

The ISLANDS of
GUERNSEY

condor
F E R R I E S





April & May Plan

Target	Company	Media	Tactic	Media Owner	Targeting Area	Targeting	Creative Format	Impressions / Impacts	Views	Clicks	Client Cost	Status	April				May			
													4	11	18	25	2	9	16	23
Additional	Condor & Visit Guernsey	Digital	Branding / Awareness	Quantcast	Core Regions	Remodelling Site Conversions	IAB Standard Formats	1,310,421	n/a	11,794	£4,000	Booked								
		TV		ITV	Meridian South Coast / Hampshire	ABC1 Adults	30 Seconds	359,897	359,897	n/a	£7,500	Booked								
		Radio		Classic FM & Wave 105	South Of England	ABC1 Adults 40+	30 Seconds	882,000	n/a	n/a	£6,000	Booked								
Additional Total								2,552,318	359,897	655	£17,500									
Core	Condor & Visit Guernsey	Digital	Branding / Awareness	Facebook	Core Regions / Postcodes	Demographic Targeting	Video	990,803	19,816	8,917	£7,356	Booked								
				Quantcast		Look-a-like Search Powered Audiences	Video	479,122	335,385	240	£10,442	Booked								
				BVOD		ITV Hub	Inferred ABC1 Adults	30 "	375,901	375,901	940	£15,332	Booked							
Core Total								1,845,827	731,103	10,097	£33,130									
Expansion	Condor & Visit Guernsey	Digital	Branding / Awareness	Facebook	Expansion Regions / Postcodes	Demographic Targeting	Video	1,217,299	24,346	10,956	£9,037	Booked								
				Azerion		Premium Whitelist (Theguardian.com, News.sky.com etc.)	V	452,275	n/a	2,714	£11,175	Booked								
				Adform		Premium Whitelist (Theguardian.com, News.sky.com etc.)	Billboards & Double MPUs	858,061	n/a	1,716	£5,369	Booked								
				Loopme		PurchaseLoop Audiences	Video / VOD	384,908	230,945	192	£13,622	Booked								
				ITV Hub		Inferred ABC1 Adults	30 Seconds Copy	433,768	433,768	1,084	£17,692	Booked								
		BVOD																		
Expansion Total								3,346,310	689,059	16,662	£56,896									
Conversion	Condor Ferries	Digital	Conversion	Adform	Non Converted Site Traffic	Retargeting	IAB Standard Formats	900,000	n/a	1,800	£4,500	Booked								
Conversion Total								900,000		1,800	£4,500									
Grand Total								8,644,455	1,780,059	29,214	£112,026									



Over-delivery Of 117,567 Views vs Plan

597,486 Completed Views Delivered, 479,919 Planned

Quantcast

loopMe™

£16,922
Client Cost

741,699
Impressions

3,867
Clicks

0.52%
CTR

597,486
Video Quartile 100 Views

80.56%
Video played to 100 (% Innovid) (%)

£0.03
CPCV



Digital Display

Incredible £5.40 ROAS / £102k Revenue & 406 sales From £19k Spend Across April & May So Far

