



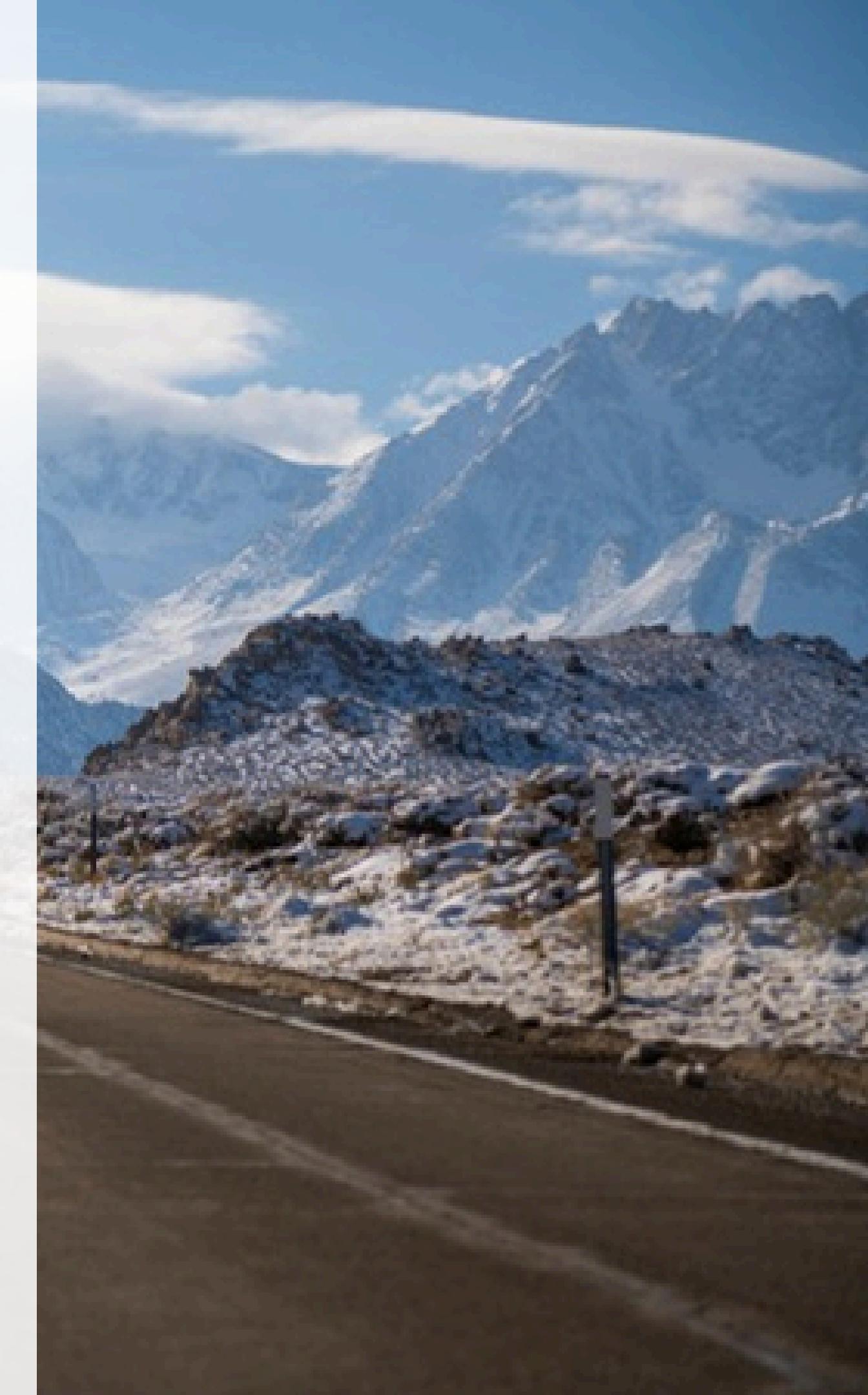
VISIT USA  
**PARKS**

# **BISHOP**

FALL/WINTER 2025

PAID SOCIAL CAMPAIGN FINAL REPORT

January 14, 2026



# CAMPAIN OVERVIEW

## DELIVERABLES

- 2 Facebook posts; 1 Instagram post
- Pinterest
- Youtube
- Meta retargeting strategy
- 75% international & 25% domestic markets
- Target markets: US, UK, Germany and Mexico
- Content focus: fishing, climbing, hiking, exploring the town, cycling, trail runs, museums and winter escape.

