

Multi-Channel Program Final Report

Discover New England

FY2023 UNITED KINGDOM WINTER
January 2023 – May 2023

USA

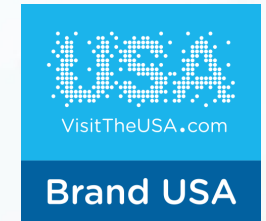
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Brand USA



Regional Amplification Program Participation

Deliverables



Program Deliverables Overview

Regional Amplification Deliverables

- One (1) tile in Facebook carousel ad unit
- 1,000,000 Co-Branded Display Ad Impressions Driving to Partner's Custom Landing Page

FY2023 MULTI-CHANNEL CONSUMER JOURNEY


Customized Content, Measurable Results

KPI's Primary: Targeted Reach - Impressions
 Secondary: Intent & Conversion - CTR, Bookings






FY2023 Multi-Channel United Kingdom Winter

Campaign Dates: January 30, 2023 – May 14, 2023 (includes 30-day lookback window)

Legend Key:  = campaign KPI over-delivery



Overall Media Results

Media	Expedia Offsite	Facebook Tile 5 Linking to Partner Content	Total Results
Contracted Amount	1,000,000 Impressions	N/A	1,000,000 Contracted Impressions
Completed Impressions	2,051,358  15% Over Contracted Impressions	3,757,244 Ad Unit Impressions	5,808,602  Total Impressions Delivered
Completed Clicks	3,287	149 Partner Tile Clicks	3,436 Total Clicks
Avg. CTR	0.16% 	N/A	0.16% Average CTR
CTR Benchmarks	0.05% - 0.10%	144 Clicks	

Benchmark CTRs based on Expedia data as well as data compiled from Brand USA Multi-Channel and programmatic media campaigns performance.

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Creative/Proof of Work

[Click to View](#) Creative for GDN, and URLs for ITG Inclusion and Expedia

Brand USA United Kingdom ITG Overall Results

Pageviews	Average Time on Page
21,809	00:00:55

[Interactive Travel Guide Homepage](#)

Partner Expedia Campaign Results

Expedia Bookings			
HOTEL	4,056 Room Nights	\$1,183,656 Gross Hotel Bookings	\$1,468,873 Total Bookings
AIR	286 Air Tickets	\$285,217 Gross Air Bookings	

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Detailed Expedia Reporting	Hotel Gross Bookings	Gross Room Nights	Air Gross Bookings	Gross Air Tickets
Massachusetts	\$967,932	3,126	\$272,252	274
Connecticut	\$60,734	265	\$3,038	3
Maine	\$59,569	238	\$0	0
New Hampshire	\$31,090	153	\$0	0
Vermont	\$24,671	117	\$8,442	8
Rhode Island	\$39,660	157	\$1,485	1

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Thank you