

Paid Media Report



Gloucester Goes Retro 2022

1 - 26 August 2022

Valerie

Bigwave marketing



Budget: £1000

Date Range: 1st - 26th August

Objective: Traffic

Channel: Facebook [£300] Youtube [£300]

 OVERALL PERFORMANCE

Impr.	139,957
Reach	36,922
Clicks	13,274
CTR	9.48%
CPC	£0.02
Landing Page Views	5,410
Cost per Landing Page View	£0.06
Amount spent	£300.00



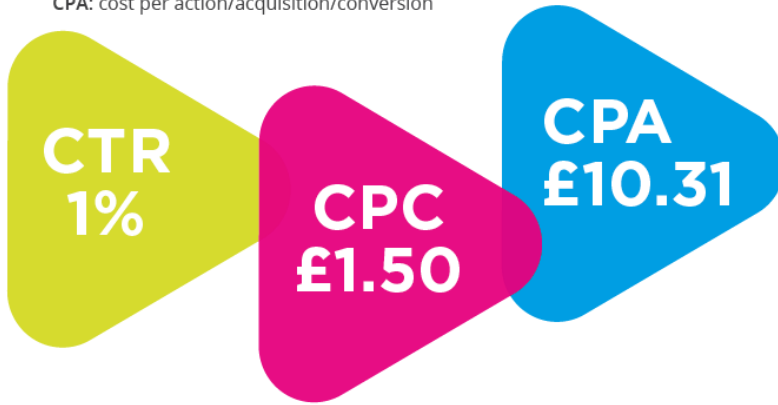
Facebook Advertising



Fitness & Leisure Benchmarks

Facebook & Instagram

CTR: click through rate
 CPC: cost per click or cost per landing page view
 CPA: cost per action/acquisition/conversion



*source wordstream data

AD SET PERFORMANCE

Ad Set	Impr.	Reach	Clicks	CTR	CPC	Landing Page Views	Cost per Landing Page View	Amount spent
General	139,957	36,922	13,274	9.48%	£0.02	5,410	£0.06	£300.00

AD CREATIVE PERFORMANCE

Ad preview	Impr.	Reach	Clicks	CTR	CPC	Landing Page Views	Cost per Landing Page View	Amount spent
	139,957	36,922	13,274	9.48%	£0.02	5,410	£0.06	£300.00

Ad preview

Impr.	Reach	Clicks	CTR	CPC	Landing Page Views	Cost per Landing Page View	Amount spent
139,957	36,922	13,274	9.48%	£0.02	5,410	£0.06	£300.00



Gloucester Goes Retro Festival Is Back!

www.visitgloucester.co.uk

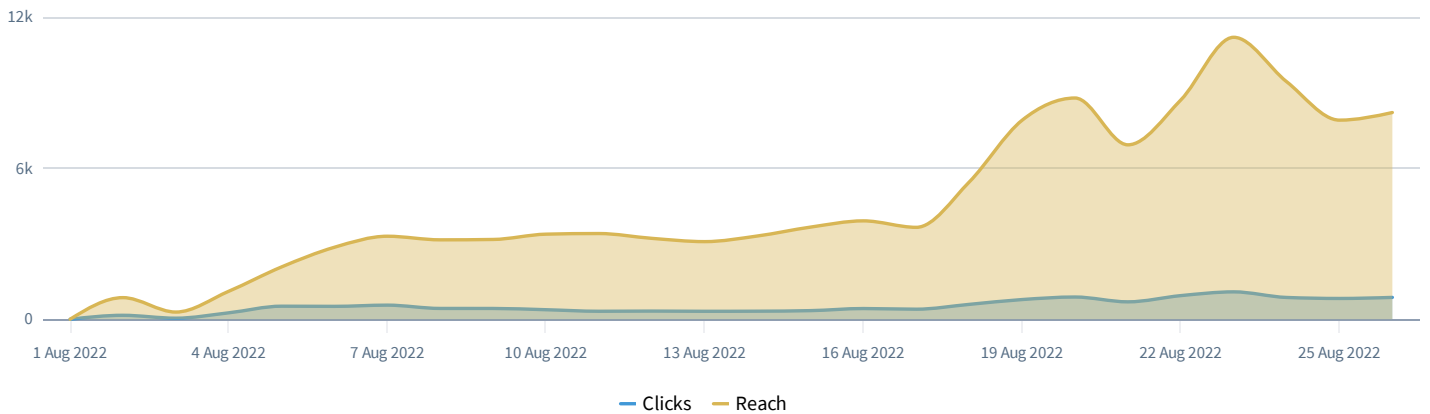
Experience a blast to the past with our FREE Retro Festival - see vintage vehicles, enjoy music, dance & street entertainment! With something for everyone, Gloucester Goes Retro is a multigenerational delight.

