

Date:

Jan 9, 2023 - Feb 19, 2023

Marketing Qualified Leads  
Attracting prospective visitors

Partner:  
Total Media Budget:  
Start Date:  
End Date:  
Traffic to:

South Eastern Ontario & Landsby (RTOg)  
\$50,000  
Jan 16, 2023  
Feb 12, 2023  
southeasternontario.ca  
landsby.ca

Facebook

Instagram

Google Ads

South Eastern Ontario and Landsby Performance

PARTNER SUMMARY

Media Performance

Amount Spent  
\$50,757  
\$50,000

Impressions  
6,660,483  
10,441,632

CTR  
1.19%  
1.69%

CPC  
\$0.64  
\$0.28

Ad Clicks  
79,415  
175,992

Click-to-Landing  
80%  
75%

Partner Website Traffic Performance

Sessions  
63,843  
131,994

Pages / Session  
1.21  
1.25

Avg. Session Dur.  
00:00:23  
00:00:30

Leads to Partner

Leads to Partners  
63,843  
131,994

mCPL\*  
\$0.80  
\$0.38

\*mCPL = Media Cost Per Lead for tagged sites = Amount Spent (CAD) / Total Sessions

landsbylanding

resortspabrockville

saunaandstay

seolanding

spadine1000islands

spasavourchill

wellnesskingston

Source	Leads
facebook	3,722
google	2,468
instagram	964

Source	Leads
facebook	5,636
google	2,005
instagram	1,157

Source	Leads
instagram	6,193
google	4,327
facebook	3,225

Source	Leads
google	4,992
facebook	4,872
instagram	493

Source	Leads
facebook	3,204
google	1,631
instagram	383

Source	Leads
google	3,502
facebook	2,368
instagram	1,823

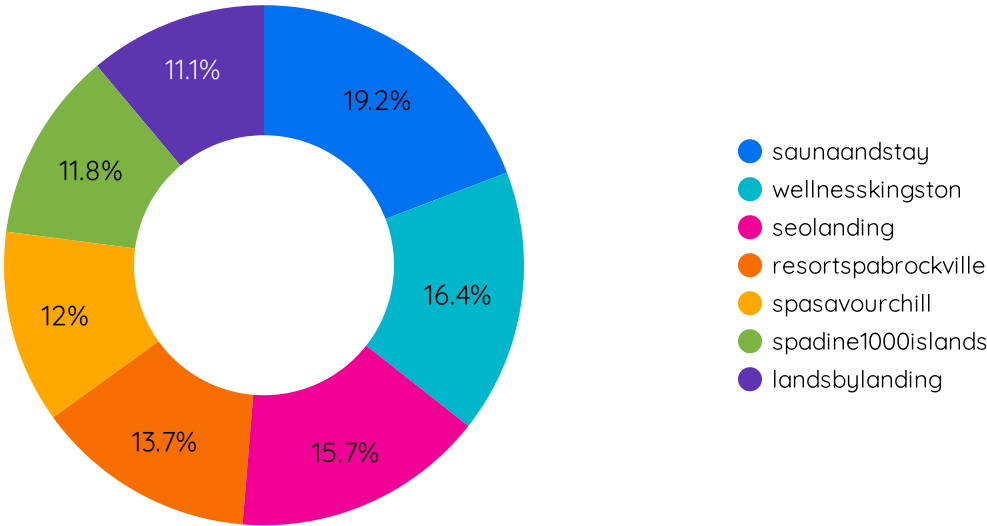
Source	Leads
facebook	5,703
google	3,413
instagram	1,762

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	\$20,231	3,649,836	0.96%	\$0.58	35,160	82%	28,730	00:00:23	1.21	28,730
google	\$23,758	1,381,852	2.27%	\$0.76	31,300	71%	22,338	00:00:23	1.19	22,338
instagram	\$6,767	1,628,795	0.80%	\$0.52	12,955	99%	12,775	00:00:24	1.23	12,775
Grand total	\$50,757	6,660,483	1.19%	\$0.64	79,415	80%	63,843	00:00:23	1.21	63,843

Overall Channel Performance

Partner Lead Traffic by Article



Overall Channel Performance

Source	Ad Set Group	Ad Clicks	CPC	CTR	Impressions	Leads to Partners	mCPL*
facebook	Partner	35,160	\$0.58	0.96%	3,649,836	28,730	\$0.70
	Total	35,160	\$0.58	0.96%	3,649,836	28,730	\$0.70
google	Partner	31,300	\$0.76	2.27%	1,381,852	22,338	\$1.06
	Total	31,300	\$0.76	2.27%	1,381,852	22,338	\$1.06
instagram	Partner	12,955	\$0.52	0.80%	1,628,795	12,775	\$0.53
	Total	12,955	\$0.52	0.80%	1,628,795	12,775	\$0.53
Grand total		79,415	\$0.64	1.19%	6,660,483	63,843	\$0.80