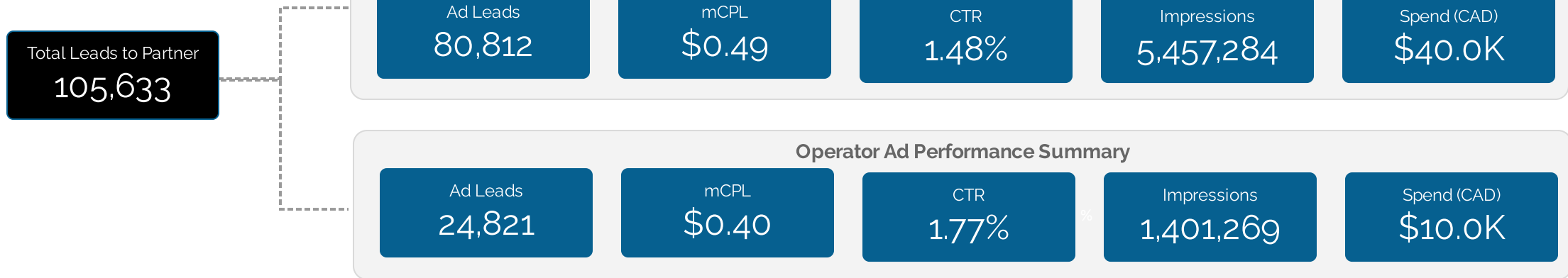


Date: May 2, 2022 - Jun 5, 2022

Partner: South Eastern Ontario
Start Date: May 2
End Date: June 5
Traffic to: southeasternontario.com

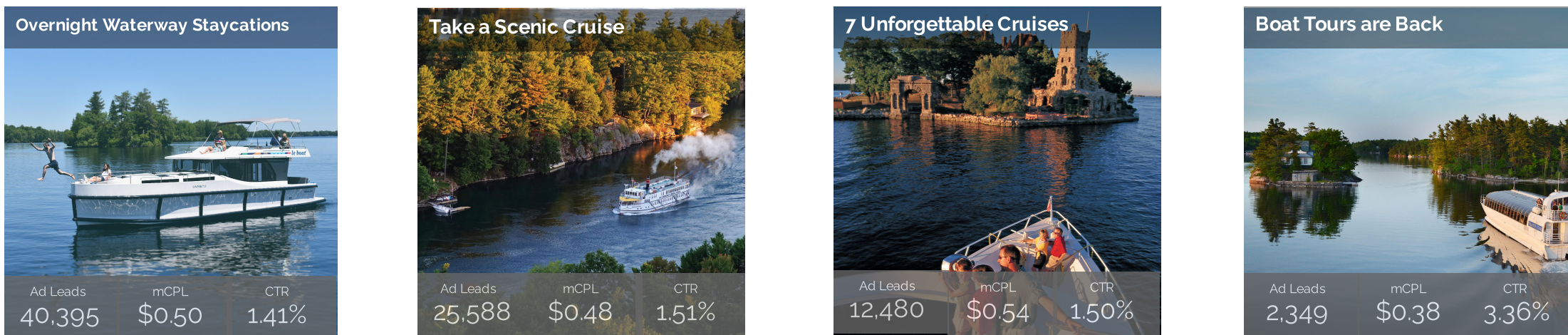
Marketing Qualified Leads
Attracting prospective visitors

