

May 5, 2025 - Jun 29, 2025

Date of last data refresh: 7/2/2025 10:31:50 AM | 0% of flight remaining; projected to achieve 64% of leads target.

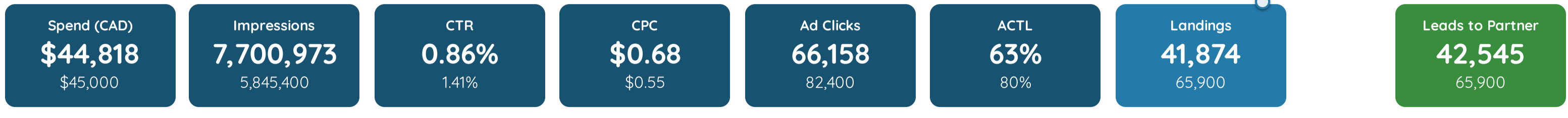
DETAILS
 Market: United States + Canada (ON)
 Start Date: May 5, 2025
 End Date: June 29, 2025
 Category: Angling (Family Fishing)
 Budget: \$45,000



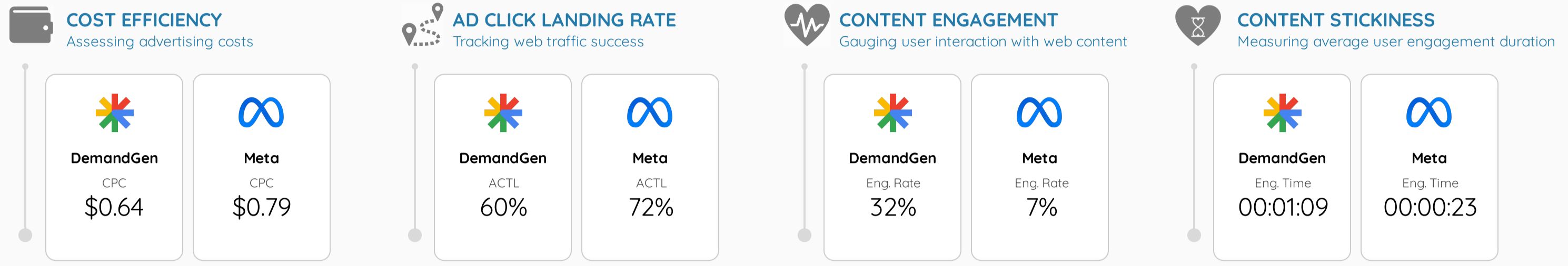
METRIC
 Landings: GA4 sessions (a group of website user interactions that occur within a given time frame)
 Ad Click-to-Landing (ACTL): % Ratio of Total Landings to Total Ad Clicks
 Media Cost-per-Lead: Average advertising cost of attracting a lead to a partner website
 Internal Link Clicks: Additional clicks off the landing page to other pages in the domain

Google DemandGen media optimizing Internal Link Clicks to improve traffic quality.