Special additions this year include:

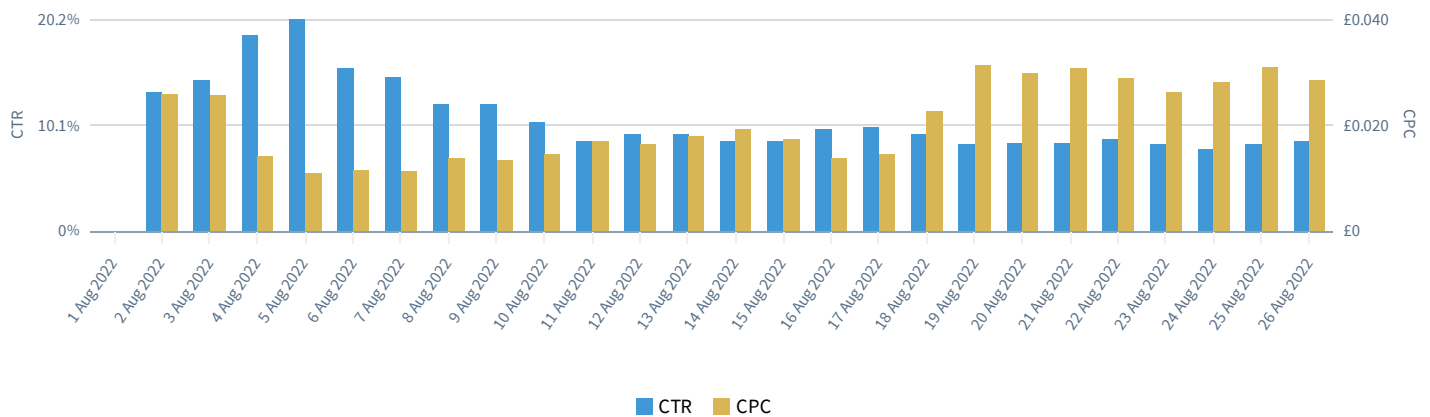
See beautifully crafted Vintage Boats of 100 years old at Gloucester Docks. View fascinating artefacts, join fun activities & enjoy boat trips!

