

digital report

Cruise Campaign 2021



REPORTING PERIOD:
July 20 - Oct 11, 2021



Insights & Recommendations

Campaign Recap

The 2021 South Eastern Ontario cruise campaign was planned and ready to go to market as soon as public health restrictions allowed. This resulted in a late July start. The campaign was fully funded by RTO9. The campaign introduced overnight cruise operators including Le Boat, St. Lawrence Cruise Lines and Ontario Waterway Cruises.

AUDIENCE

Geo: SEO regions, GTA, Ottawa, Montreal &
401 corridor
Gender: All
Age: 25-64
Budget: 80% English & 20% French

AD UNITS

Carousel

TIMING

July 20 - October 11, 2021

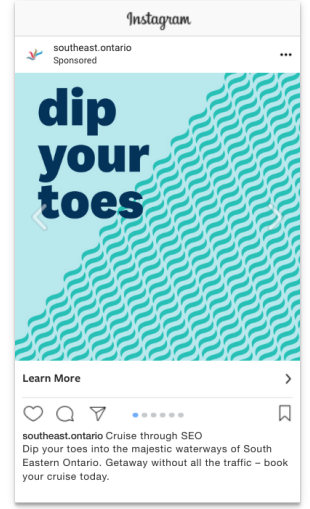
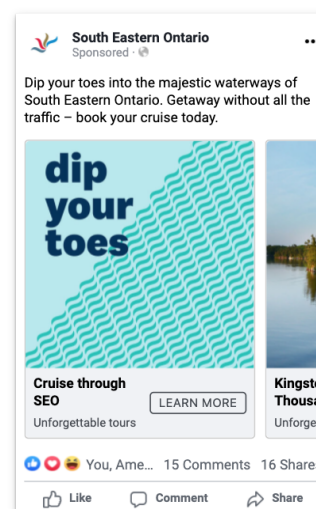
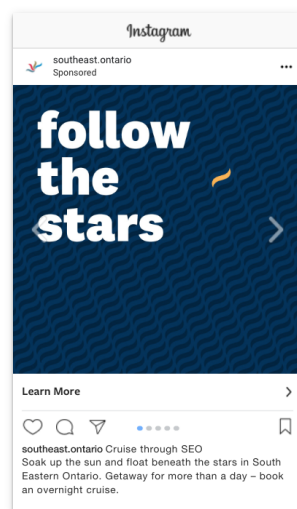
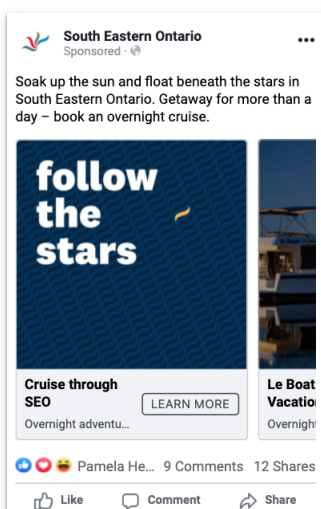
Campaign Insights

The Cruise campaign 2021 ran from July 20 to Oct 11, 2021 on Facebook/Instagram only, and it generated more than 6M impressions during the campaign period along with 41,652 clicks at a CTR of 0.66%. This is slightly below the industry benchmark of 0.99% for travel. The CTR declined over each month during the campaign, which indicates that interest in cruises was highest in July and August. Demographically, female achieved a slightly better CTR than male (0.63% vs 0.54%). People aged 55-64 out performed all other age groups (25-34, 35-44, 45-54) with the highest CTR of 0.68% (0.47% for 25-34, 0.5% for 35-44, 0.58% for 45-54). From an engagement perspective, a total of 36K engagements were generated including 1,178 reactions, 24 comments, 47 shares, and 93 saves.

Recommendations

- We recommend that additional creative formats are included in the mid to allow the system to optimize.
- The timing for the 2021 campaign was directly influenced by public health restrictions. We recommend that in 2022 the media campaign launch earlier in the season, and focus more on Spring/Summer cruises.

Sample Screenshots



Paid Social

Our paid performance on Facebook/Instagram



Impressions
6,347,996



Clicks (All)
41,652



Link Clicks
34,981

Ad Performance

Facebook/Instagram

Campaign	Impressions	Clicks (all)	Link clicks ▾	CTR (all)	CTR (link clicks)
20210720-Cruise 2021	6,347,996	41,652	34,981	0.66%	0.55%
Grand total	6,347,996	41,652	34,981	0.66%	0.55%

Campaign	Reactions ▾	Comments	Shares	Saves	Post engagements	ER
20210720-Cruise 2021	1,178	24	47	93	36,323	0.57%
Grand total	1,178	24	47	93	36,323	0.57%

*Clicks (All) counts all click interactions on ad which include link clicks, clicks to profile, post reactions, comments, shares, clicks to expand media

**Post engagements include reactions, comments, shares, saves and link clicks on ad

***ER = Engagement Rate

Creative	Impressions	Clicks (all)	Link clicks ▾	CTR (all)	CTR (link clicks)
20210720-Cruise 2021-DAY	4,525,873	28,353	24,540	0.63%	0.54%
Card 2 - Kingston Thousand Islands Cruises	-	-	16,084	-	-
Card 1 - Dip Your Toes	-	-	6,708	-	-
Card 3 - 1000 Islands and Seaway Cruises	-	-	774	-	-
Card 5 - Gananoque City Cruises	-	-	344	-	-
Card 6 - Cruise Through SEO	-	-	338	-	-
Card 4 - 1000 Islands Rockport Cruises	-	-	286	-	-
Profile photo - South Eastern Ontario	-	-	6	-	-
Grand total	4,525,873	28,353	49,080	0.63%	0.54%

Creative	Impressions	Clicks (all)	Link clicks ▾	CTR (all)	CTR (link clicks)
20210720-Cruise 2021-NIGHT	1,822,123	13,299	10,441	0.73%	0.57%
Card 2 - Le Boat Vacations	-	-	5,994	-	-
Card 1 - Follow the Stars	-	-	2,496	-	-
Card 3 - St.Lawrence Cruise Lines	-	-	902	-	-
Card 4 - Ontario Waterway Cruises	-	-	747	-	-
Card 5 - Cruise Through SEO	-	-	301	-	-
Profile photo - South Eastern Ontario	-	-	1	-	-
Grand total	1,822,123	13,299	20,882	0.73%	0.57%