CAMPAIGN PERFORMANCE SUMMARY



CHANNEL OVERVIEW



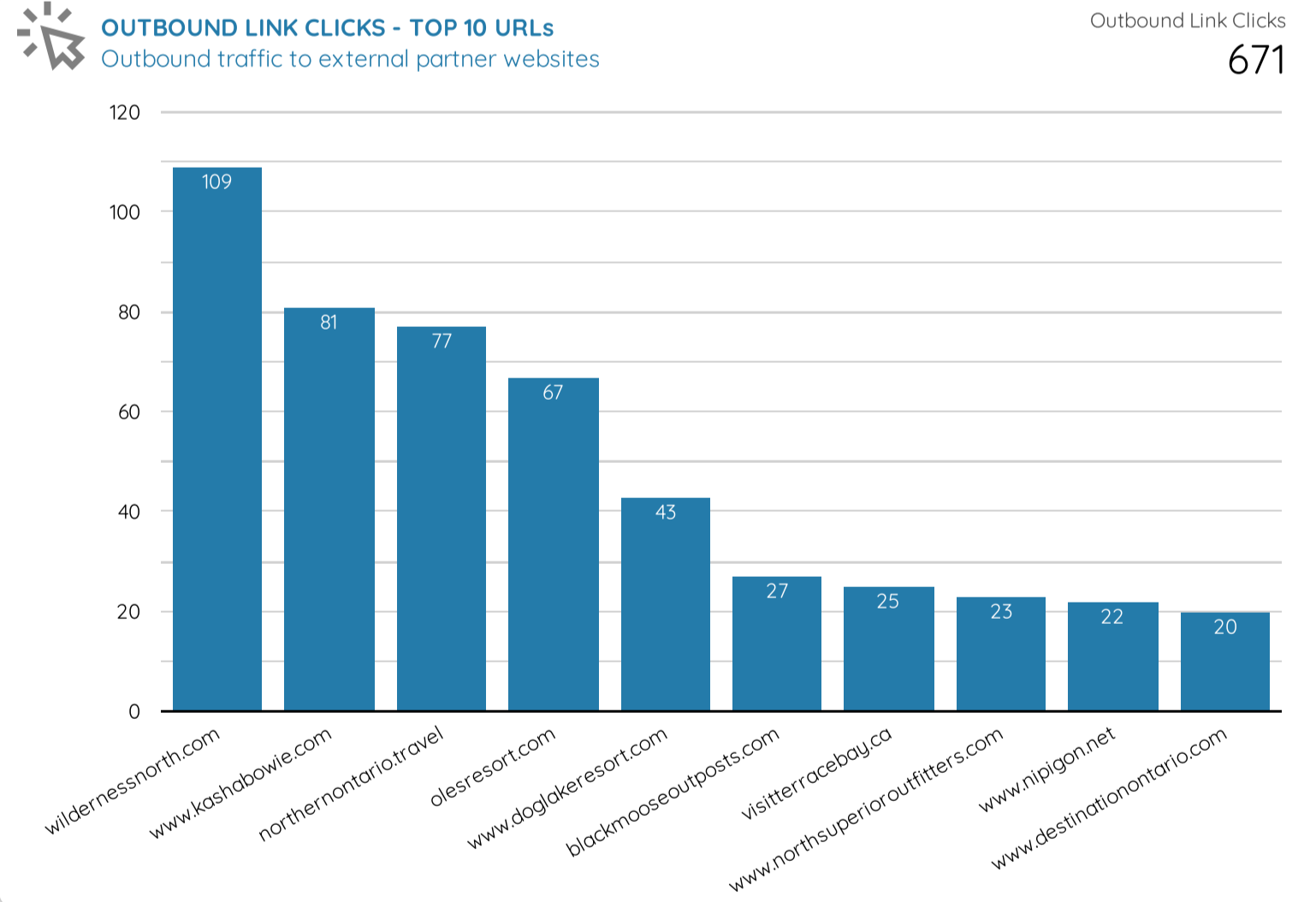
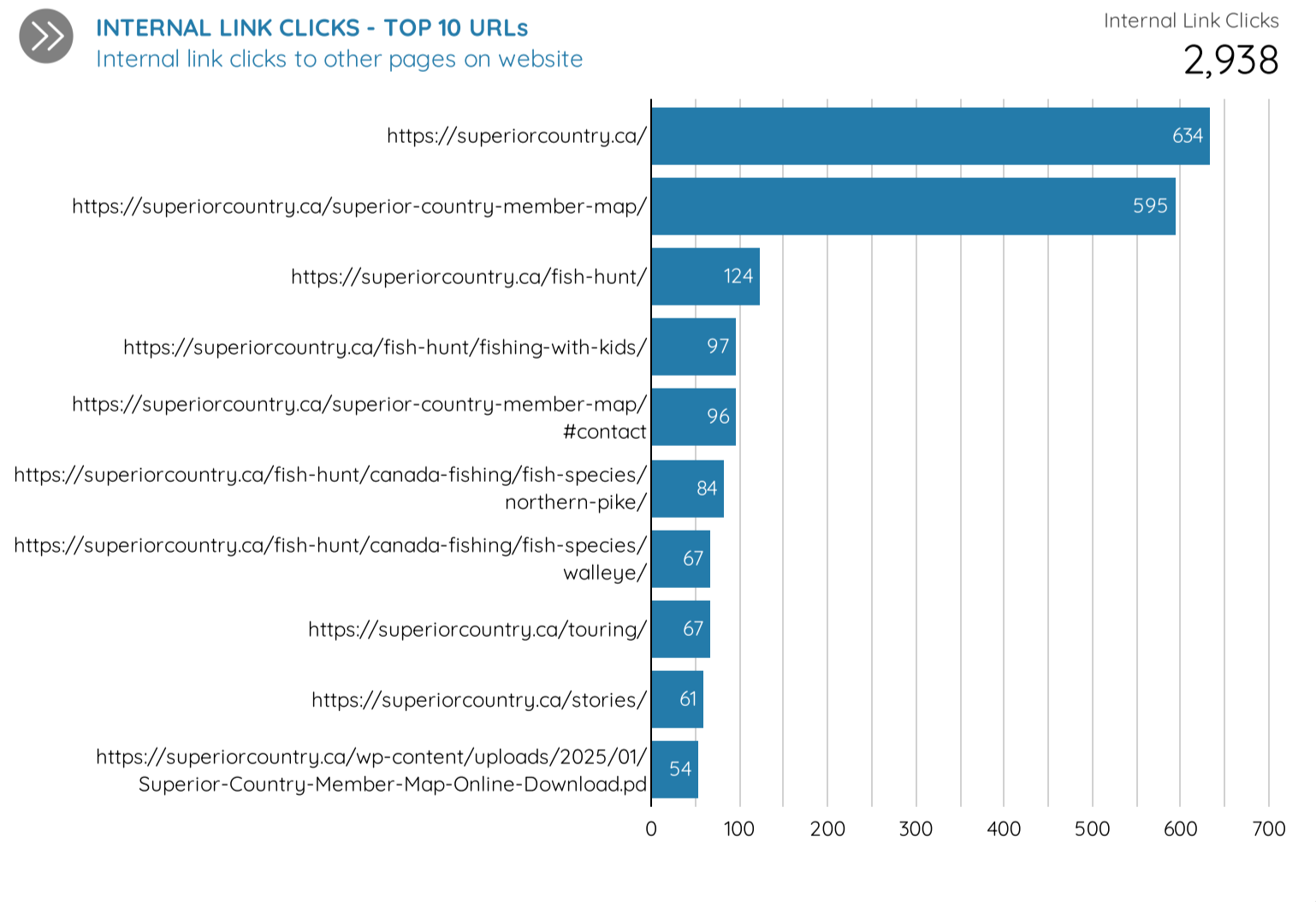
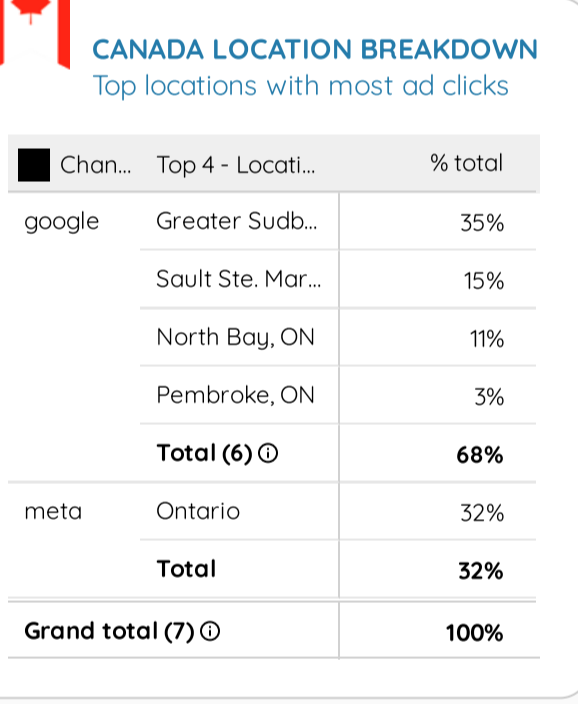
