

# Optimized Audience Campaign EOC Report Canada East - Spring 2024



Destination ▾

1000 Islands International Tourism Council

Start Date ▾

Apr 1, 2024

End Date

Jun 16, 2024

## Campaign Overview:

<b>Season ▾</b>	Spring
<b>Country</b>	Canada East
<b>Tier</b>	3
<b>Interactive Travel Guide Content</b>	One (1) content highlight and image in the Interactive Travel Guide (ITG)
<b>Programmatic Carousel(s)</b>	400,000 Co-Branded Carousel Ad Unit Programmatic Impressions, linking directly to Destination's content in the ITG
<b>Brand-Led Programmatic Carousel</b>	All Destinations benefit from an overarching 4,000,000 impression Brand USA Programmatic Carousel Ad campaign linking to the ITG
<b>Programmatic Native</b>	225,000 Co-Branded Native Ad Unit Programmatic Impressions, linking directly to Destination's content on visittheusa.com
<b>Expedia Display</b>	Not Included
<b>Expedia Inclusion</b>	Text Inclusion on "Visit The USA" Expedia Landing Page Linking to Destination's Hotel Search Page
<b>Facebook Carousel</b>	Not Included

## CONSIDERATION Interactive Travel Guide (ITG) Results

Destination Carousel Ad Units					
Estimated Impressions	Impressions	Impressions Over-Delivery	Carousel Tile Clicks	Destination Tile Clicks	CTR ▾
400,000	744,603	86%	1,021	448	0.14%

Overarching Brand USA Programmatic Media Campaign to Benefit All Destinations				
Estimated Impressions ▾	Impressions	Impressions Over-Delivery	Clicks	CTR
4,000,000	6,454,028	61%	8,561	0.13%

ITG Views ▾	Link to ITG
37,354	<a href="https://canada.visittheusaexplorer.com/caspring-2024">https://canada.visittheusaexplorer.com/caspring-2024</a>

Carousel CTR is based on total carousel impressions and total carousel clicks  
Programmatic Carousel CTR Benchmark: 0.10%

## PLANNING Native Campaign Results

Estimated Impressions	Impressions ▾	Impressions Over-Delivery	Clicks	CTR
225,000	394,523	75%	409	0.10%

Native Ads CTR Benchmark: 0.10%

## PLANNING Facebook Results

Carousel Tile Placement	Ad Unit Impressions	Destination Tile Clicks	Tile Position Clicks Benchmark
0	0	0	0

## BOOKING Expedia Results

<b>Campaign Length</b>	Based on 45-day campaign with 30-day lookback window
<b>Estimated Impressions ▾</b>	0

Onsite Media Impressions ▾	Onsite Media Clicks	Onsite Media CTR
0	0	0.00%

Onsite Media CTR Benchmark: 0.05%

Offsite Passport Impressions ▾	Offsite Passport Clicks	Offsite Passport Clicks
0	0	0.00%

Offsite/Passport Media CTR Benchmark: 0.10%

Hotel Bookings ▾	Hotel Room Nights	Air Bookings	Air Tickets	Total Attributable Bookings
\$70,933	543	\$917	3	\$71,850

## BOOKING Partner Specific Adara Economic Impact

Reporting is based on 60-day programmatic media campaigns with a 90-day lookback window

Flight Searches ▾	Flight Travelers	Flight Nights	Flight Bookings
No data	No data	No data	No data
Hotel Searches ▾	Hotel Bookings	Hotel Nights	Hotel Revenue
No data	No data	No data	No data

**Hotel Searches:** Total number of destination-specific hotel searches through Adara's data partners

**Flight Searches:** Total number of airport-specific flight searches through Adara's data partners

**Hotel Bookings:** Total number of destination-specific hotel bookings through Adara's data partners

**Flight Bookings:** Total number of airport-specific flights booked through Adara's data partners

**Hotel Nights:** Total number of destination-specific booked hotel nights through Adara's data partners

**Flight Nights:** Total number of nights between a booked roundtrip flight's arrival and departure dates through Adara's data partners

**Hotel Revenue\*:** Total hotel revenue from destination-specific hotel bookings through Adara's data partners

**Flight Travelers:** Total number of passengers included on airport-specific booked flights through Adara's data partners

### Notes:

1. Adara Economic Impact results are derived from travel partners' direct flight and hotel bookings and search data, which is used for a predictive analytics methodology to provide a market's comprehensive data footprint.

2. Adara's data partners consist of hotels, airlines and OTAs, and the reported data represents only the specific destination and specific airport(s).

\*Some OTAs do not report revenue.

## Summary of Results

### OVERALL MEDIA RESULTS

Total Completed Impressions  
**1,139,126**

Total Completed Clicks  
**857**

### OVERALL BOOKING RESULTS

Expedia Total Attributable Bookings  
**\$71,850**

Expedia Hotel Room Nights  
**543**

Adara hotel\_revenue  
**No data**

## Creative & Reporting

Link to Creative & Reporting ▾

<https://milespartnership.sharepoint.com/sites/BrandUSAPartners/Shared%20Documents/Forms/Allite...>