



CAMPAIGN RESULTS

HIGHLIGHTS *CONTINUED*



2015 PARTNER OFFERS ON WEBSITE:

45

2014 PARTNER OFFERS ON WEBSITE:

73

2015 REFERRALS FROM bestbeachesontario.com TO PARTNER WEBSITES:

26,198 **91% increase**

2014 REFERRALS FROM ONTARIOSOUTHWEST.COM TO PARTNER WEBSITES:

13,747



2015 NEW DATABASE OPT INS:

8,631 **104% increase**

2014 NEW DATABASE OPT INS:

4,238



CAMPAIGN RESULTS - OBJECTIVE 1 PERFORMANCE MEASURE: **MICROSITE CONTENT ENGAGEMENT**

Beach specific planning pages:

366,445 Page Views

Events pages:

8,106 Page Views

Offers/travel deals pages:

19,114 Page Views

Blog pages:

6,826 Page Views

ANALYSIS

- Dedicated microsite with compelling planning-focused content resulted in exceptionally high content engagement.
- Strong overall engagement with trip planning content; users choosing to visit more pages in order to learn more about the destination



CAMPAIGN RESULTS - OBJECTIVE 2
PERFORMANCE MEASURE:
**NUMBER OF REFERRALS
TO PARTNER SITES**

➔ **26,198**

Total Referrals to Partner Sites



16,931

User sessions resulted
in an average of 1.84 partner
website referrals for each
of these sessions

ANALYSIS

Of the 143,364 unique site users, 12%
took referral actions, choosing to explore
planning information beyond the microsite



CAMPAIGN RESULTS - OBJECTIVE 2 PERFORMANCE MEASURE: **INTEREST IN PARTNER OFFERS**

 **1 in 10**

Visitors to the website viewed
the Travel Deals page

 **4,211**

clicks to partner sites from
the 19,217 views of Travel Deals
pages

ANALYSIS

Of 26,198 referrals to partner websites,
16% were links to partner offers indicating
interest in travel deals