CTR for Facebook was 2.84% which far exceeds industry benchmarks of 0.9-1.76%. Performance across age groups, gender, and location was similar.

As expected, our GDN ads drove the majority of the impressions and generated the most awareness for our budget. Performance across gender and location was similar, but our best performance came from older age groups.

Our Pinterest ads also performed very well with an average CTR of 0.53% which also exceeds our benchmark of 0.21%.

Paid search produced very cost efficient traffic (\$0.31 per click vs. our estimated \$1.21). Competition around our keywords, within our target geographies, was very low which allowed us to take full advantage of this segment of the search market. 39% of our total conversions came from keywords closely related to "1000 island cruises". Our top performing demographic combination was females between the ages of 45-54, with a household income considered in the top 10% (~6% of all conversions - not including "unknown" users).

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CAMPAIGN OVERVIEW

A snapshot of our campaign performance.



IMPRESSIONS

4.5M



LINK CLICKS

34K

WEBSITE TRAFFIC

The number of people who visited the cruise website during the reporting period.



TOTAL SESSIONS

29,850



SESSIONS - ENGLISH

23,792



SESSIONS - FRENCH

6,058



PARTNER REFERRALS - ENGLISH

7,182



PARTNER REFERRALS - FRENCH

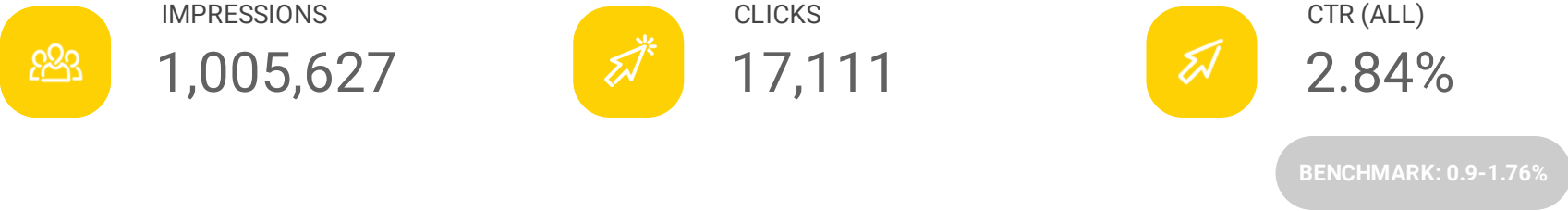
329

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PAID FACEBOOK

Our paid performance on Facebook.



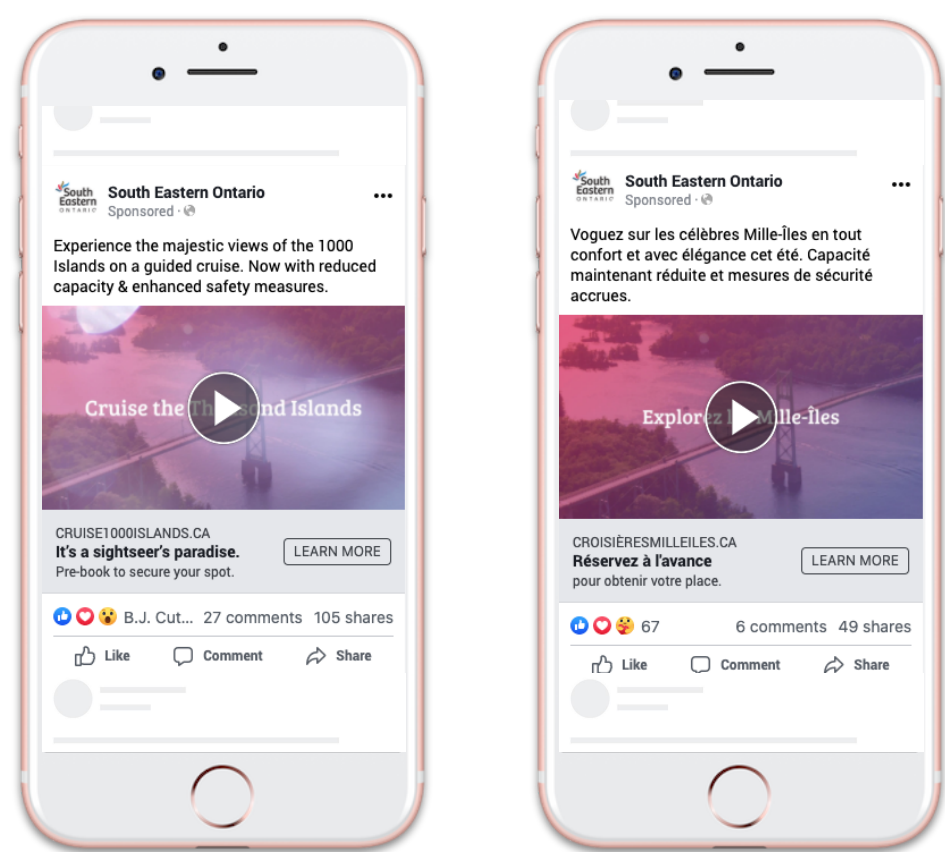
LANGUAGE BREAKDOWN

Performance by language.

Ad set name	Impressions	Unique link clicks	CTR (all)
SummerCruise2020_FR	196,781	4,860	3.69%
SummerCruise2020_EN	808,846	12,284	2.64%

CONTENT SAMPLE

A sample of our ads in market.

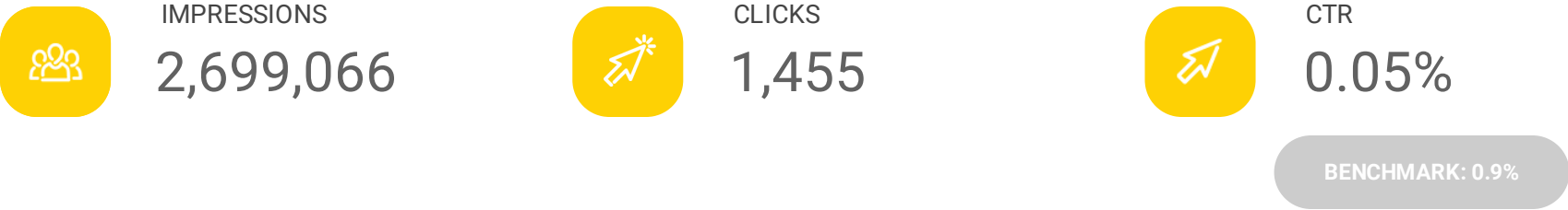


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GOOGLE DISPLAY

Our paid performance on the Google Display Network.



LANGUAGE BREAKDOWN

Performance by language.

Campaign	Impressions	Clicks	CTR ▾
Cruise2020_French	526,771	313	0.06%
Cruise2020	2,172,295	1,142	0.05%

CONTENT SAMPLE

A sample of our ads in market.




DIGITAL REPORT


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PINTEREST


Our paid performance on Pinterest.



IMPRESSIONS
840,540



CLICKS
4,423



CTR
0.53%

BENCHMARK: 0.21%

LANGUAGE BREAKDOWN

Performance by language.

Campaign name	Impressions	Clicks	CTR ▾
Cruise2020_fr	151,506	1,126	0.74%
Cruise2020_en	689,034	3,297	0.48%

CONTENT SAMPLE

A sample of our ads in market.



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PAID SEARCH

Our paid search performance on Google.

	IMPRESSIONS 29,151		CLICKS 7,739		CTR 26.55%
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