



Campaign Performance

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

1 Jul 2025 - 31 Jul 2025

▼

Campaign dates: Apr 1 - Sep 30, 2025

SUMMARY	Impressions 18,432,919 📈 14.3%	Clicks 201,654 📉 -13.0%	Spend \$26,782 📉 -28.5%	CPC \$0.13 📉 -17.9%	Video Views 1,190,597 📉 -18.6%	CPV \$0.02 📉 -12.2%
Google Performance Max	Impressions 16,684,744 📈 19.7%	Clicks 192,724 📉 -12.9%	Spend \$15,947 📉 -28.7%	CPC \$0.08 📉 -18.2%	Video views 173 📉 -66.7%	Avg. CPV \$0.31 📉 -28.4%
Google Video	Impressions 1,405,401 📉 -22.3%	Clicks 3,290 📉 -19.3%	Spend \$8,672 📉 -29.2%	CPC \$2.64 📉 -12.3%	Video views 907,282 📉 -21.5%	CPV \$0.01 📈 -9.8%
Facebook/Instagram	Impressions 342,774 📉 -9.5%	Clicks 5,640 📉 -12.0%	Spend \$2,163 📉 -24.0%	CPC \$0.38 📉 -13.6%	Video Views 283,142 📉 -7.7%	CPV \$0.03 0.0%

Google Ads

Details on your Google Ads campaigns.

Google Video

Impressions

1,405,401

↓ -22.3%

Video views

907,282

↓ -21.5%

Cost

\$8,671.76

↓ -29.2%

CPV

\$0.01

↓ -9.8%

Clicks

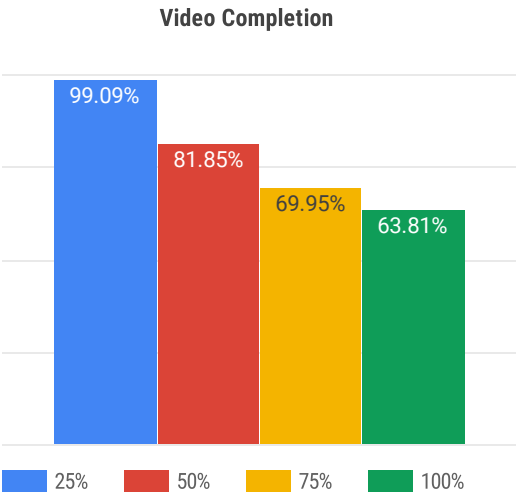
3,290

↓ -19.3%

CPC

\$2.64

↓ -12.3%



Google Performance Max

Impressions

16,684,744

↑ 19.7%

Clicks

192,724

↓ -12.9%

Cost

\$15,947.14

↓ -28.7%

CPC

\$0.08

↓ -18.2%

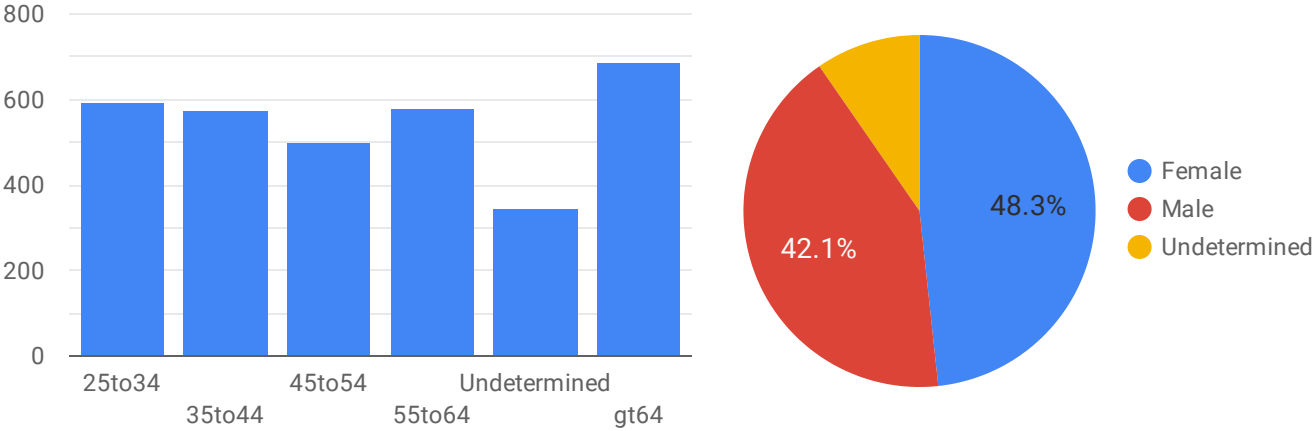
Top Audiences

Interests and behaviours of people who engaged with your ads.

