



Campaign Performance

Overview of your advertising campaign's performance, organized by channel.

1 Jun 2025 - 30 Jun 2025

Campaign dates: Apr 1 - Sep 30, 2025

SUMMARY	Impressions 16,126,130 ⬆️ 4.7%	Clicks 231,722 ⬆️ -17.8%	Spend \$37,464 ⬆️ -24.0%	CPC \$0.16 ⬆️ -7.6%	Video Views 1,462,922 ⬆️ -22.4%	CPV \$0.03 ⬆️ -2.0%
Google Performance Max	Impressions 13,939,163 ⬆️ 11.3%	Clicks 221,238 ⬆️ -18.0%	Spend \$22,369 ⬆️ -24.2%	CPC \$0.10 ⬆️ -7.6%	Video views 519 ⬆️ 16.4%	Avg. CPV \$0.43 ⬆️ 0.1%
Google Video	Impressions 1,808,376 ⬆️ -27.0%	Clicks 4,076 ⬆️ -28.1%	Spend \$12,249 ⬆️ -23.9%	CPC \$3.01 ⬆️ 5.9%	Video views 1,155,780 ⬆️ -25.2%	CPV \$0.01 ⬆️ 1.8%
Facebook/Instagram	Impressions 378,591 ⬆️ -7.2%	Clicks 6,408 ⬆️ -1.0%	Spend \$2,847 ⬆️ -22.5%	CPC \$0.44 ⬆️ -22.8%	Video Views 306,623 ⬆️ -9.8%	CPV \$0.03 0.0%

Google Ads

Details on your Google Ads campaigns.

