

SPONSORED CONTENT REVIEW

prepared for

DESTINATION OSOYOOS – CROWS NEST

APRIL – MAY 2022



Sponsored Content Performance Summary

THIS SCENIC ROAD TRIP IS A MUST-DO FOR ADVENTURERS

CALGARY HERALD



Sponsored - Eat Play Stay Alberta / Eat Play Stay Alberta

This scenic road trip is a must-do for adventurers

Cruise the Crowsnest through lakes, beaches, farmlands, vineyards and small towns offering unique activities and experiences

Robin Brunet • Postmedia Content Works
Apr 18, 2022 • April 18, 2022 • 2 minute read



The east-west Crowsnest Highway stretches 1,161 kilometres from Medicine Hat to Hope, B.C. SUPPLIED



'Transform your time behind the wheel into a fantastic trip through three key regions'

This year, travel the Crowsnest Highway 3 through Boundary Country, Osoyoos and Similkameen Valley and wine country.

Sponsored by [Sponsored by Crowsnest Scenic 3](#)



Calgary Herald with Crowsnest Scenic 3.

Paid Partnership · April 19 ·

Cruise the Crowsnest through lakes, beaches, farmlands, vineyards and small towns offering unique activities and experiences.



CALGARYHERALD.COM

This scenic road trip is a must-do for adventurers

Explore the laid-back vibe of the Crowsnest Highway 3

[Learn more](#)

Janet Pople-Clement and 140 others

8 Comments 34 Shares

Like

Comment

Share



Campaign Summary

Overall this campaign performed amazing and engaged with the audience

There were **4,537** Page Views (story visits)

Benchmark 1,200

The audience time spent on average

Your Story 3:20

Benchmark 2:30

On Network Drivers

1.32%

Benchmark 0.09%

Brand sell ads had a CTR of

1.00%

Benchmark 0.09%

Sponsored Content Summary

ON NETWORK DRIVERS AND BRANDSELLS

Page Views	4,537
Unique Visitors	4,162
Time Spent on the page	3:20

Ads	Impressions	Clicks	CTR
On Network Driver	70,257	927	1.32%
Brand Sell Desktop	2,468	27	1.09%
Brandsell Mobile	7,348	71	0.97%



CRUISE THE CROWNEST

For a road trip to remember, cruise Crowsnest Scenic 3 BC and immerse yourself in something real this season. Plan your getaway today.

[LEARN MORE](#)

Campaign Summary

Facebook Drivers

Your Story 3.33%

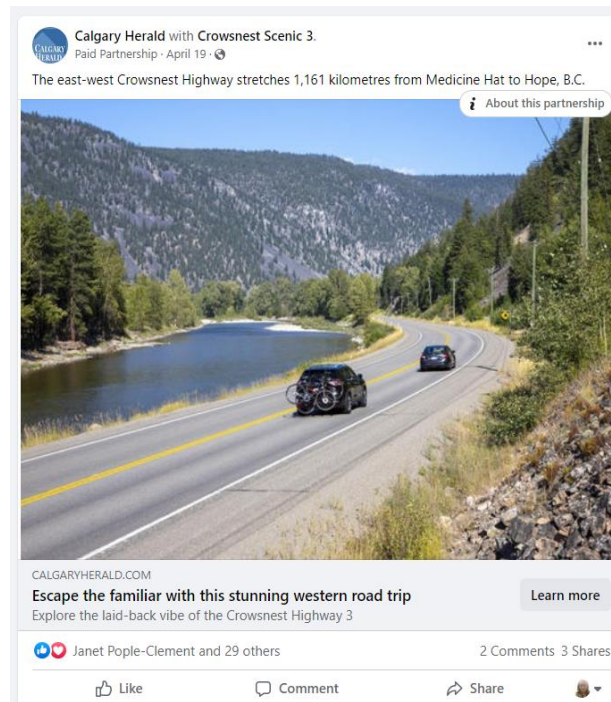
**AVG. Social Engagement Rate
1.00%**

338 ad interactions which include reactions, shares and comments

Benchmark: 100- 300

Sponsored Content Summary SOCIAL DRIVERS

Clicks to Content Site	3,197
Engagement rate	3.33%
Impressions	151,689
Clicks	5,046
Total Social Interactions	338
Facebook Reactions	187
Facebook Shares	40
Facebook Comments	10
Insta Reactions	93
Insta Shares	7
Insta Comments	1



Campaign Summary

Facebook Ads
Your Story 1.76%
AVG. Social CTR
1.00%


Facebook Ads CPC
Your Story \$0.37
AVG. Social CPC
\$1.00

Sponsored Content Summary FACEBOOK PERFORMANCE ADD ON

Results	1,455
Reach	47,136
Impressions	161,524
Clicks	2,849
Link Clicks	1,455
Social Interactions	360
Overall CTR	1.76%

Crowsnest Scenic 3
 Sponsored (demo) · 🌐

Sponsored: Travel the Crowsnest through beaches, farmlands, vineyards and small towns offering unique experiences.



CROWSNESTSCENIC3.COM
 Cruise the Crowsnest [Learn more](#)

👍❤️ You and 307 others 19 Comments 33 Shares

👍 Like 💬 Comment ➦ Share





Thank You
Janet and Michelle

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