SUPERIOR BOATING
CAMPAIGN

Superior COUNTRY

OVERALL ADVERTISING RESULTS
MARCH 1 - 29, 2026

AD SPEND	CLICKS	REACH	IMPRESSIONS
$1,000	5,017	85,373	306,939

INTERACTIONS	COST PER CLICK	VIDEO VIEWS
42,909	$0.20	42,324

LANDING PAGE RESULTS

	PAGE VIEWS	OUTBOUND CLICKS
	129	3

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BOAT TOURS & CHARTERS	771	230
MARINAS & DOCKS	1,177	9
LAKE SUPERIOR, ON. LIGHTHOUSES	1,444	22
SAIL SUPERIOR	100	33
BUCK'S MARINA	334	28
NIPIGON MARINA	221	17
RED ROCK MARINA	381	37
ROSSPORT MARINA	313	34
SILVER ISLET HARBOUR	855	114
BATTLE ISLAND DOCK	123	10
MARATHON DOCKS	198	19
PORPHYRY ISLAND DOCKS	157	14
TERRACE BAY DOCKS	210	14
BATTLE ISLAND LIGHTHOUSE	489	22
PORPHYRY ISLAND LIGHTHOUSE	670	40
TROWBRIDGE ISLAND LIGHTHOUSE	178	23
SHAGANASH ISLAND LIGHTHOUSE	70	1
ANGUS ISLAND LIGHTHOUSE	90	2
LAMB ISLAND LIGHTHOUSE	83	4
OTTER ISLAND LIGHTHOUSE	83	4
SLATE ISLANDS LIGHTHOUSE	161	21
THUNDER BAY MAIN LIGHTHOUSE	114	14
WELCOME ISLAND LIGHTHOUSE	291	15