Google Video

Impressions

1,808,376

↓ -27.0%

Video views

1,155,780

↓ -25.2%

Cost

\$12,248.62

↓ -23.9%

CPV

\$0.01

↑ 1.8%

Clicks

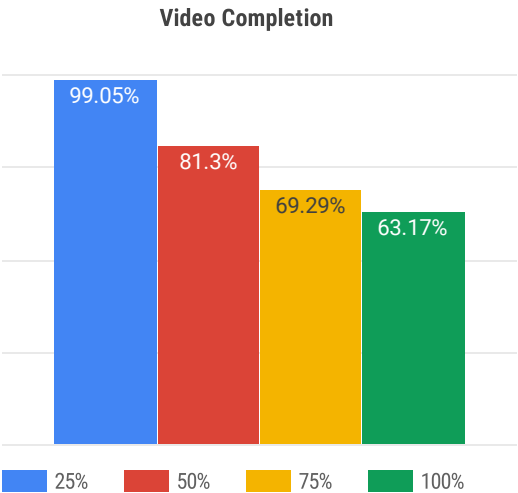
4,076

↓ -28.1%

CPC

\$3.01

↑ 5.9%



Google Performance Max

Impressions

13,939,163

↑ 11.3%

Clicks

221,238

↓ -18.0%

Cost

\$22,368.95

↓ -24.2%

CPC

\$0.10

↓ -7.6%

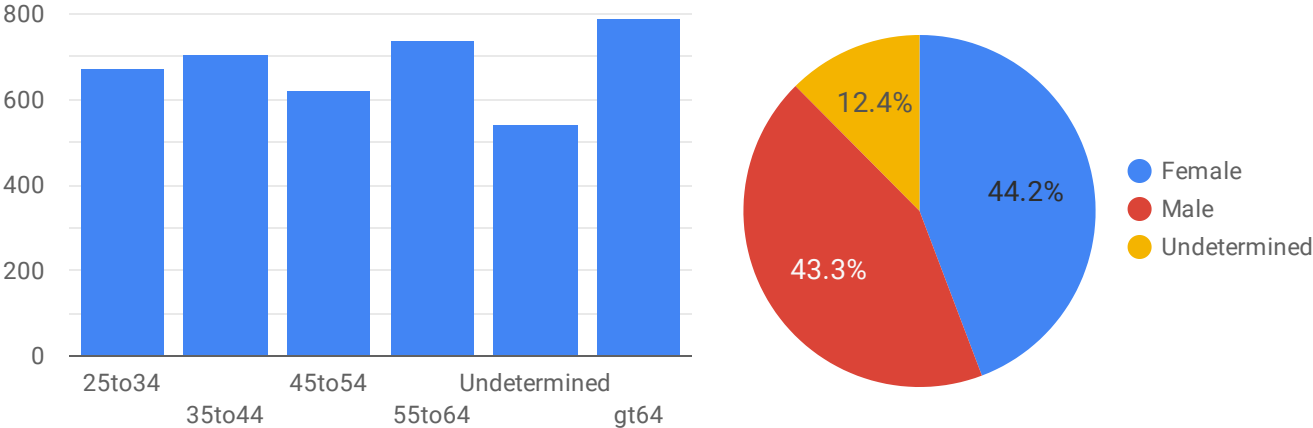
Top Audiences

Interests and behaviours of people who engaged with your ads.

	Audience	Audience Type	Impressions	Cli... ② ▾	Conversio... ① ▾
1.	Gamers	Affinity	357,218	853	627
2.	Home Improvement	In Market	233,692	550	409
3.	High-End Computer Aficio...	Affinity	154,530	395	274
4.	Game Consoles	In Market	111,008	239	168
5.	Sports Fans	Affinity	80,943	206	154

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Demographics



Geography

	Town/City	Impressions ▾	Clicks	Video views
1.	Calgary	4,932,777	75,787	483,798
2.	Edmonton	3,282,682	52,388	310,211
3.	Medicine Hat	362,127	3,800	11,809
4.	Red Deer	361,576	4,971	25,742
5.	Lethbridge	355,593	5,017	21,554

Grand total15,747,539225,3141,156,299

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Facebook Ads

Details on your Facebook Ads campaigns.

Summary	Impressions	Clicks	Cost	CPC	Video Views	CPV
	378,591 ↓ -7.2%	6,408 ↓ -1.0%	\$2,846.75 ↓ -22.5%	\$0.44 ↓ -22.8%	306,623 ↓ -9.8%	\$0.03 0.0%
Social Engagement	Reach	Post Reactions	Post Comments	Post Saves	Post Shares	Page Likes
	173,978 ↑ 9.3%	252 ↓ -27.6%	1 ↓ -50.0%	5 ↓ -37.5%	1 ↓ -83.3%	0 ↓ -100.0%

Top Ads

	Ad Name	Impressions	Video Views 2	Clicks 1	Social Engagement
1.	FB-building-fence-vid	282,937	80,887	5,628	188
2.	FB-building-deck-vid	47,758	12,105	440	56
3.	FB-delivery-vid	21,770	1,764	207	7
4.	FB-wheres-the-line-vid	8,894	1,763	101	8

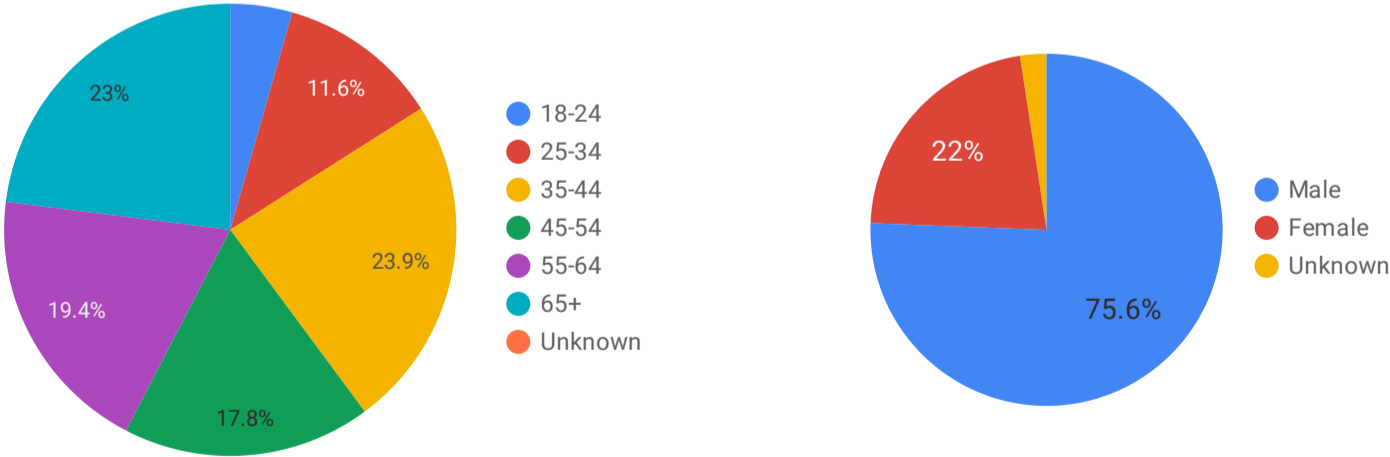
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Top Audiences

