

digital campaign report

Rail & Roam Campaign 2021



REPORTING PERIOD:
November 8, 2021 - March 15, 2022



Insights

Campaign Recap

The Rail + Roam campaign was developed to increase awareness of the unique experiences and destinations available in South Eastern Ontario during the winter months. The campaign was intended to encourage and inspire Canadians to explore closer to home through the comfort of travel with VIA Rail and the unique packages curated by Landsby.

AUDIENCE	AD UNITS	TIMING
Geo: GTA, Ottawa & Montreal	Display banners	November 8, 2021 - March 15, 2022
Gender: All	Youtube pre-roll	
A18+ with interests in travel, tourism, food &	Social media ads	
drinks, winter adventures, etc	Text ads	

Campaign Insights

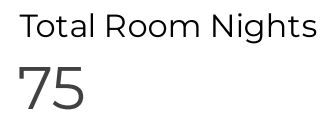
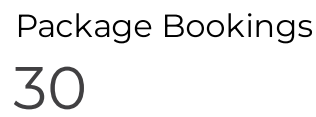
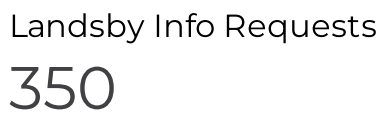
The Rail & Roam campaign 2021 ran from November 8, 2021 to March 15, 2022. During the campaign period, our promotion ran on Sharethrough, Facebook/Instagram and YouTube. Within the reporting period, the campaign generated 3.3M impressions and 27K clicks from our planned channels.

The campaign performed well across all channels. Through social channels, a total of 1.2M impressions were generated along with 24,875 clicks at a CTR of 2.03%, which is well above the industry benchmark of 0.9%. Over 248,443 paid post engagements were generated including 618 reactions, 48 comments, 83 shares, 90 saves, and 2 page likes.

Through programmatic channel, our banner units generated more than 1.4M impressions with 2,060 clicks at a CTR of 0.14%. Programmatic channels are often used for awareness tactic to increase digital presence. Overall, our CTR for this campaign was above the platform benchmark of 0.08% meaning that our campaign performed well.

On YouTube, our ad was set up to be served as pre-roll unskippable ads which means that viewers could not skip our ad before they viewed their video. The campaign generated 684,038 impressions, 618 clicks and 573,360 completed views within the reporting period with a completion rate of 83.82%.

A snapshot of our campaign performance



Examples of our campaign ads



**All clicks on ads including link clicks, clicks to profile, post reactions, comments, shares, clicks to expand media*

Paid Social & Programmatic

Our paid performance from Facebook, Instagram and Sharethrough



Impressions
2,652,877



Clicks (All)
26,935



Link Clicks
15,791

Ad Performance

Facebook/Instagram

Campaign	Impressions	Clicks (all)	Link clicks ▾	CTR (all)	CTR (link clicks)
202111108- VIA Rail Campaign 2021...	1,227,863	24,875	13,731	2.03%	1.12%
Grand total	1,227,863	24,875	13,731	2.03%	1.12%

Campaign	Reactions ▾	Comments	Shares	Saves	Page likes	Post engagements	ER
202111108- VIA Rail Campaign 202...	618	48	83	90	2	248,443	20.23%
Grand total	618	48	83	90	2	248,443	20.23%

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

*Post engagement is the total action people take involving ads that include reactions, comments, shares, saves, 3s video views and link clicks on ad

*ER = Engagement Rate

*Benchmark: 0.9%

Sharethrough

Campaign	Impressions	Clicks ▾	CTR
VIA Rail & Roam 2021	1,425,014	2,060	0.14%
Grand total	1,425,014	2,060	0.14%

*Benchmark: 0.08%

Paid YouTube

Our paid performance from YouTube



Impressions
684,038



Clicks
618



Completed Views
573,360

Ad performance

YouTube

Campaign	Impressions	Clicks	CTR	25%	50%	75%	100%
20211206-Rail & Roam 2021	684,038	618	0.09%	91.11%	87.25%	85.04%	83.82%
Grand total	684,038	618	0.09%	91.11%	87.25%	85.04%	83.82%

**this campaign was set up as pre-roll non skippable ads meaning that viewers could not skip the ad before they proceed to watch the content they selected*

Sample Screenshots