## TIMELINE

### October - November

Content gathering, creation, and translation

### October - November

Posts live and promoted

### December

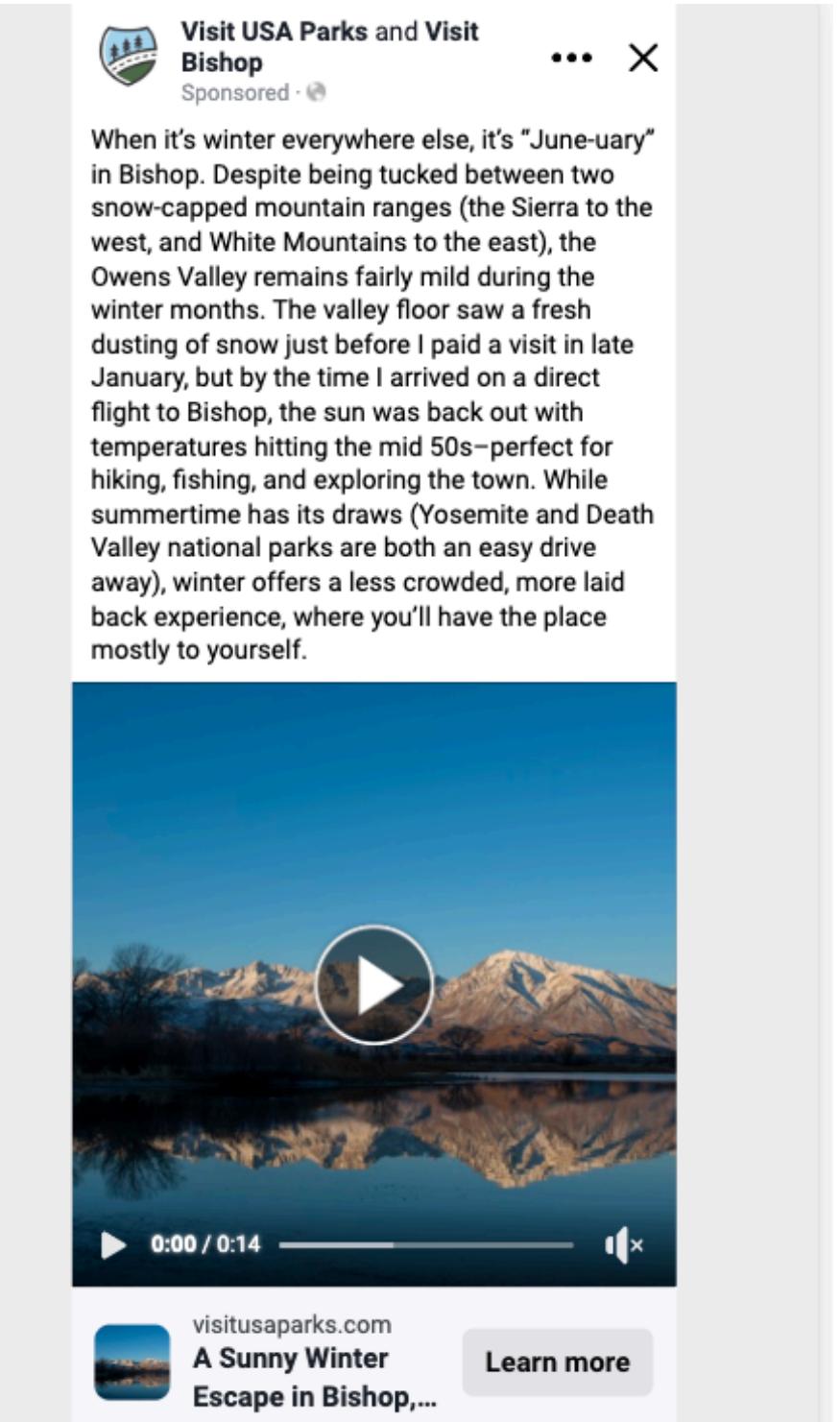
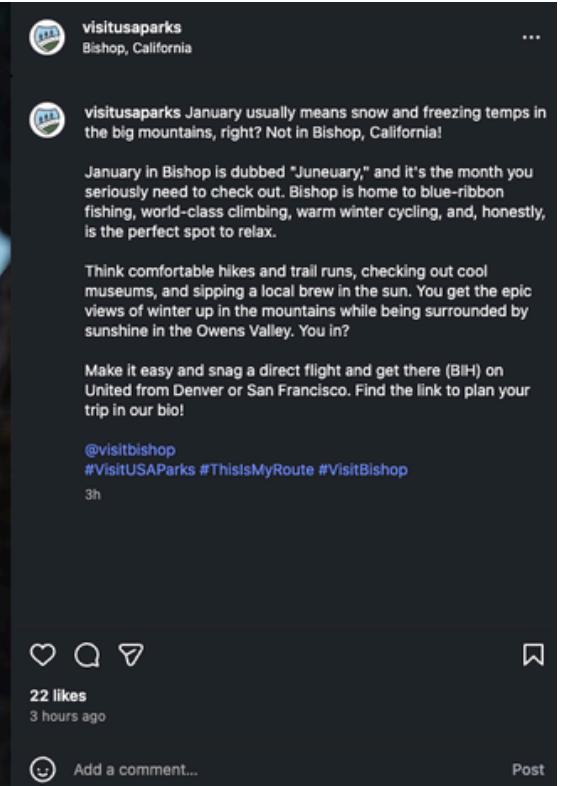
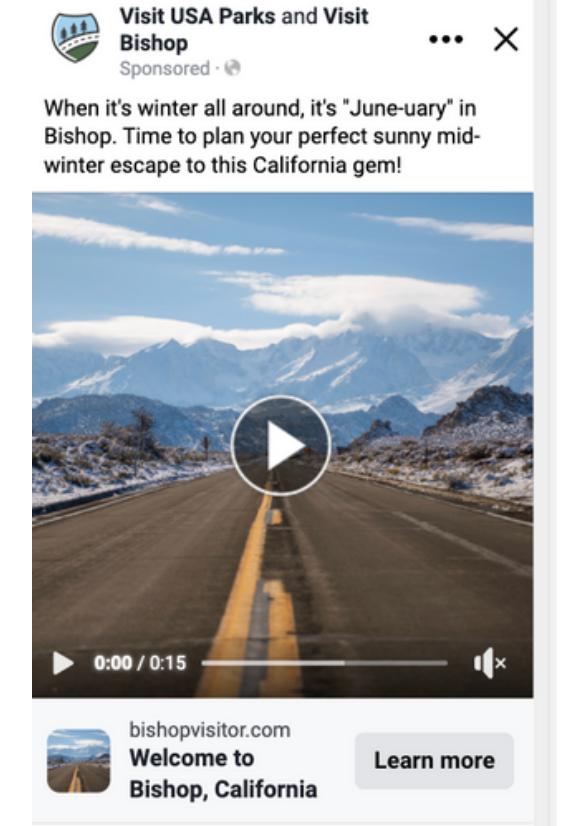
