

Date: 6 Sept 2022 - Oct 19, 2022

Partner: South Eastern Ontario
Total Media Budget: \$50,000
Start Date: Sept 6, 2022
End Date: Oct 19, 2022
Traffic to: southeasternontario.ca



Overall Performance

OVERALL PERFORMANCE SUMMARY

Partner Performance

Amount Spent (CAD)
\$40,465

Impressions
7,540,071

CTR
1.62%

mCPL
\$0.35

Ad Clicks
121,799

Sessions
114,181

Operator Performance

Amount Spent (CAD)
\$9,307

Impressions
1,345,677

CTR
0.87%

mCPL
\$0.80

Ad Clicks
11,689

Leads to Partners
125,870

*For untagged websites, media cost-per-lead = CPC

South Eastern Ontario Performance

PARTNER SUMMARY

Media Performance

Amount Spent
\$40,465

Impressions
7,540,071

CTR
1.62%

CPC
\$0.33

Ad Clicks
121,799

Click-to-Landing
94%

Partner Website Traffic Performance

Sessions
114,181

Pages / Session
1.13

Avg. Session Dur.
00:00:25

Leads to Partners
114,181

mCPL
\$0.35

1000islandsplayhouse

artisticside

brockvilleartscentre

uppercanadaplayhouse

Source	Leads
google	23,488
facebook	8,689
instagram	6,125
twitter	2,106

Source	Leads
google	22,003
facebook	5,541
twitter	2,684
instagram	482

Source	Leads
google	29,600
twitter	137
facebook	24
instagram	2

Source	Leads
google	12,906
twitter	253
instagram	88
facebook	53

Media-to-Web Performance by Source

Source	Amount Spent (CAD)	Impressions	CTR	CPC	Ad Clicks	CTL	Sessions	Avg. Session Duration	Pages/Session	Leads To Partner
facebook	\$8,519	1,394,637	1.21%	\$0.50	16,879	87%	14,307	00:00:19	115	14,307
google	\$15,465	4,296,341	2.15%	\$0.17	92,242	95%	87,997	00:00:26	112	87,997
instagram	\$7,500	926,630	0.71%	\$1.14	6,600	102%	6,697	00:00:19	116	6,697
twitter	\$8,981	922,463	0.66%	\$1.48	6,078	85%	5,180	00:00:14	111	5,180
Grand total	\$40,465	7,540,071	1.62%	\$0.33	121,799	94%	114,181	00:00:25	1.13	114,181

Operator Ads Performance

OPERATOR SUMMARY

Media Performance

Amount Spent
\$9,307

Impressions
1,345,677

CTR
0.87%

mCPL
\$0.80

Ad Clicks
11,689

Leads to Partners
11,689

brockvilleartscentre

festivalplayers

kingstongrandtheatre

regenttheatre

shakespearefestival

thousandislandsplayhou...

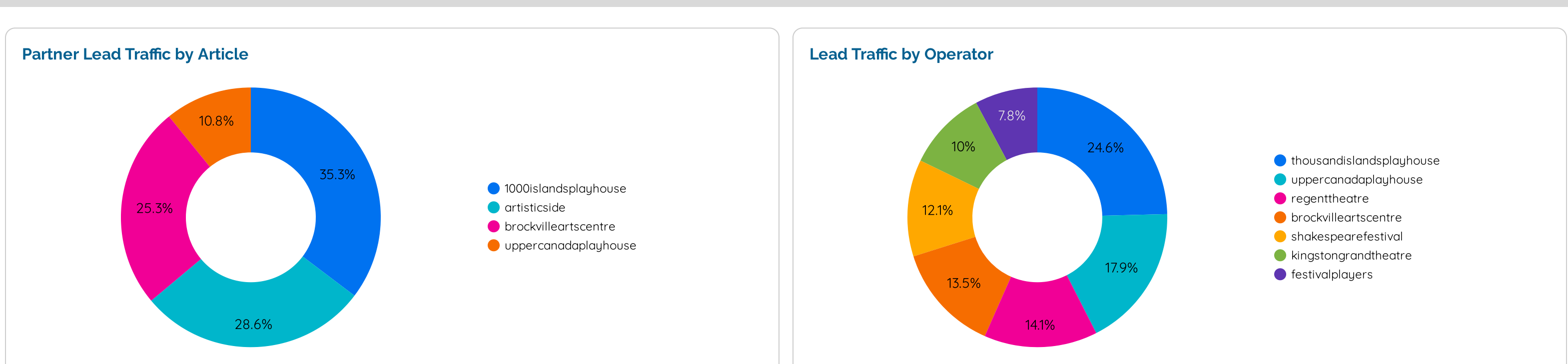
uppercanadaplayhouse

Source	brockvilleartscentre	festivalplayers	kingstongrandtheatre	regenttheatre	shakespearefestival	thousandislandsplayhouse	uppercanadaplayhouse
facebook	1,236	523	935	1,234	1,054	2,535	1,552
instagram	201	207	123	242	222	223	396
twitter	142	183	110	174	134	118	145

