

Views
22,955

New users
13,649

Total users
14,046

Paid Media Tactics

	Session source	Views	New users	Total users
1.	google	15,164	9,402	9,784
2.	meta	7,791	4,247	4,292
Grand total		22,955	13,649	14,046

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Youtube and Native ad performance

Campaign	Clicks	Impressions	CTR
PHL to ART Native	12,073	909,446	1.33%
PHL to ART YT	3,302	724,076	0.46%

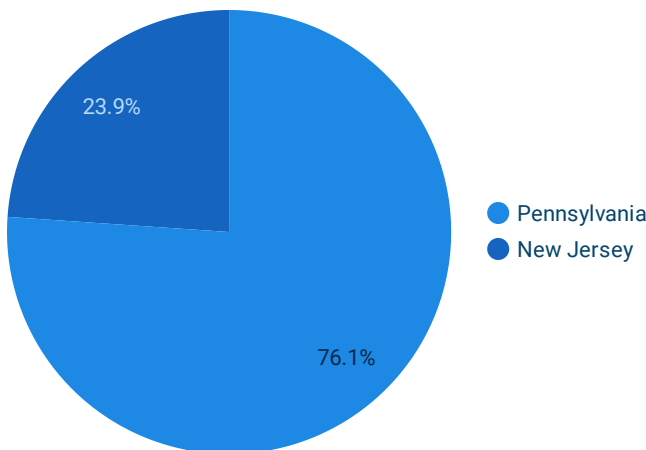
How many users clicked the "Book Now" button?

Clicks from paid strategy

Link URL	Total users
https://www.aa.com/en-us/fli...	1,277

Engagement by Region for Paid Media

Users by region for paid strategies



From July 11th to August 29th, our paid media campaign targeted the Greater Philadelphia area to promote tourism to the 1000 Islands via flights from Philadelphia Airport to Watertown Airport.

The campaign garnered 22,955 views on visit1000islands.com/now. Impressively, 14,046 users engaged, 13,649 being new. 1,277 users clicked "book now," showing strong intent.

Native Ads & YouTube: 15,164 views, 9,402 new users, 9,784 total. Meta (Facebook & Instagram): 7,791 users, 4,247 new, 4,292 total.

Native Ads CTR: 1.33%, yielding 12,073 clicks. YouTube CTR: 0.46%, 3,301 clicks.

76% traffic from Pennsylvania, 23.9% from New Jersey