South Eastern
ONTARIO

Fall Cruise 2019
CAMPAIGN REPORT

November 7, 2019

Alphabet®

The Fall Cruise campaign's main objective was to create awareness of the variety of St. Lawrence and 1000 Islands cruise experiences. Our secondary objective was to send calls and website leads to cruise partners.

The campaign was in market from August 22nd to October 15, 2019.

We focused on the 401 route in Ontario to capture current and soon-to-be travellers and promote adding a cruise to their trip.

The campaign included in-app display ads and Facebook video ads.

A microsite in English and French included partner information and cruise options.

CAMPAIGN TOTALS

ENGLISH

5,673,131
IMPRESSIONS

30,266
CLICKS

1,205
LEADS

FRENCH

1,700,035
IMPRESSIONS

6,876
CLICKS

289
LEADS

TOTAL

7,373,166
IMPRESSIONS

37,142
CLICKS

1,494
LEADS

FACEBOOK

DELIVERY METRICS

2,114,843
IMPRESSIONS

24,287
CLICKS

1.88%
CTR

ENGAGEMENT

3,019
POST REACTIONS

171
COMMENTS

1,091
SHARES

CREATIVE EXAMPLES

South Eastern Ontario
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Cruise the world famous 1000 Islands in comfort and style this fall.

CRUISE1000ISLANDS.CA
It's a sightseer's paradise.
Book your cruise.

BOOK NOW

👍 Like   💬 Comment   ↪ Share

South Eastern Ontario
Sponsored ·

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

CROISIèRESMILLEILES.CA
Un véritable paradis.
Réservez votre croisière.

BOOK NOW

👍❤️😆 167   8 comments 73 shares

DELIVERY METRICS

5,258,323
IMPRESSIONS

12,855
CLICKS

0.24%
CTR

CREATIVE EXAMPLES

INSIGHTS

Top Performing Engagement & Clicks: Facebook
Top Performing Awareness: Display

The campaign had the main objective of driving awareness through impression delivery. **We were able to generate an additional 2.3 million impressions compared to the 2018 campaign** by focusing on channels that delivered the best awareness and optimizing for impressions.

Facebook
- Post copy and button combinations were tested during the first week of the campaign and the best performing combinations ran for the majority of the campaign for both languages.
- Our average CTR of 1.88% was above our industry benchmark of 1.33%.
- Performance was slightly better with females and the older age groups of 45-54 and 55-64.
- The majority of ads were shown on mobile which performed significantly better than desktop.
- Comment sentiment on both EN and FR units was very positive, including sharing past experiences and tagging friends to suggest trips.

Display
- Display in-app ads delivered the majority of the impressions for the campaign .
- While the objective for the in-app campaign was to drive awareness with impressions, the average CTR of 0.24% was well above the benchmark of 0.05% which resulted in thousands of clicks to the website.

Leads
The campaign focused on awareness as our main objective but still drove leads to partners through the microsite. The majority of direct leads came from our Facebook ads, however, we can assume the awareness generated by the display ads produced leads to the partners through other digital and non-digital means that we are unable to track directly to this campaign.

Thanks!

Any questions?

Alphabet ®