

Finland Rundreisen 2018

Finnland Rundreisen - Western Lakeland



Western Lakeland Campaign Report 2018 - Analysis

A closer look at the numbers:

Facebook:

- **Region Tavastia:**
 - The **Facebook ad campaign for Region Tavastia** reached 51,600 users and generated 82,600 impressions with a budget of €250.
 - The **promoted Facebook posts for Region Tavastia** reached 27,600 users and generated 43,000 impressions with a budget of €125.

Finnland Rundreisen - Western Lakeland



Joint Common Page - Facebook Ads Overview

5.495

CLICKS

491K

IMPRESSIONS

1,12%

CTR (%)

216K

REACH

EUR 1.500,00

SPEND

EUR 0,29

CPC (LINK)

Region Tavastia - Facebook Ads Overview

769

CLICKS

82.601

IMPRESSIONS

0,93%

CTR (%)

51.568

REACH

EUR 250,00

SPEND

EUR 0,35

CPC (LINK)

Region Tavastia - Ad Performance

	Link Clicks	Unique CTR (Link) (%)	CPC (Link) (EUR)	Impressions
	705	1,23	0,35	82.601
Die Region Tavastia finland-rundreisen.com Die Region #Tavastia bietet eine faszinierende Mischung aus Altem und Neuem. Von beeindruckend...				

Region Tavastia - Facebook Post Performance

	Link Clicks	CPC (Link) (EUR)	Impressions	Post Engagement Rate (%)
 Multi-Aktivitäten-Urlaub im Nationalpark L... finnland-rundreisen.com Tanke neue Energie bei tollen Outdoor-Aktivitäten im Nationalpark Liesjärvi im Süden Finn...	110	0,45	20.668	0,62
 Petäys Lakeland Resort im westlichen Se... finnland-rundreisen.com Die finnische Natur genießen und in der Sauna entspannen - wer will das nicht? ☺ Im Petäys...	86	0,47	12.901	0,88
 Bauernhof Iloranta: Erlebe bei uns die Nat... finnland-rundreisen.com Erholung auf dem Bauernhof - nicht nur für Familien die perfekte Art gemeinsam Zeit zu ver...	57	0,61	9.394	1,08

Finnland Rundreisen - Western Lakeland



Finnland Rundreisen Website - Performance Overview

Compared with May-September 2017

23.035	79,65%	38.408
13.058	76,45%	16.625
SESSIONS	% NEW SESSIONS	PAGE VIEWS
18.395	1,67	6.352
9.883	1,27	1.615
USERS	PAGE VIEWS/SESSION	ORGANIC SEARCHES

▲ 76,41%

▲ 3,20%

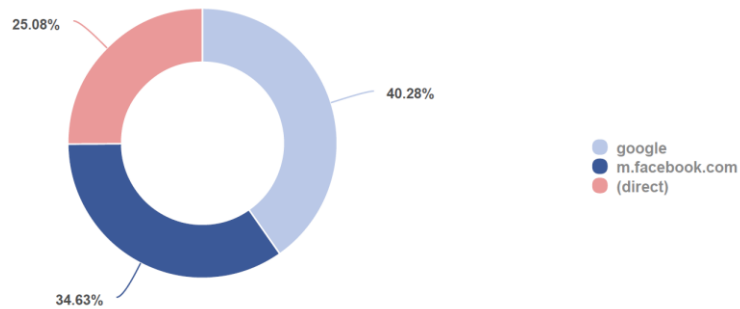
▲ 131,03%

▲ 86,13%

▲ 31,50%

▲ 293,31%

Finnland Rundreisen Website - Top 3 Traffic Sources



Finnland Rundreisen 2019

Finland Rundreisen - Western Lakeland



Western Lakeland Campaign Report 2019 - Analysis

A closer look at the numbers:

- **Region Hämeenlinna:**
 - The **Facebook ad campaign for Region Hämeenlinna** reached 53,500 users and generated 105,000 impressions with a budget of €275.
 - The **promoted Facebook posts for Region Hämeenlinna** reached 11,400 users and generated 18,400 impressions with a budget of €100.