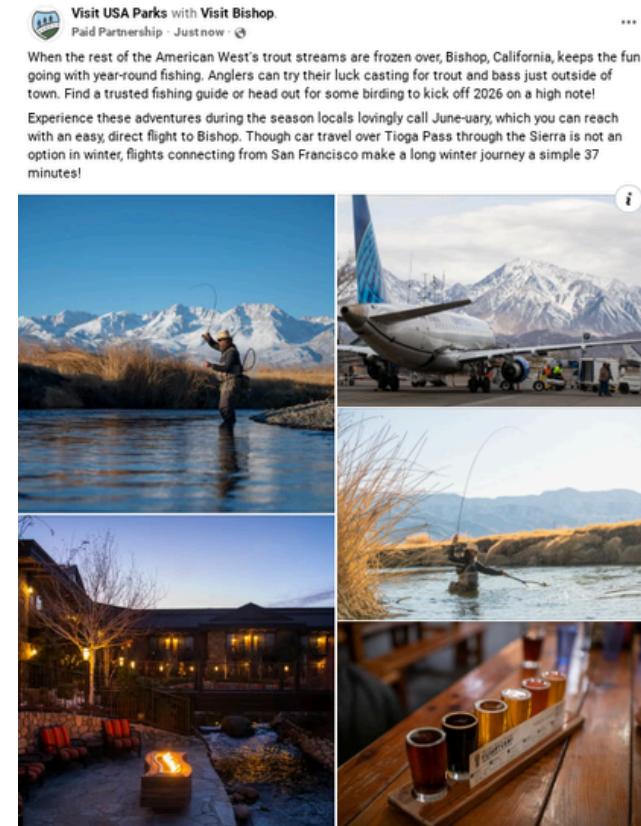
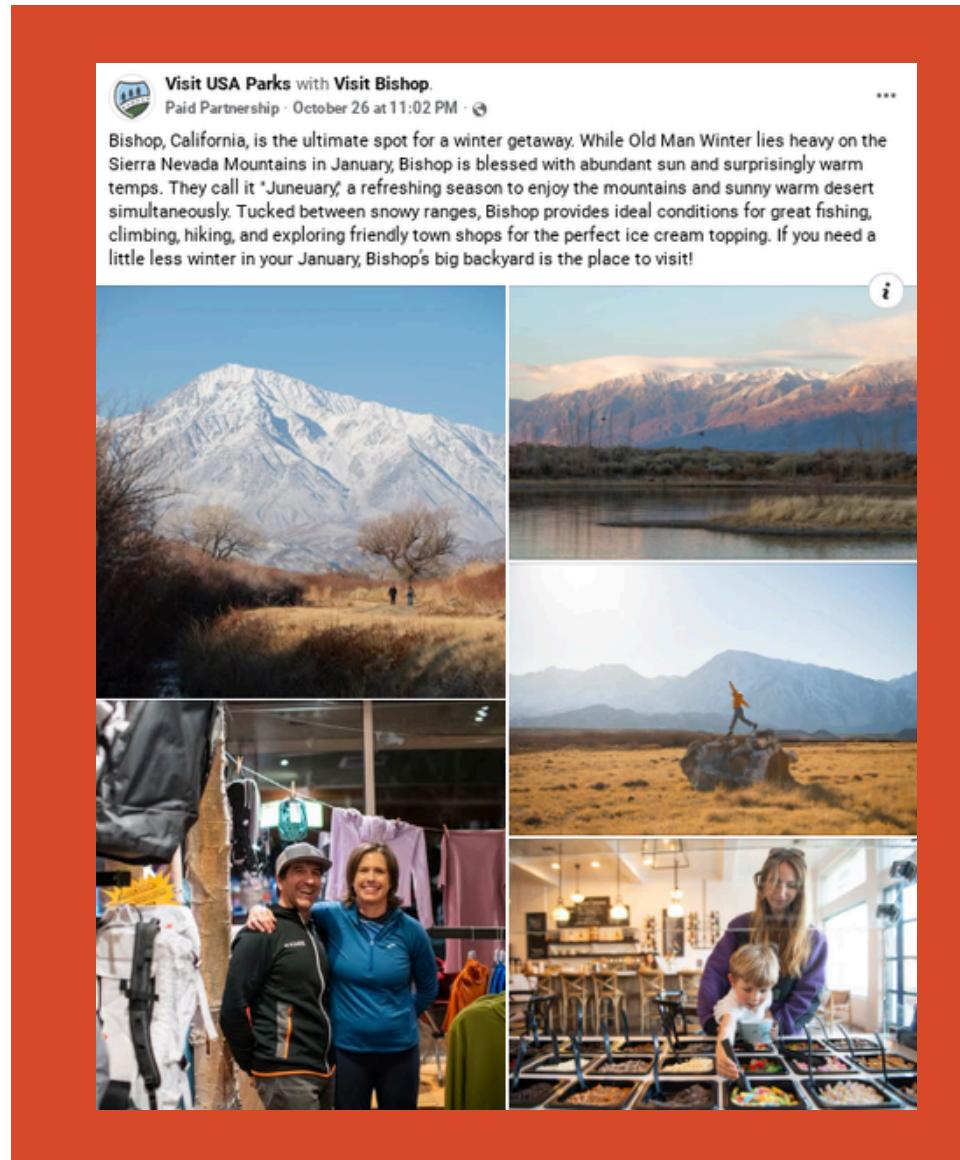
Retargeting ads live