Be transported to the 90s at Kings








CLICKS AND REACH BY DAY

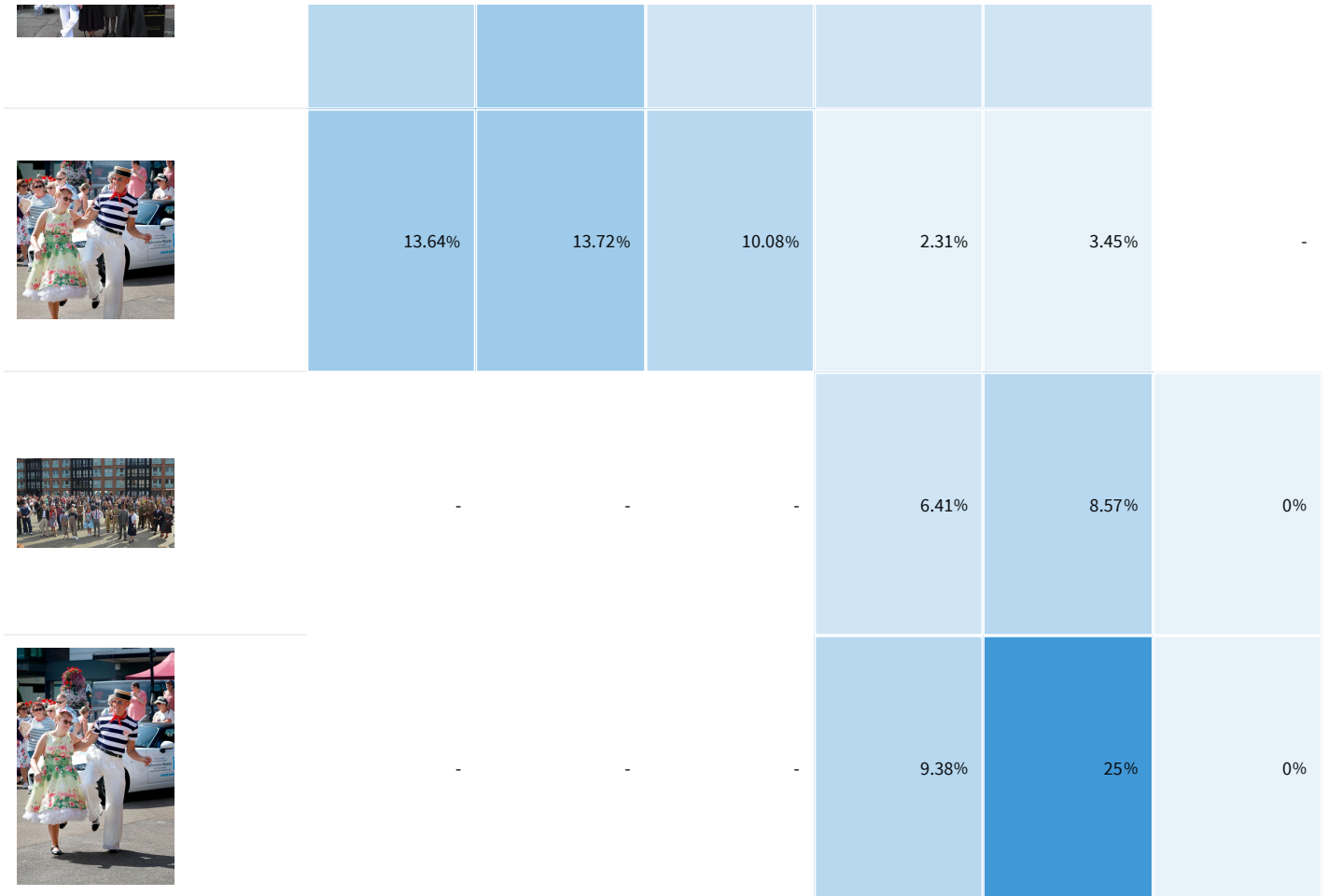


COST PER CLICK & CLICK THROUGH RATE BY DAY



 DYNAMIC AD IMAGE PERFORMANCE

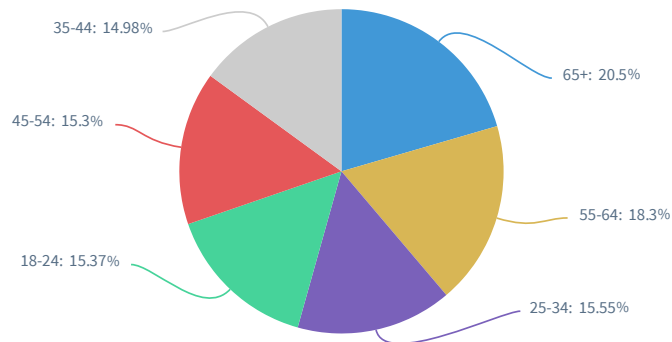
Image	55-64	65+	45-54	35-44	25-34	18-24
	9.23%	10.77%	8.35%	8.47%	8.83%	-
	10.98%	11.56%	8.49%	7.65%	6.42%	-
	9.83%	9.98%	8.33%	8.51%	8.97%	-
	9.02%	10.63%	7.5%	9.94%	13.39%	-
	8.95%	10.95%	8.59%	7.22%	7.12%	-
	10.22%	11.12%	8.72%	7.55%	7.76%	-
	8.01%	11.35%	7.03%	5.88%	4.09%	-