Finland Rundreisen - Western Lakeland



Joint Common Page - Facebook Ads Overview

4.586

CLICKS

491K

IMPRESSIONS

0,93%

CTR (%)

157K

REACH

EUR 1.500,00

SPEND

EUR 0,39

CPC (LINK)

Region Hämeenlinna - Facebook Ads Overview

841	105K	0,80%
CLICKS	IMPRESSIONS	CTR (%)
53.439	EUR 275,00	EUR 0,45
REACH	SPEND	CPC (LINK)

Region Hämeenlinna - Ad Performance

	Link Clicks	Unique CTR (Link) (%)	CPC (Link) (EUR)	Impressions
	610	1,00	0,45	104.617
Finnland Rundreisen finnland-rundreisen.com Die Region Hämeenlinna bietet eine faszinierende Mischung aus Altem und Neuem. Von beeindr...				

 Finnland Rundreisen - Western Lakeland



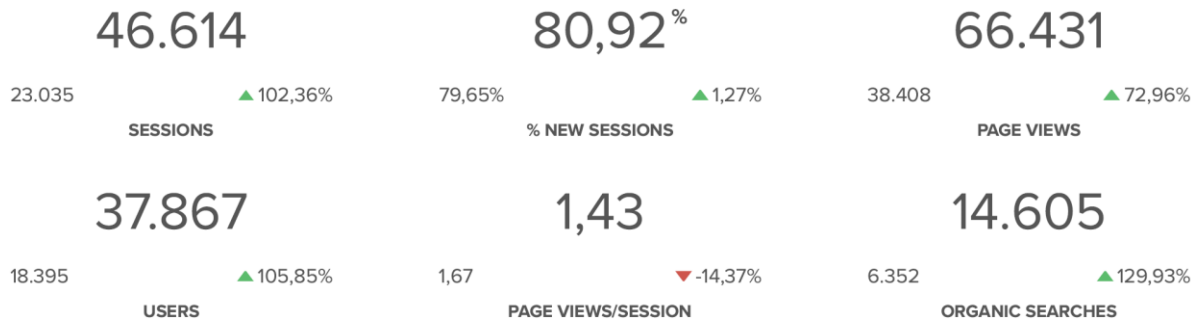
Western Lakeland Facebook Posts

1.198	80.702	1,48%
CLICKS	IMPRESSIONS	CTR (%)
38.480	EUR 400,00	EUR 0,49
REACH	SPEND	CPC (LINK)

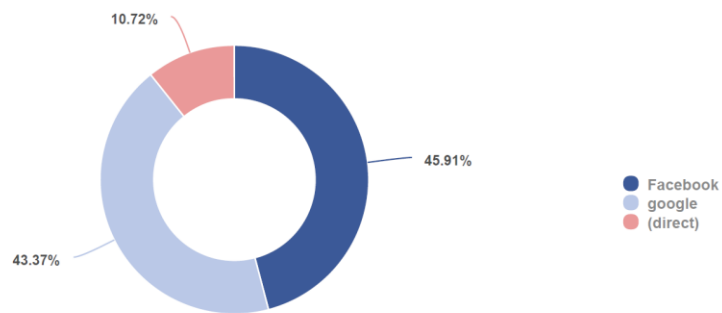
Region Hämeenlinna - Facebook Post Performance

	Link Clicks	CPC (Link) (EUR)	Impressions	Post Engagement Rate (%)
 Genieße die öffentliche Sauna am See Ah... finnland-rundreisen.com Ihr seid auf der Suche nach einer traditionellen, öffentlichen Sauna in Finnland? In der S...	81	0,31	5.422	1,55
 Bauernhof Iloranta: Erlebe bei uns die Nat... finnland-rundreisen.com Ihr seid auf der Suche nach einem ganz besonderen Urlaub für die ganze Familie? Wie wäre e...	59	0,42	4.594	1,57
 Wandern im wunderschönen Naturschutz... finnland-rundreisen.com Aulanko ist bekannt für seine wunderschöne Nationallandschaft und die historischen Sehensw...	55	0,45	4.241	2,62
 Altbekanntes und Modernes in der Region... finnland-rundreisen.com Kennt ihr die Region Hämeenlinna? Sie bietet eine faszinierende Mischung aus Altem und Neu...	39	0,64	4.047	1,21