Media Performance by Content and Platform

Creative	Source	Amount Spent (CAD)	Impressions	CTR	CPC	Ad Clicks	Leads to Partners
brockvilleartscentre	facebook	\$651	133,151	0.93%	\$0.53	1,236	1,236
	instagram	\$500	61,334	0.33%	\$2.49	201	201
	twitter	\$277	33,077	0.43%	\$1.95	142	142
	Total	\$1,428	227,562	0.69%	\$0.90	1,579	1,579
festivalplayers	facebook	\$200	25,100	2.08%	\$0.38	523	523
	instagram	\$200	17,348	119%	\$0.96	207	207
	twitter	\$336	41,708	0.44%	\$1.83	183	183
	Total	\$735	84,156	1.08%	\$0.81	913	913
kingstongrandtheatre	facebook	\$651	117,838	0.79%	\$0.70	935	935
	instagram	\$500	81,622	0.15%	\$4.07	123	123
	twitter	\$277	33,613	0.33%	\$2.52	110	110
	Total	\$1,428	233,073	0.5%	\$1.22	1,168	1,168
regenttheatre	facebook	\$652	136,048	0.91%	\$0.53	1,234	1,234
	instagram	\$500	50,001	0.48%	\$2.07	242	242
	twitter	\$276	37,357	0.47%	\$1.59	174	174
	Total	\$1,428	223,406	0.74%	\$0.87	1,650	1,650
shakespearefestival	facebook	\$651	137,125	0.77%	\$0.62	1,054	1,054
	instagram	\$500	41,163	0.54%	\$2.25	222	222
	twitter	\$277	31,290	0.43%	\$2.06	134	134
	Total	\$1,428	209,578	0.67%	\$1.01	1,410	1,410
thousandislandsplayhouse	facebook	\$656	84,834	2.99%	\$0.26	2,535	2,535
	instagram	\$500	52,890	0.42%	\$2.24	223	223
	twitter	\$276	37,271	0.32%	\$2.34	118	118
	Total	\$1,432	174,995	1.64%	\$0.50	2,876	2,876
uppercanadaplayhouse	facebook	\$651	111,318	1.39%	\$0.42	1,552	1,552
	instagram	\$500	49,598	0.8%	\$1.26	396	396
	twitter	\$277	31,991	0.45%	\$1.91	145	145
	Total	\$1,428	192,907	1.08%	\$0.68	2,093	2,093
Grand total		\$9,307	1,345,677	0.87%	\$0.80	11,689	11,689

Overall Performance



Overall Channel Performance

Source	Ad Set Group	Ad Clicks	CPC	CTR	Impressions	Leads to Partners	mCPL*
facebook	Partner	16,879	\$0.50	1.21%	1,394,637	14,307	\$0.60
	Operator	9,069	\$0.45	1.22%	745,414	9,069	\$0.45
	Total	25,948	\$0.49	1.21%	2,140,051	23,376	\$0.54
google	Partner	92,242	\$0.17	2.15%	4,296,341	87,997	\$0.18
	Operator	92,242	\$0.17	2.15%	4,296,341	87,997	\$0.18
	Total	92,242	\$0.17	2.15%	4,296,341	87,997	\$0.18
instagram	Partner	6,600	\$1.14	0.71%	926,630	6,697	\$1.12
	Operator	1,614	\$1.98	0.46%	353,956	1,614	\$1.98
	Total	8,214	\$1.30	0.64%	1,280,586	8,311	\$1.29
twitter	Partner	6,078	\$1.48	0.66%	922,463	5,180	\$1.73
	Operator	1,006	\$1.98	0.41%	246,307	1,006	\$1.98
	Total	7,084	\$1.55	0.61%	1,168,770	6,186	\$1.77
Grand total		133,488	\$0.37	1.50%	8,885,748	125,870	\$0.40