Quantcast



adform

£19,010

Client Cost

4,236,952

Impressions

8,180

Clicks

0.19%

CTR

£2.32

CPC

406

Conversions

4.96%

Conv. Rate

£46.82

CPA

£102,891

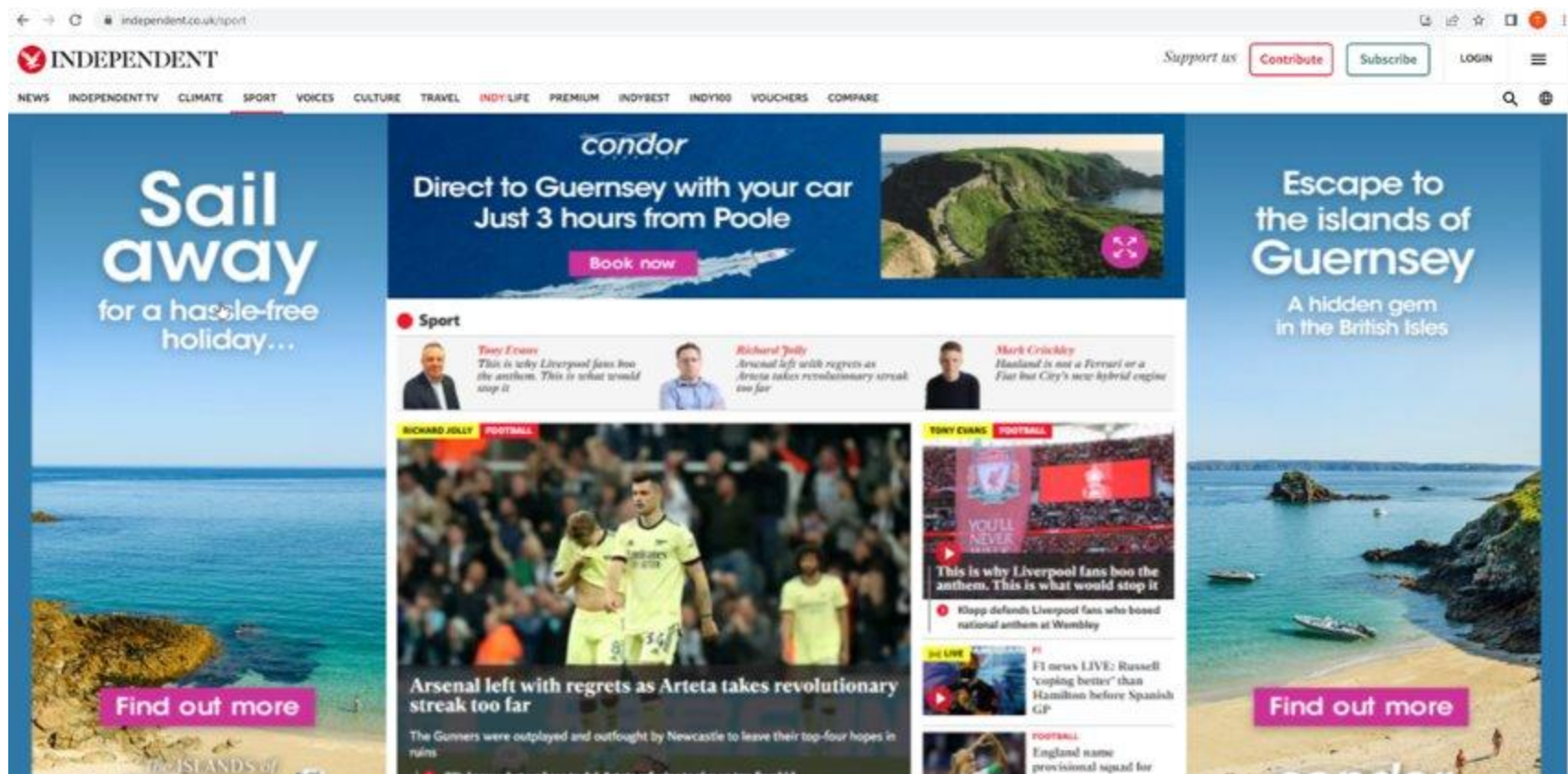
Revenue

£5.41

ROAS

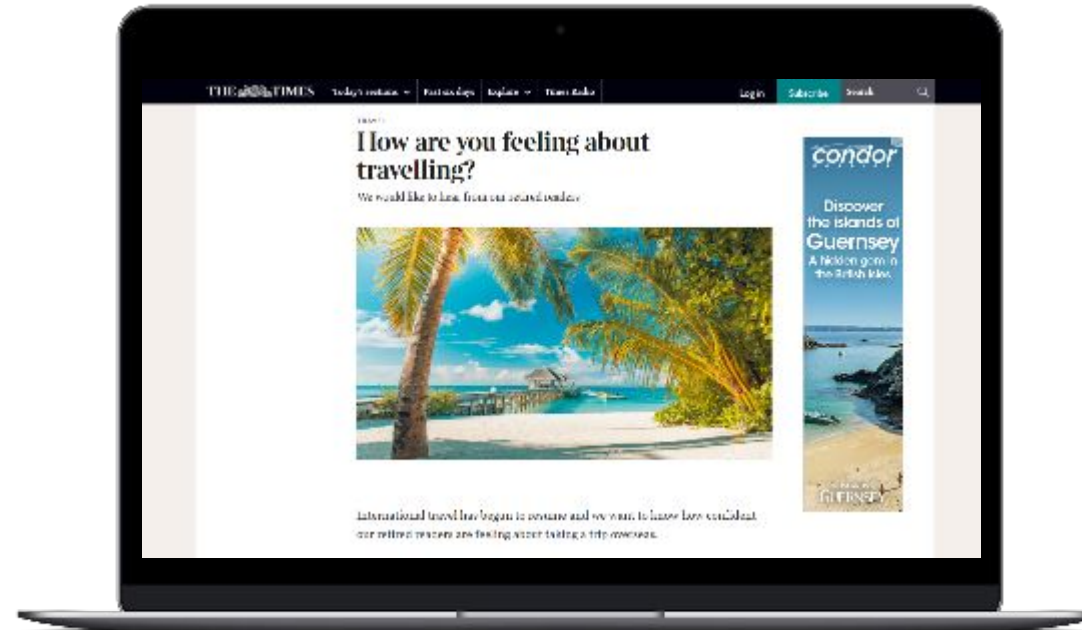
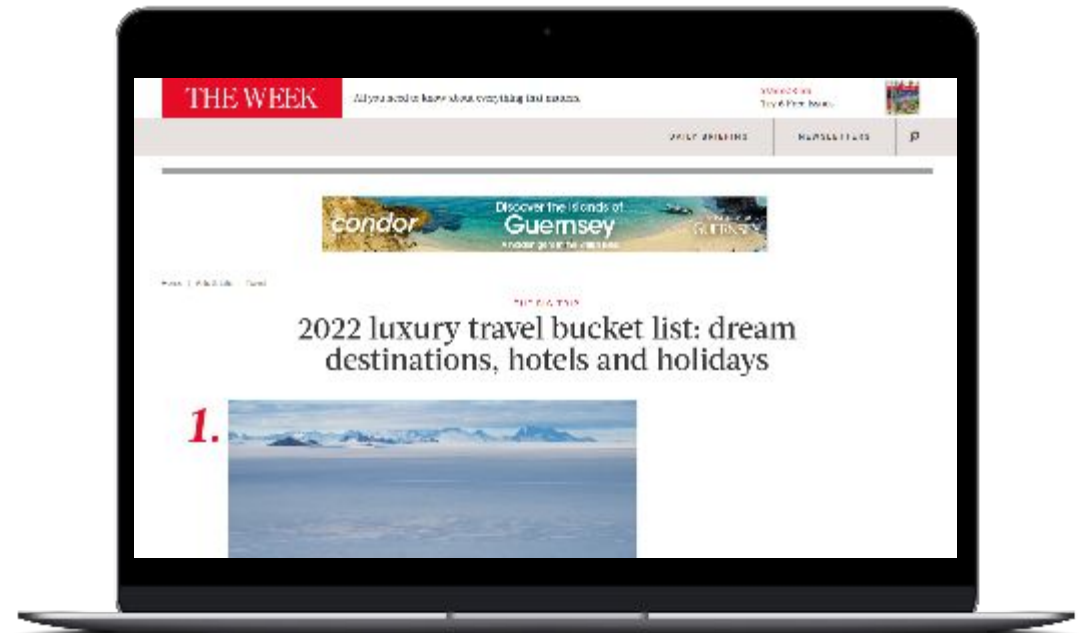