CAMPAIGN SUMMARY



South Eastern Ontario Performance

South Eastern Ontario Articles



Ad Leads by Platform & Article Combination

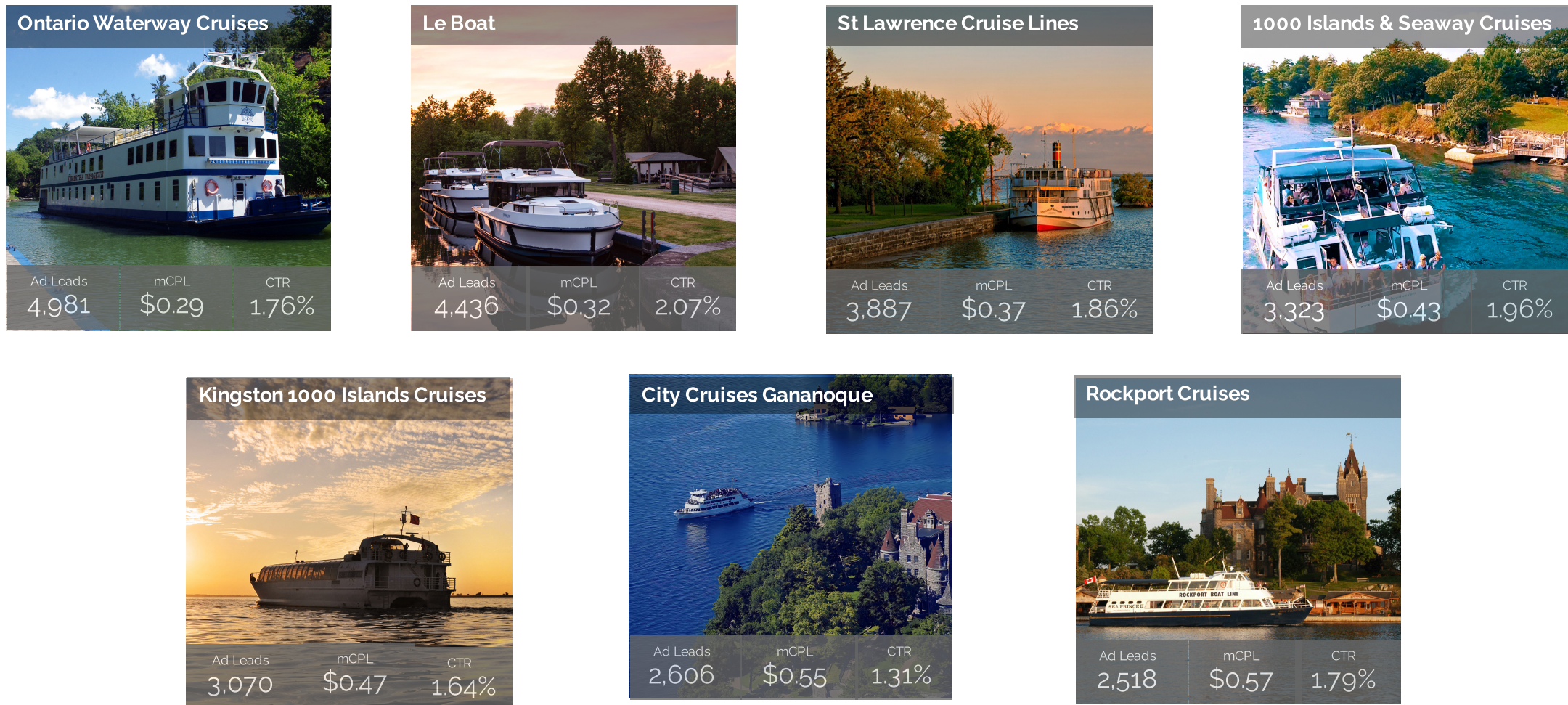
Platform	OvernightWaterwayVacations	ScenicCruise	7UnforgettableCruises	BoatToursAreBack
facebook	17,364	17,009	7,358	244
instagram	16,022	5,309	475	13
twitter	7,009	3,270	4,647	2,092
Grand total	40,395	25,588	12,480	2,349

Overall Channel Results

Platform	Ad Leads	mCPL	CTR	Impressions
facebook	41,975	\$0.46	153%	2,751,743
instagram	21,819	\$0.49	120%	1,822,207
twitter	17,018	\$0.59	193%	883,334
Grand total	80,812	\$0.49	1.48%	5,457,284