### January

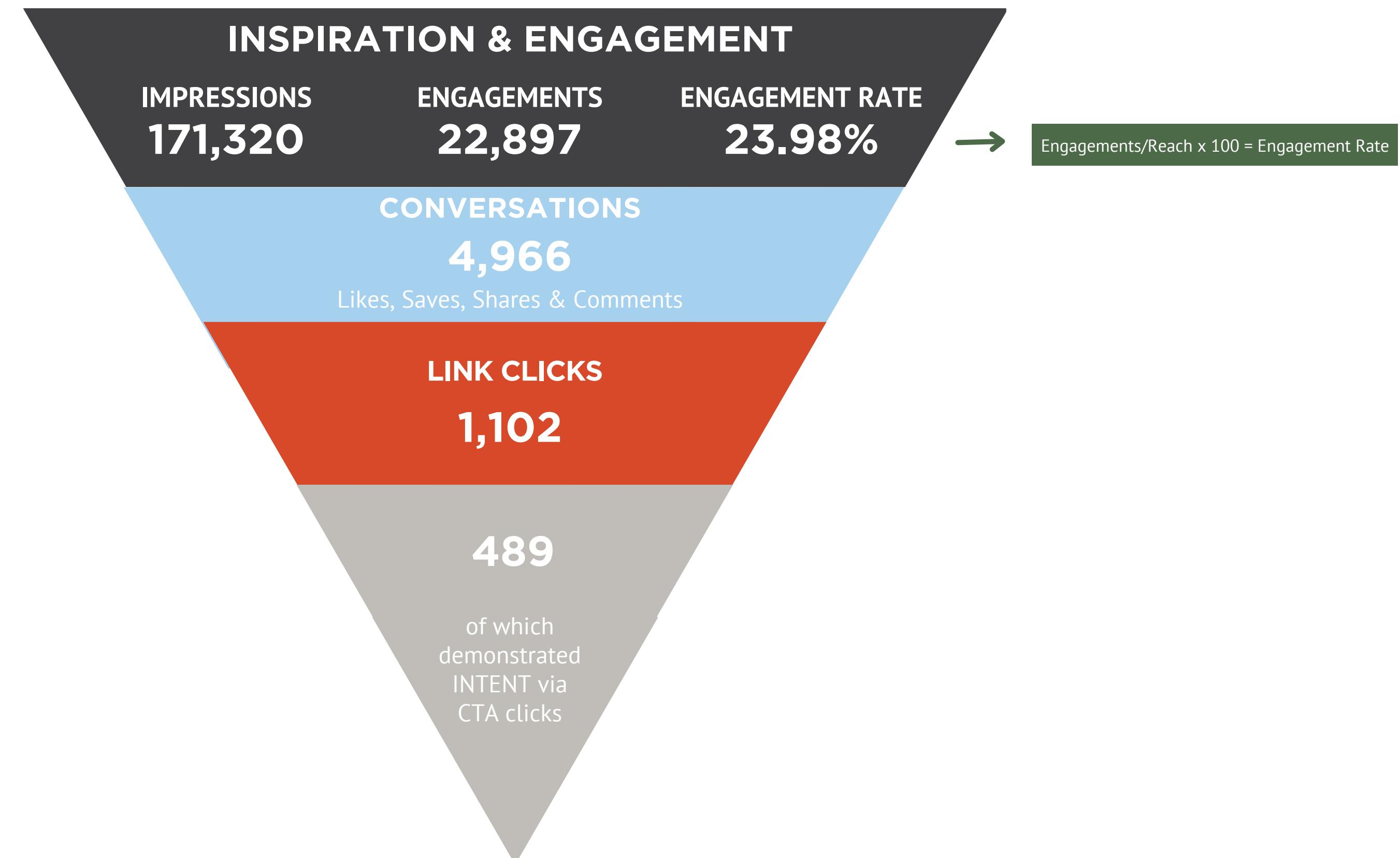
Completion of the campaign; results calculated