Finnland Rundreisen Website - Performance Overview
Compared with May-September 2018



Finnland Rundreisen Website - Top 3 Traffic Sources



Absolut Slowdown 2019

SLOW DOWN: LAKELAND WEST

8.3 –14.4.2019

Visit Finland

Ostetun median tulokset

LAKELAND WEST - TOTAL RESULTS

Site	Impressions	Clicks	CTR %	CPC	CPM
Facebook & Instagram	1 496 031	2 331	0,16 %	2 €	3,21 €
Real Time Bidding (RTB)	1 339 300	871	0,07 %	4,53 €	3,39 €
Twitter	43 940	2 461	5,50 %	0,08 €	4,21 €
Youtube	213 380	411	0,18 %	6,24 €	11,09 €
Grand Total	3 092 651	6 074	1,48 %	3,21 €	5,47 €
Target	1 899 460	5 601	0,29 %	-	-

Suuntaa-antavia benchmark lukuja Saksasta matkailu toimialalta
- Facebook & Instagram: CPC: 1,5 €, CPM: 8€
- RTB (riippuu paljon medioista): CPC: 1,5€ – 3€, CPM: 8€-10€
- RTB Video (riippuu paljon medioista): CPC: 2-5€, CPM:15€-18€
- Youtube: CPC: 1,5€ - 2,5€, CPM: 6-8€
- Twitter: CPC: 2€, CPM: 9€

SLOW DOWN: LAKELAND WEST

20.5 –16.6.2019

Visit Finland

25.06.2019

DAGMAR*

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LAKELAND WEST - TOTAL RESULTS

Site	Impressions	Clicks	CTR %	CPC	CPM
Facebook & Instagram	6 310 828	6 639	0,11 %	2,51 €	2,64 €
Real Time Bidding (RTB)	1 359 149	2 475	0,18 %	6,42 €	11,69 €
Twitter	782 334	2 617	0,33 %	1,53 €	5,11 €
Youtube	697 040	1 249	0,18 %	4,20 €	7,53 €
Grand Total	9 149 351	12 980	0,20 %	3,67 €	6,74 €
Target	7 561 116	21 960	0,51 %	-	8,60 €
1st burst	3 092 651	6 074	1,48 %	3,21 €	5,47 €

The main marketing objective of the "Slow Down" campaign was to drive traffic to the designated landing page. All together the media mix consisted of Facebook, Instagram, RTB (display & video), Youtube and Twitter.

The key metrics to track success of the advertising was impressions, clicks and CTR%. **Total amount of generated clicks was 12 980** – where as the targeted amount was 21 960 and the **total average CTR% was 0,2%** - where as the targeted average was 0,51%.

On this second burst Twitter was again the best performing channel by CPC and CTR%, but we over estimated the second burst's CTR% by a long shot. If the click targets would have been on the same level as on the first phase we still would have lacked a little bit from the target (CTR% target was 0,29%). Compared to the 1st phase results Facebook CPC increased by 0,5€ and **Youtube CPC decreased with almost 2€!**

Yet again we surpassed impression and CPM targets quite easily. The targeted amount of impressions for the campaign was 7 561 116 and **we generated 17% more than planned – the final impression count of the campaign was 9 149 351!** Biggest drop of CPM was on Youtube where on the first phase the CPM was 11,09€ VS. Now on the second burst 7,53€.

Average time spent on the landing page was approx. 5,75min, which is a good result and still above average benchmark. Compared to the first phase results we see that the average time spent on page has increased (in the 1st phase avg. Time spent on page: 5min) . The remaining budgets will be re-allocated to the third burst and the campaign period will be continued if necessary so that the total budget will be spent.

We planned the second burst based on the data generated in the first phase – new budget allocations between the channels that had performed best. On the 3rd phase we'll concentrate on the channels that have generated the best results, test new targeting options and utilize the re-targeting pool (people who have clicked the ad's) that has been generated since the first phase.