	Ad Set Name	Impressions	Link Clicks 2	Social Engagement	Conversions 1
1.	Lists & LLAs, AB, 18+	191,787	3,546	173	0
2.	Open, AB, 18+	86,565	1,469	58	0
3.	Homeowners, AB, 18+	83,007	1,361	28	0
4.	Dynamic AB, 18+	17,232	32	0	0

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Demographics





Campaign Performance

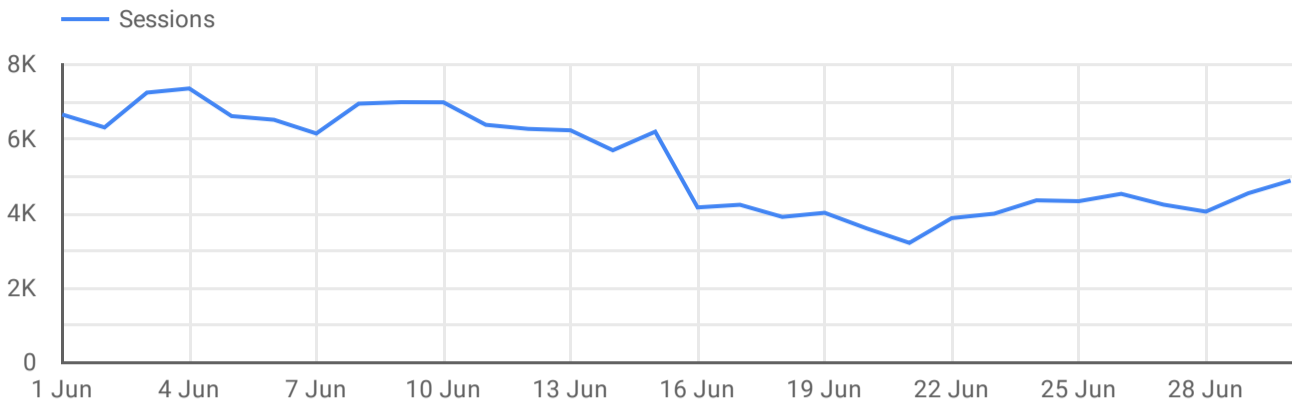
1 Jun 2025 - 30 Jun 2025

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Ad Campaign-Specific Analytics

All Sessions	Views	Views per session	Average session duration
159,522	235,808	1.5	00:01:57
↓ -18.1%	↓ -19.0%	↓ -1.1%	↑ 2.3%

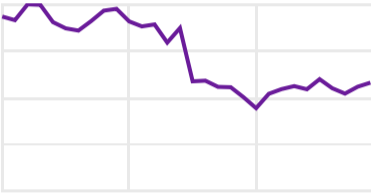
For those visitors to your website from your ad campaign.



Urban Locations

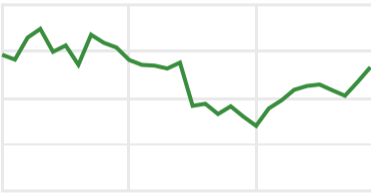
Calgary, Edmonton, Red Deer, Lethbridge, Medicine Hat

All Sessions	Views	Views per session	Average session duration
88,068	132,339	1.5	00:01:59
↓ -22.3%	↓ -22.1%	↑ 0.3%	↑ 0.3%



Rural Locations

All Sessions	Views	Views per session	Average session duration
74,022	103,469	1.4	00:01:51
↓ -10.2%	↓ -14.6%	↓ -4.8%	↑ 3.5%



Top Pages

The most popular pages on your website.

