

High-Level Performance

+62% increase in Discover Boating tickets ordered (1,094 → 1,773)

660 redeemed tickets contributed directly to the 4,369 net attendance gain over 2025

24% first-time attendees — a 4-year high (up from 23% in 2025, 22% in 2023/2024)



Meta (Facebook & Instagram)

Impressions: 860,784 | Link Clicks: 5,011 | Conversions: 736



Meta (Facebook & Instagram) Top Performers

Creative Breakdown:

- Explore 60 Second Video:
 - 0.57% CTR
 - \$11.12 CPA
- Find Yourself Video:
 - 0.83% CTR
 - \$14.31 CPA
- Explore 30 Second Video:
 - 0.53% CTR
 - \$17.75 CPA
- Discover Video:
 - 0.82% CTR



Audience & Placement Insights:

- Slightly higher engagement from female audience
 - Female: 0.66% CTR vs Male: 0.51% CTR
- Younger demo was the top performing
 - 25-34: \$8.06 cost per result and 35-44: \$8.43 CPR
- Stronger engagement from Facebook placements
 - Facebook: 0.64% CTR vs Instagram: 0.46% CTR



Programmatic Display

Impressions: 1,816,106 | Clicks: 2,585 | CTR: 0.14%



Display Top Performers

Creative Breakdown:

- 728x90: 736,417 impressions and 1,309 clicks
- 320x50: 501,457 impressions and 582 clicks
- 300x50: 261,680 impressions and 315 clicks

Notable Sites We Served on:

- Realtor.com
- Usatoday.com
- Allrecipes.com
- Nypost.com
- Weather.com



Comparing 2025 to 2026

Programmatic Display:

- CTR up 17% from 2025 campaign
- Despite spending less on display, total users (+8%) and sessions (+8%) increased

Meta:

- Impressions up +233% and clicks up +186%
- Sessions increased 346%
- Free ticket form increased 153%
- Total users increased 357%