Operator Performance

Operator Ads

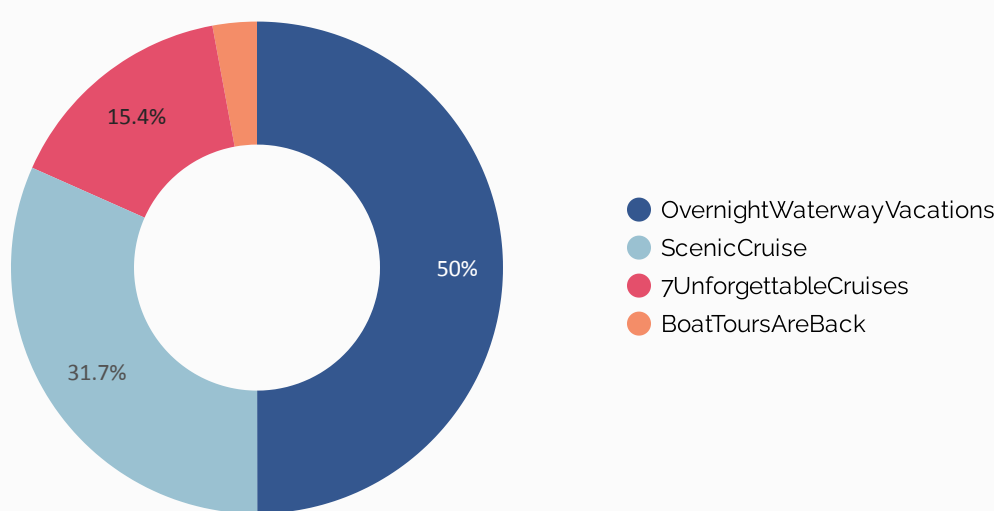


Overall Channel Results

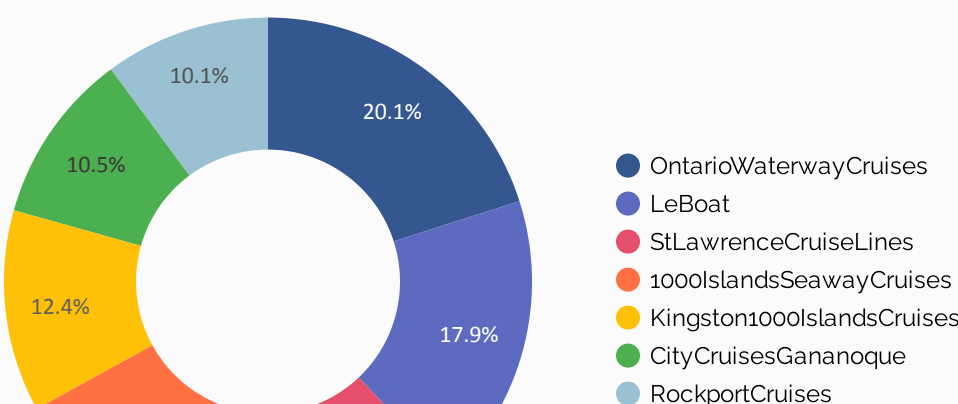
Creative	Platform	Ad Leads	mCPL	CTR	Impressions
OntarioWaterwayCruises	facebook	3,812	\$0.26	1.62%	235,808
	twitter	943	\$0.38	2.92%	32,251
	instagram	226	\$0.38	1.58%	14,294
	Total	4,981	\$0.29	1.76%	282,353
LeBoat	facebook	3,512	\$0.30	1.88%	186,939
	twitter	918	\$0.39	3.37%	27,245
	instagram	6	\$0.44	1.47%	409
	Total	4,436	\$0.32	2.07%	214,593
StLawrenceCruiseLines	facebook	2,938	\$0.36	1.66%	177,269
	twitter	940	\$0.38	3.01%	31,206
	instagram	9	\$0.50	1.40%	642
	Total	3,887	\$0.37	1.86%	209,117
1000IslandsSeawayCruises	facebook	2,251	\$0.47	1.65%	136,760
	twitter	1,039	\$0.34	3.53%	29,421
	instagram	33	\$0.46	0.98%	3,352
	Total	3,323	\$0.43	1.96%	169,533
Kingston1000IslandsCruises	facebook	2,060	\$0.51	1.30%	158,375
	twitter	986	\$0.36	3.87%	25,487
	instagram	24	\$0.81	0.82%	2,940
	Total	3,070	\$0.47	1.64%	186,802
CityCruisesGananoque	facebook	1,563	\$0.65	0.98%	160,213
	twitter	968	\$0.37	3.21%	30,125
	instagram	75	\$0.73	0.94%	7,947
	Total	2,606	\$0.55	1.31%	198,285
RockportCruises	facebook	1,521	\$0.68	1.45%	105,239
	twitter	958	\$0.37	3.37%	28,421
	instagram	39	\$0.92	0.56%	6,926
	Total	2,518	\$0.57	1.79%	140,586
Grand total		24,821	\$0.40	1.77%	1,401,269

Overall Performance

South Eastern Ontario Lead Traffic by Article



Lead Traffic by Operator



Overall Channel Results

Platform	Ad Leads	mCPL	CTR	Impressions
facebook	59,632	\$0.44	1.52%	3,912,346
twitter	23,770	\$0.53	2.19%	1,087,490
instagram	22,231	\$0.49	1.20%	1,858,717
Grand total	105,633	\$0.47	1.54%	6,858,553