

## Top Line Results

- Digital campaign delivered 13.5M impressions (over delivery of nearly 2.5M impressions +22%)
- Over delivery has a media value of \$49K
- Total content page views exceed 75K
  - Wanderlust: 28K (dwell time nearly 5 mins)
  - Independent: 5K (dwell time 1 minute)
  - Microsite: 41K (dwell time 1.5mins)
- When looking at the digital media budget, we achieved a cost per landing of \$1.35 which is highly efficient in such quality environments
- The digital display campaigns achieved a CTR of 0.33% which is over triple the industry benchmark of 0.10%. This meant the creative was well received by our target audience and that campaign optimisations were successful
- Total promotional entries 10.3K from 21K unique users (entry rate of nearly 50% - industry benchmark is 30% for similar campaigns)
- Video VTR exceeded 66% which is nearly over double the industry average (35% for 30 second video)

# Summary of campaign



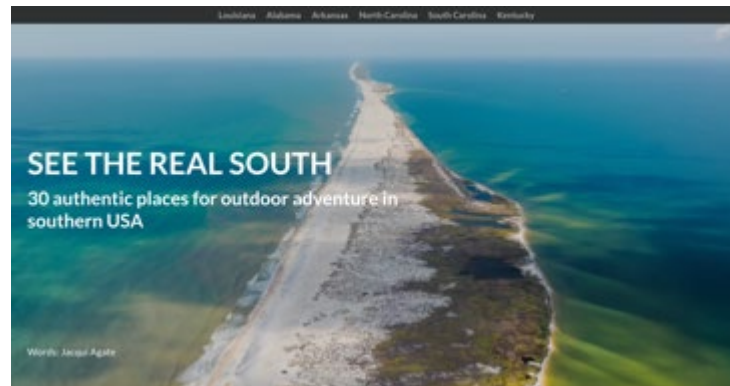
Campaign website



Independent native article



Digital Display Banners



Wanderlust native article



Video Pre-Roll Campaign

**MIDSG**