	Audience	Audience Type	Impressions	Cli... ② ▾	Conversio... ① ▾
1.	Gamers	Affinity	263,129	648	472
2.	Home Improvement	In Market	221,499	557	406
3.	High-End Computer Aficio...	Affinity	97,679	205	167
4.	Game Consoles	In Market	92,178	216	151
5.	Sports Fans	Affinity	69,171	156	130

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Demographics



Geography

	Town/City	Impressions ▾	Clicks	Video views
1.	Calgary	5,535,600	67,139	383,808
2.	Edmonton	3,603,082	41,183	243,687
3.	Red Deer	495,190	4,588	19,342
4.	Lethbridge	472,626	4,131	16,973
5.	Medicine Hat	437,006	4,108	9,218

Grand total18,090,145196,014907,455

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Facebook Ads

Details on your Facebook Ads campaigns.

Summary	Impressions	Clicks	Cost	CPC	Video Views	CPV
	342,774 ↓ -9.5%	5,640 ↓ -12.0%	\$2,163.32 ↓ -24.0%	\$0.38 ↓ -13.6%	283,143 ↓ -7.7%	\$0.03 0.0%
Social Engagement	Reach	Post Reactions	Post Comments	Post Saves	Post Shares	Page Likes
	167,958 ↓ -3.5%	293 ↑ 16.3%	1 0.0%	2 ↓ -60.0%	4 ↑ 300.0%	1 ↑ N/A

Top Ads

	Ad Name	Impressions	Video Views 2	Clicks 1	Social Engagement
1.	FB-building-fence-vid	288,378	80,450	5,329	275
2.	FB-building-deck-vid	19,120	4,475	165	22
3.	FB-dynamic	27,686	301	90	1
4.	FB-delivery-vid	4,387	192	31	2

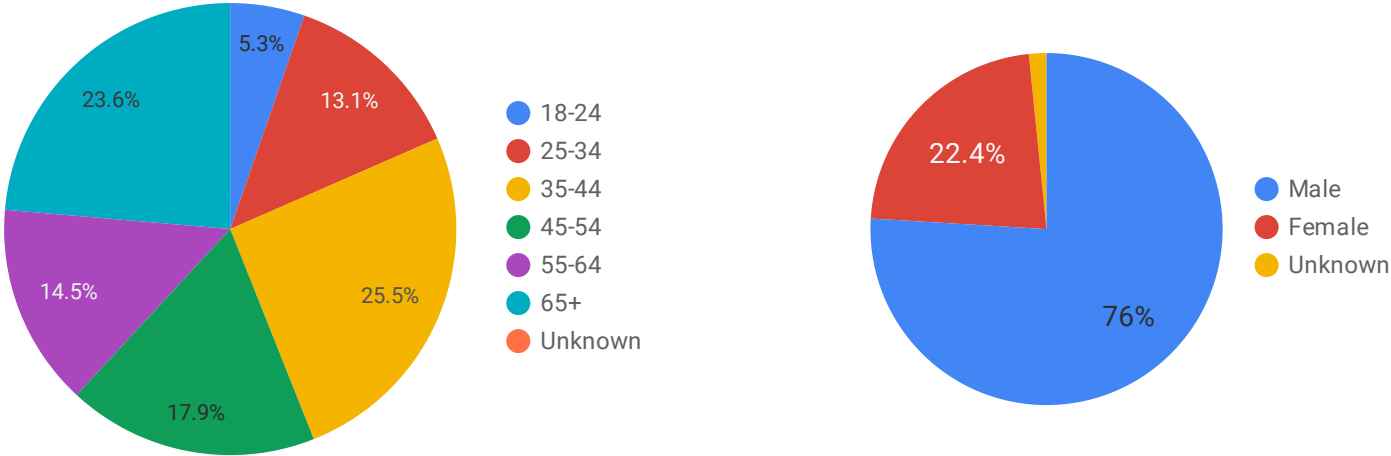
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Top Audiences