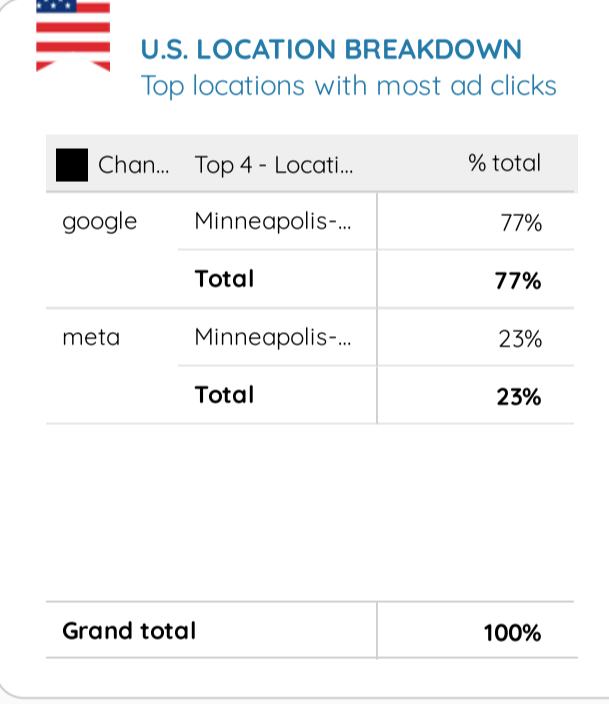
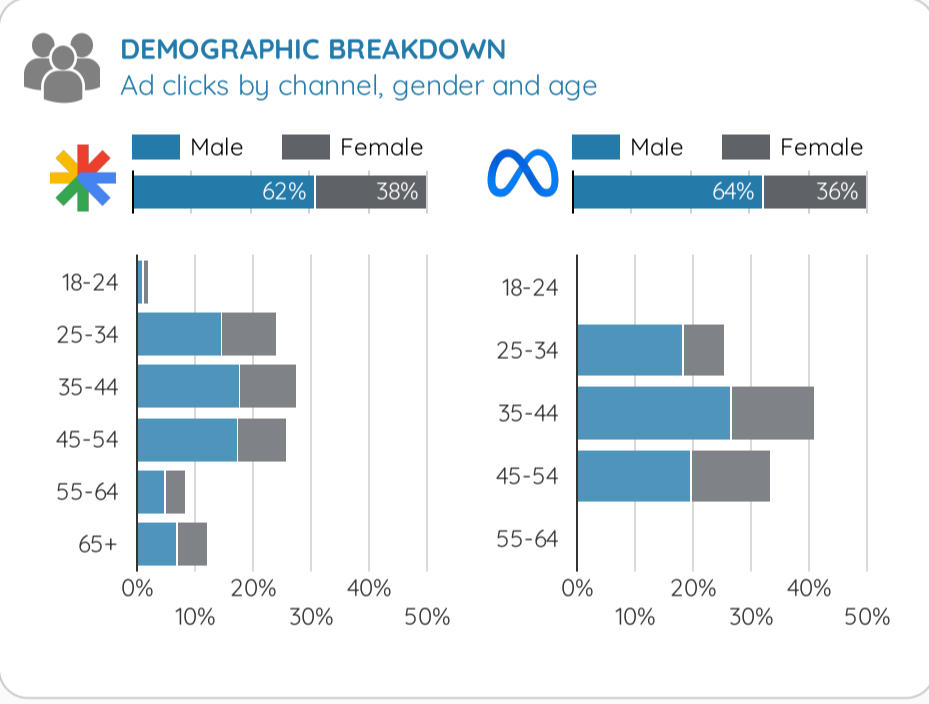
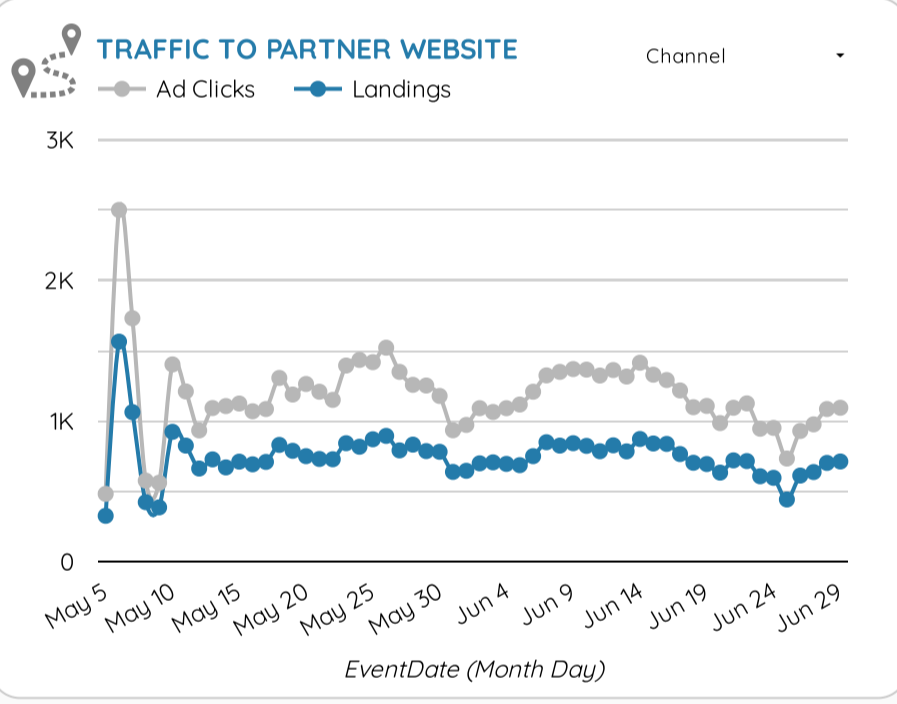
Channel	Amount Spent (CAD)	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings
google	\$31,318	5,226,757	0.94%	\$0.64	49,121	60%	29,573
meta	\$13,500	2,474,216	0.69%	\$0.79	17,037	72%	12,301
Grand total	\$44,818	7,700,973	0.86%	\$0.68	66,158	63%	41,874