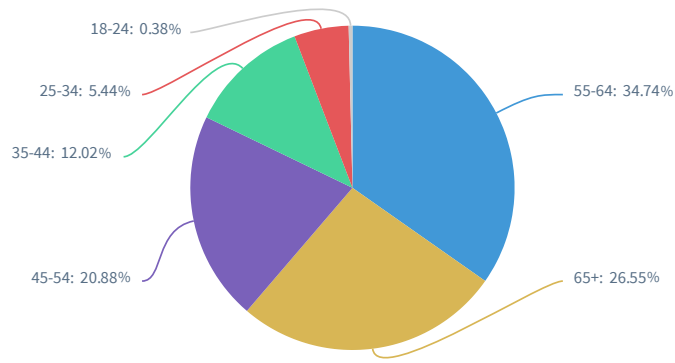
Demographics



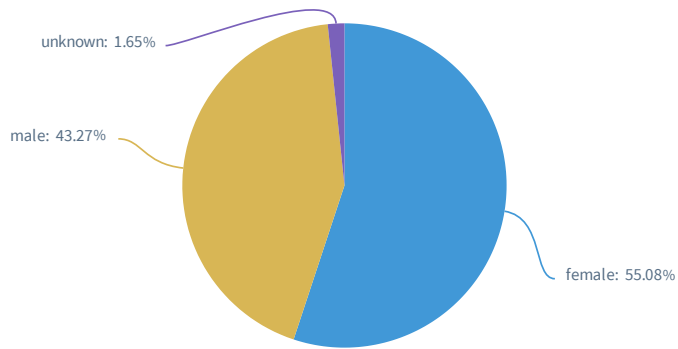
📢 CTR BY AGE



 CLICKS BY AGE



 CLICKS BY GENDER



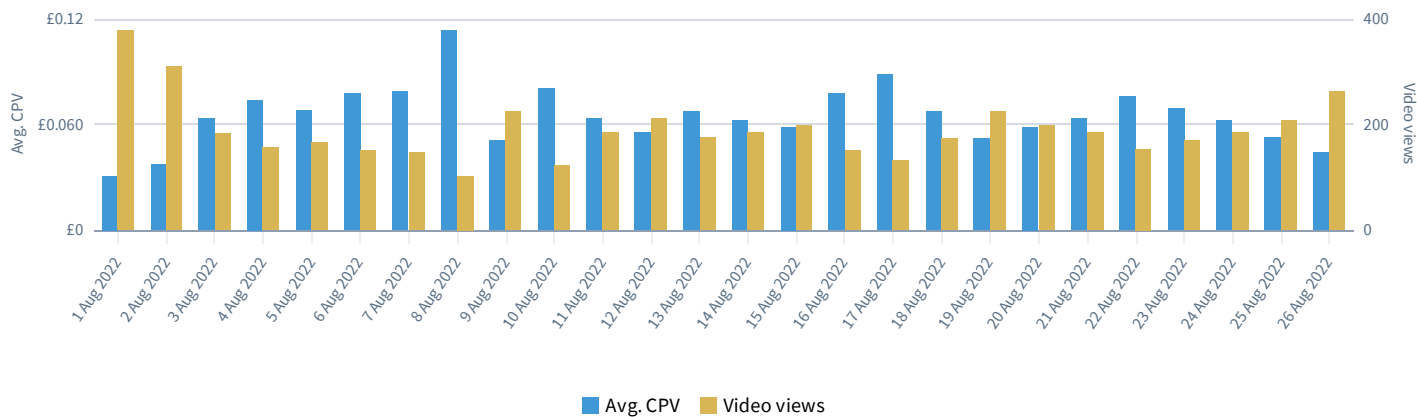
YouTube



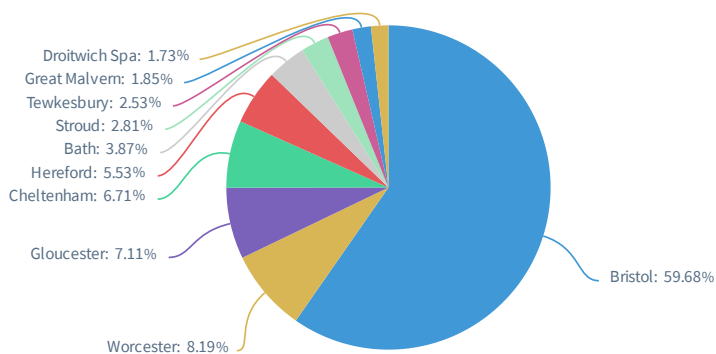
 CAMPAIGN PERFORMANCE

Campaign	Impr.	Clicks	Avg. CPC	Conv.	Video views	View rate	Avg. CPV	Video played to 25%	Cost
Bigwave Gloucester Goes Retro Youtube	449,351	737	£0.41	75	4,934	1.1%	£0.06	41.06%	£299.20

YOUTUBE VIEWS & COST PER VIEW



GEOGRAPHIC PERFORMANCE BY IMPRESSIONS



GEO PERFORMANCE

City	Impr.	Clicks	Avg. CPC	Video views	Avg. CPV
Bristol	177,097	176	£0.69	1,757	£0.07
Gloucester	21,107	75	£0.21	362	£0.04
Cheltenham	19,912	50	£0.27	261	£0.05
Stroud	8,329	28	£0.20	112	£0.05
Tewkesbury	7,494	17	£0.28	65	£0.07
Worcester	24,311	17	£0.88	205	£0.07
Hereford	16,422	15	£0.63	155	£0.06
Ross-on-Wye	2,346	12	£0.12	24	£0.06
Bath	11,471	9	£0.81	87	£0.08
Great Malvern	5,483	9	£0.39	65	£0.05
Cirencester	4,805	6	£0.59	50	£0.07
Total	316,238	432	£0.50	3,308	£0.06

City	Impr.	Clicks	Avg. CPC	Video views	Avg. CPV
Droitwich Spa	5,142	4	£0.88	40	£0.09
Mitcheldean	873	4	£0.12	15	£0.03
Stoke Gifford	2,219	3	£0.46	17	£0.08
Bromsgrove	1,064	2	£0.36	11	£0.07
Bishops Cleeve	2,946	1	£1.84	26	£0.07
Evesham	1,626	1	£2.22	16	£0.14
Stourport-on-Severn	1,874	1	£1.10	16	£0.07
Winchcombe	723	1	£0.50	12	£0.04
Withington	18	1	£0.02	0	£0.00
Almondsbury	41	0	£0.00	0	£0.00
Berkeley	272	0	£0.00	6	£0.03
Chipping Sodbury	504	0	£0.00	2	£0.13
Clevedon	4	0	£0.00	0	£0.00
Coleford	55	0	£0.00	2	£0.01
	316,238	432	£0.50	3,308	£0.06