	Ad Set Name	Impressions	Link Clicks 2	Social Engagement	Conversions 1
1.	Open, AB, 18+	125,459	2,540	127	0
2.	Homeowners, AB, 18+	126,755	2,222	109	0
3.	Lists & LLAs, AB, 18+	62,874	788	64	0
4.	Dynamic AB, 18+	27,686	90	1	0

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Demographics





Campaign Performance

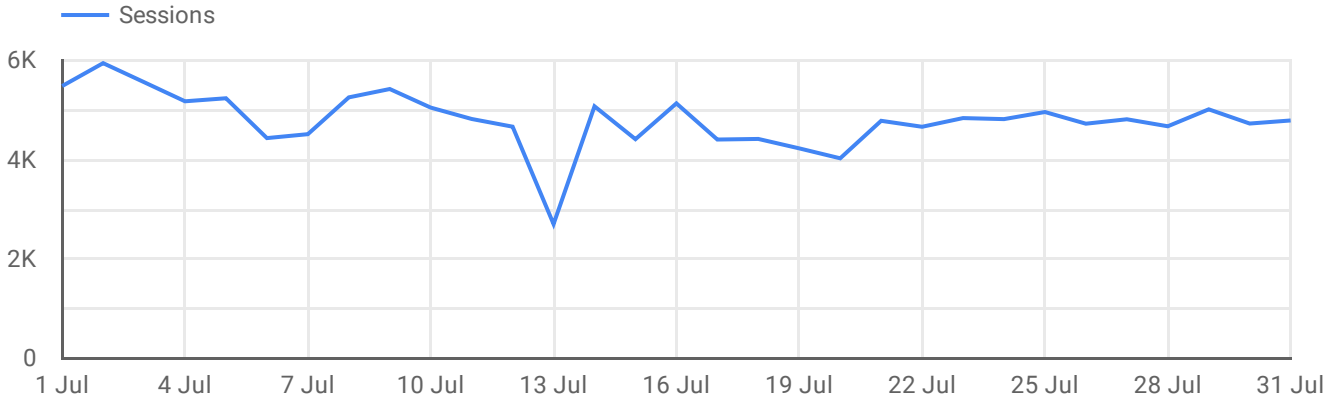
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Ad Campaign-Specific Analytics

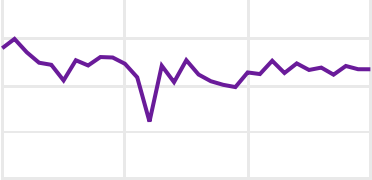
All Sessions	Views	Views per session	Average session duration
148,517	199,795	1.3	00:01:36
↓ -6.9%	↓ -15.3%	↓ -9.0%	↓ -18.4%

For those visitors to your website from your ad campaign.

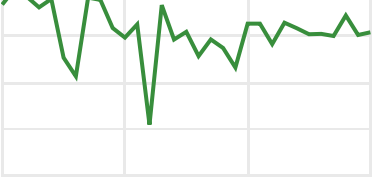


Urban Locations

Calgary, Edmonton, Red Deer, Lethbridge, Medicine Hat

All Sessions		Views	Views per session	Average session duration
72,187		96,844	1.3	00:01:34
↓ -18.0%		↓ -26.8%	↓ -10.7%	↓ -21.0%

Rural Locations

All Sessions		Views	Views per session	Average session duration
80,835		102,951	1.3	00:01:32
↑ 9.2%		↓ -0.5%	↓ -8.9%	↓ -17.4%

Top Pages

The most popular pages on your website.