TRAFFIC TO PARTNER LANDING PAGE



Content	Amount Spent (CAD)	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings
fathersonpike	\$29,339	4,714,960	0.81%	\$0.77	38,232	67%	25,680
grandpacasting	\$8,228	1,426,714	1.01%	\$0.57	14,391	59%	8,533
motherdaughter	\$7,251	1,559,299	0.87%	\$0.54	13,535	57%	7,661
Grand total	\$44,818	7,700,973	0.86%	\$0.68	66,158	63%	41,874

OTHER KEY METRICS



CAMPAIGN SUMMARY TABLE

Channel	Content	Amount Spent (C...	Impressions	CPC	CTR	Ad Clicks	ACTL	Landings	Engagement R...	User Eng / Eng ...
meta	fathersonpike	\$12,732	2,307,629	\$0.79	0.70%	16,206	73%	11,770	7%	00:00:23
	grandpacasting	\$509	105,256	\$0.91	0.53%	560	64%	358	13%	00:00:22
	motherdaughter	\$258	61,331	\$0.95	0.44%	271	64%	173	11%	00:00:07
	Total	\$13,500	2,474,216	\$0.79	0.69%	17,037	72%	12,301	7%	00:00:23
google	fathersonpike	\$16,606	2,407,331	\$0.75	0.91%	22,026	63%	13,910	33%	00:01:08
	grandpacasting	\$7,719	1,321,458	\$0.56	1.05%	13,831	59%	8,175	31%	00:01:11
	motherdaughter	\$6,993	1,497,968	\$0.53	0.89%	13,264	56%	7,488	31%	00:01:08
	Total	\$31,318	5,226,757	\$0.64	0.94%	49,121	60%	29,573	32%	00:01:09
Grand total		\$44,818	7,700,973	\$0.68	0.86%	66,158	63%	41,874	25%	00:01:05

HISTORICAL COMPARISON

2024

Channel	Amount Spent (C...	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings	Engagement Ra...	User Eng / Eng ...
google	\$20,316	8,463,099	1.80%	\$0.13	151,973	95%	143,970	9%	00:00:18
meta	\$10,500	2,024,254	0.53%	\$0.97	10,784	66%	7,109	8%	00:00:30
Grand total	\$30,816	10,487,353	1.55%	\$0.19	162,757	93%	151,079	9%	00:00:18

2025

Channel	Amount Spent (C...	Impressions	CTR	CPC	Ad Clicks	ACTL	Landings	Engagement Ra...	User Eng / Eng ...
google	\$31,318	5,226,757	0.94%	\$0.64	49,121	60%	29,573	32%	00:01:09
meta	\$13,500	2,474,216	0.69%	\$0.79	17,037	72%	12,301	7%	00:00:23
Grand total	\$44,818	7,700,973	0.86%	\$0.68	66,158	63%	41,874	25%	00:01:05