	Page title	Page path	Views
1.	Utility Safety Partners	/	202,706
2.	Submit a Locate Request Utility Safety Partners	/wheres-the-line/submit-a-locate-request/	17,039
3.	Click Before You Dig Utility Safety Partners	/wheres-the-line/click-before-you-dig/	3,545
4.	Utility Safety Partners	/pagead/aclk	3,236
5.	Members Area Utility Safety Partners	/members-area/	2,733

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Sources

Where the traffic to your website comes from. Sessions reported.

	Town/City	Sessions
1.	Calgary	46,370
2.	Edmonton	31,215
3.	(not set)	6,852
4.	Lethbridge	4,071
5.	Medicine Hat	3,959
6.	Red Deer	3,139
7.	Lacombe	2,588
8.	High River	2,543
9.	Langdon	2,478
10.	Edson	2,448

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Campaign Performance

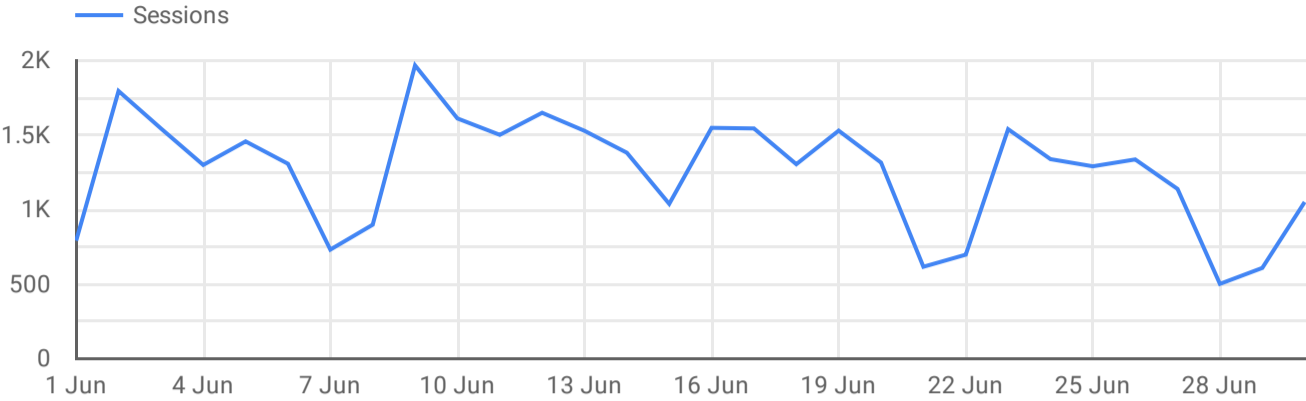
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Organic Analytics

For those visitors to your website who did not come from the ad campaign.

All Sessions	Rural Sessions	Views	Views per session	Average session duration
37,250	22,409	61,717	1.7	00:03:14
↓ -9.7%	↓ -7.9%	↓ -14.7%	↓ -5.6%	↓ -10.7%



Top Pages

The most popular pages on your website.

	Page title	Page path	Views
1.	Utility Safety Partners	/	23,841
2.	Submit a Locate Request Utility Safety Partners	/wheres-the-line/submit-a-locate-request/	22,865
3.	Click Before You Dig Utility Safety Partners	/wheres-the-line/click-before-you-dig/	4,054
4.	Members Area Utility Safety Partners	/members-area/	2,269
5.	Homeowner Overview Utility Safety Partners	/wheres-the-line/click-before-you-dig/homeowner-overview/	1,942

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Sources

Where the traffic to your website comes from. Sessions reported.

	Town/City	Sessions
1.	Calgary	9,301
2.	Edmonton	4,468
3.	(not set)	2,370
4.	Toronto	1,614
5.	Vancouver	851
6.	Medicine Hat	836
7.	Lethbridge	821
8.	Grande Prairie	694
9.	Lacombe	665
10.	Drayton Valley	650