	Page title	Page path	Views
1.	Utility Safety Partners	/	177,108
2.	Submit a Locate Request Utility Safety Partners	/wheres-the-line/submit-a-locate-request/	12,024
3.	Click Before You Dig Utility Safety Partners	/wheres-the-line/click-before-you-dig/	3,616
4.	Members Area Utility Safety Partners	/members-area/	2,156
5.	Homeowner Overview Utility Safety Partners	/wheres-the-line/click-before-you-dig/homeowner-overview/	1,674

Sources

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

	Town/City	Sessions
1.	Calgary	38,341
2.	Edmonton	23,501
3.	(not set)	7,214
4.	Medicine Hat	4,392
5.	Lethbridge	3,558
6.	Edson	3,275
7.	Lacombe	3,274
8.	Drayton Valley	3,095
9.	High River	3,050
10.	Langdon	2,988



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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
42,056	26,369	68,002	1.6	00:03:18
↑ 12.9%	↑ 17.7%	↑ 10.2%	↓ -2.4%	↑ 1.6%



Top Pages

The most popular pages on your website.

	Page title	Page path	Views
1.	Utility Safety Partners	/	31,142
2.	Submit a Locate Request Utility Safety Partners	/wheres-the-line/submit-a-locate-request/	22,598
3.	Click Before You Dig Utility Safety Partners	/wheres-the-line/click-before-you-dig/	3,689
4.	Members Area Utility Safety Partners	/members-area/	2,153
5.	Contact Us Utility Safety Partners	/learning-centre/contact-us/	1,675

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Sources

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

	Town/City	Sessions
1.	Calgary	9,874
2.	Edmonton	5,037
3.	(not set)	2,809
4.	Toronto	1,685
5.	Vancouver	1,167
6.	Medicine Hat	1,039
7.	Lethbridge	886
8.	Lacombe	841
9.	Edson	835
10.	Drayton Valley	831

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Complete Analytics

Visitors to your website from ALL sources.

All Sessions	Rural Sessions	Views	Views per session	Average session duration
191,366	105,955	267,797	1.4	00:01:58
↓ -2.9%	↑ 10.8%	↓ -10.0%	↓ -7.3%	↓ -10.7%



Top Pages

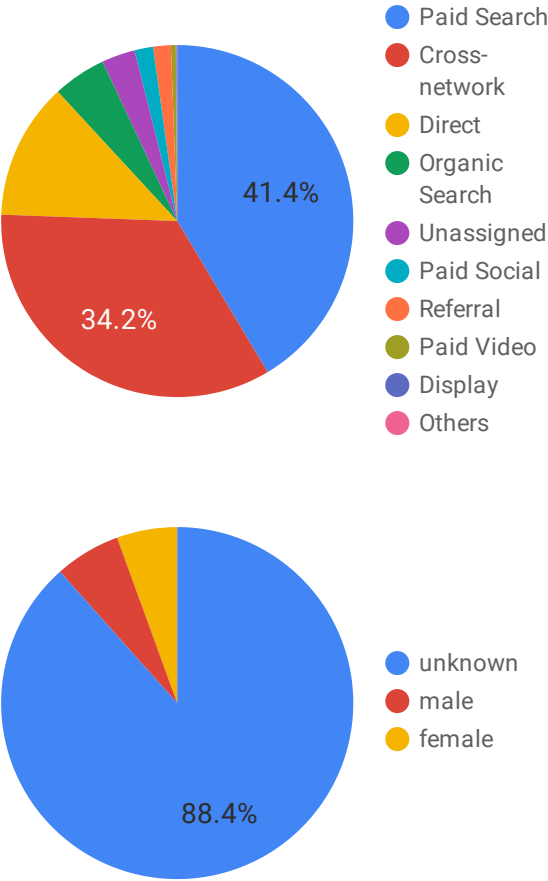
The most popular pages on your website.

	Page title	Page path	Views
1.	Utility Safety Partners	/	208,250
2.	Submit a Locate Request Utility Safety Partners	/wheres-the-line/submit-a-locate-request/	34,622
3.	Click Before You Dig Utility Safety Partners	/wheres-the-line/click-before-you-dig/	7,305
4.	Members Area Utility Safety Partners	/members-area/	4,309
5.	Homeowner Overview Utility Safety Partners	/wheres-the-line/click-before-you-dig/homeowner-overview/	3,292

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Sources

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



	Town/City	Sessions
1.	Calgary	47,590
2.	Edmonton	28,760
3.	(not set)	10,202
4.	Medicine Hat	5,488
5.	Lethbridge	4,381
6.	Edson	4,139
7.	Lacombe	4,089
8.	Drayton Valley	3,956
9.	High River	3,797
10.	Langdon	3,741

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