DESKTOP SKIN



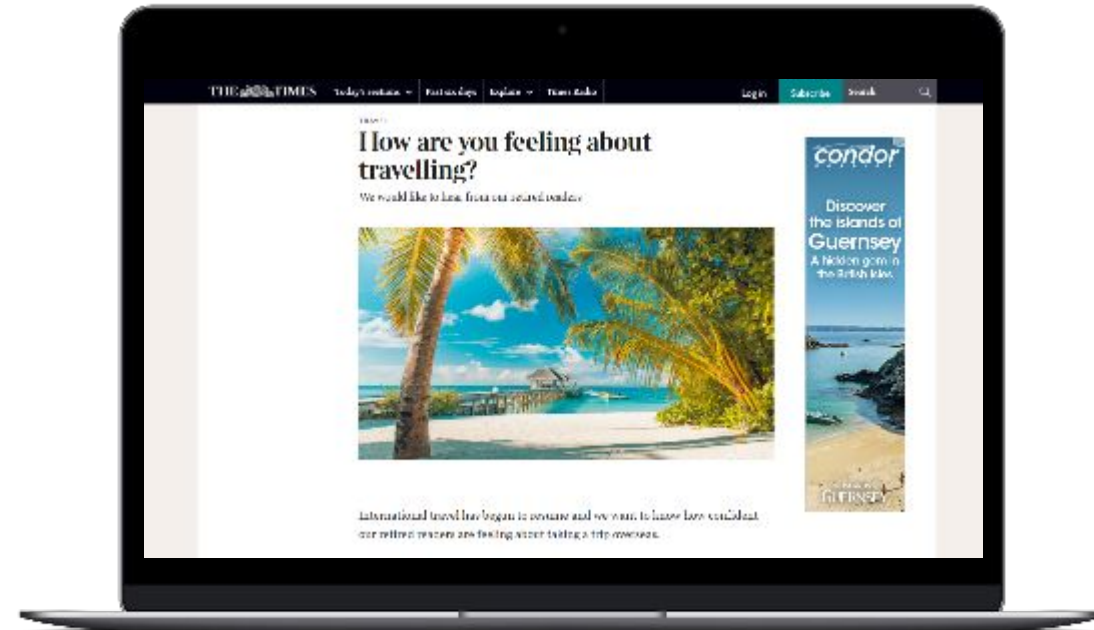
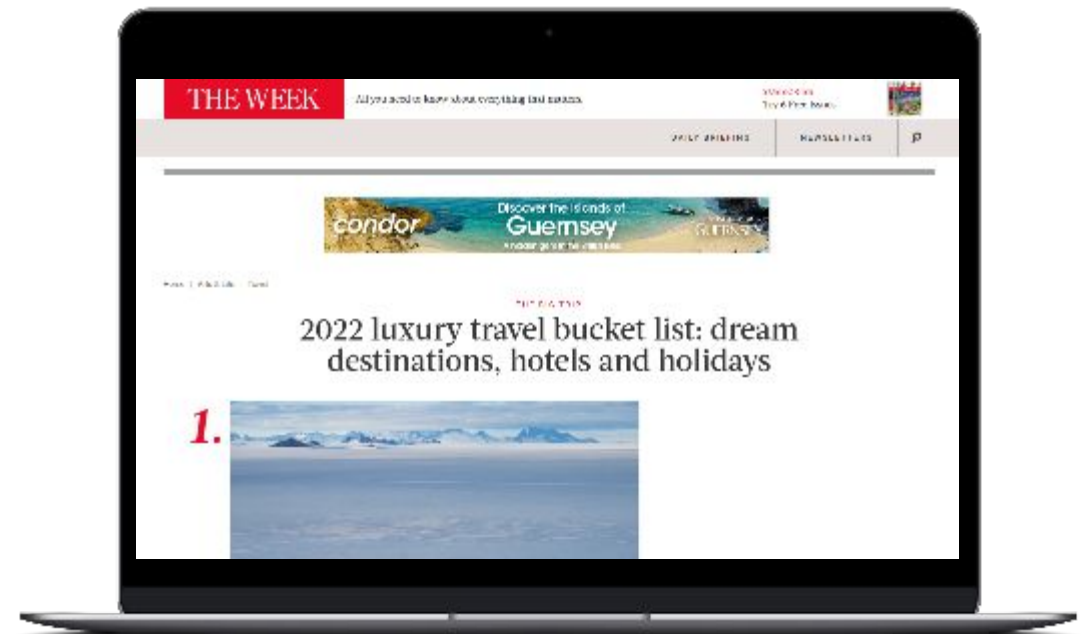


EXAMPLES...





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Facebook & Instagram - 2.2m Impressions Planned 2.9m Delivered



£11,742

Client Cost

N/A
% Change

2,925,126

Impressions

N/A
% Change

16,910

Clicks

N/A
% Change

0.58%

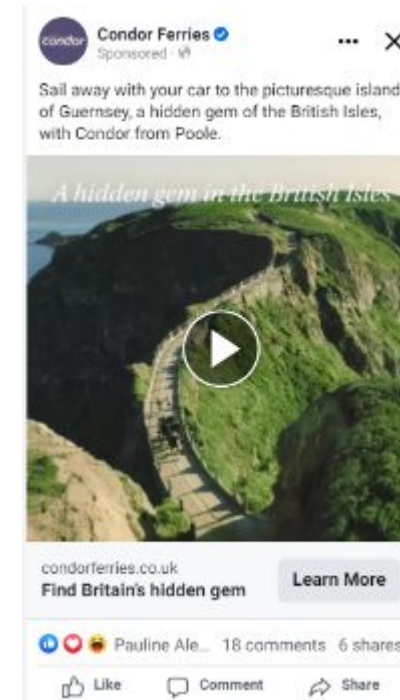
CTR

N/A
% Change

£0.69

CPC

N/A
% Change



204,763 ThruPlays (Completed Views / 15 Sec Views)



635,596 Impressions On ITV Hub

Over 1.1m Impacts On ITV Meridian Hampshire