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Campaign Performance

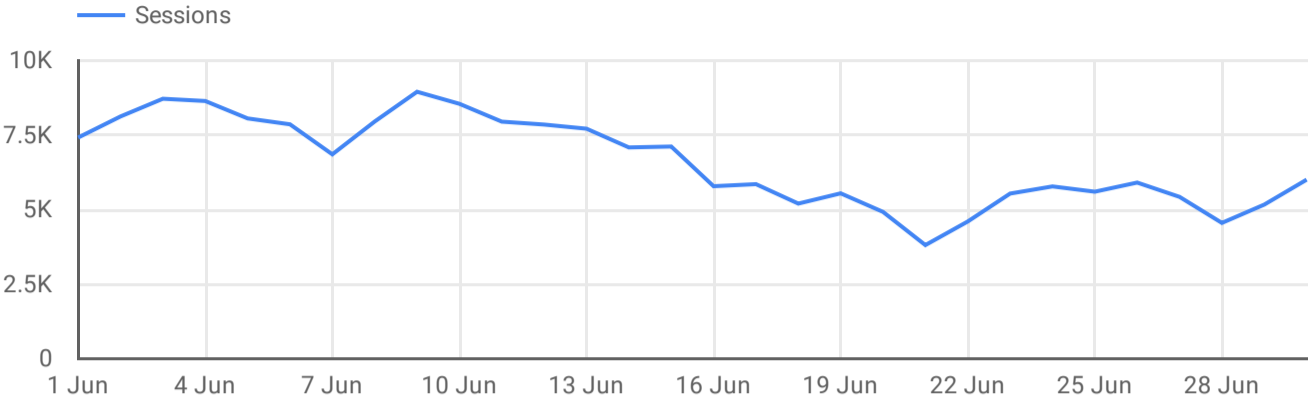
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Complete Analytics

Visitors to your website from ALL sources.

All Sessions	Rural Sessions	Views	Views per session	Average session duration
196,991	95,620	297,525	1.5	00:02:12
↓ -17.5%	↓ -9.0%	↓ -18.1%	↓ -0.7%	↑ 0.5%



Top Pages

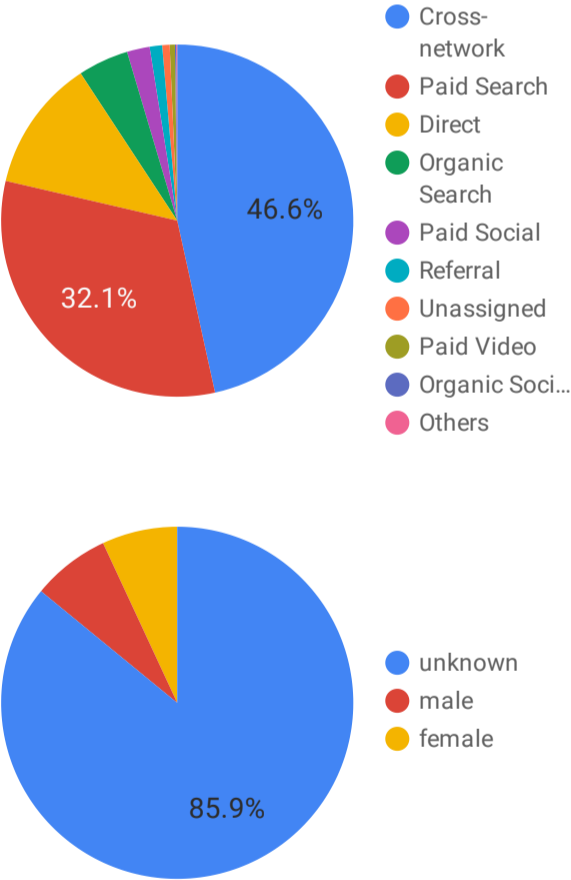
The most popular pages on your website.

	Page title	Page path	Views
1.	Utility Safety Partners	/	226,547
2.	Submit a Locate Request Utility Safety Partners	/wheres-the-line/submit-a-locate-request/	39,904
3.	Click Before You Dig Utility Safety Partners	/wheres-the-line/click-before-you-dig/	7,599
4.	Members Area Utility Safety Partners	/members-area/	5,002
5.	Homeowner Overview Utility Safety Partners	/wheres-the-line/click-before-you-dig/homeowner-overview/	4,308

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Sources

Where the traffic to your website comes from. Sessions reported.



	Town/City	Sessions
1.	Calgary	55,531
2.	Edmonton	35,792
3.	(not set)	9,164
4.	Lethbridge	4,861
5.	Medicine Hat	4,801
6.	Red Deer	3,736
7.	Lacombe	3,280
8.	Grande Prairie	3,173
9.	High River	3,166
10.	Langdon	3,095

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