# CONTENT OVERVIEW

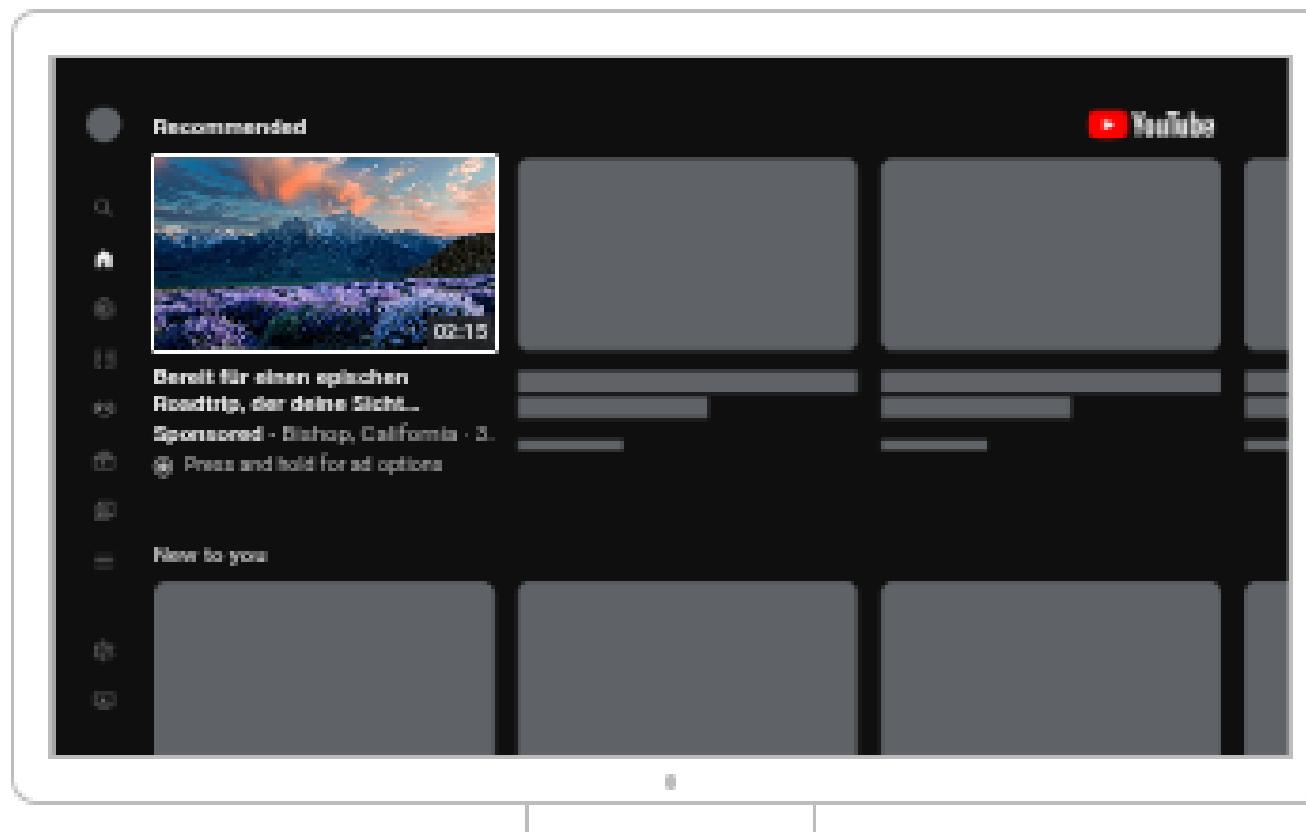
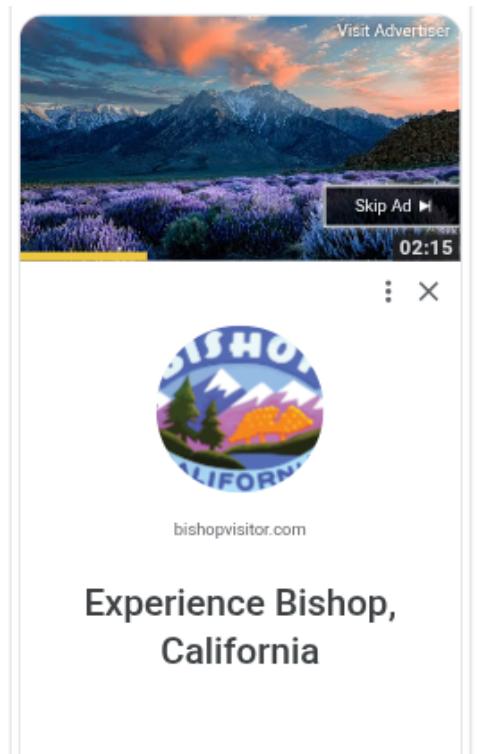
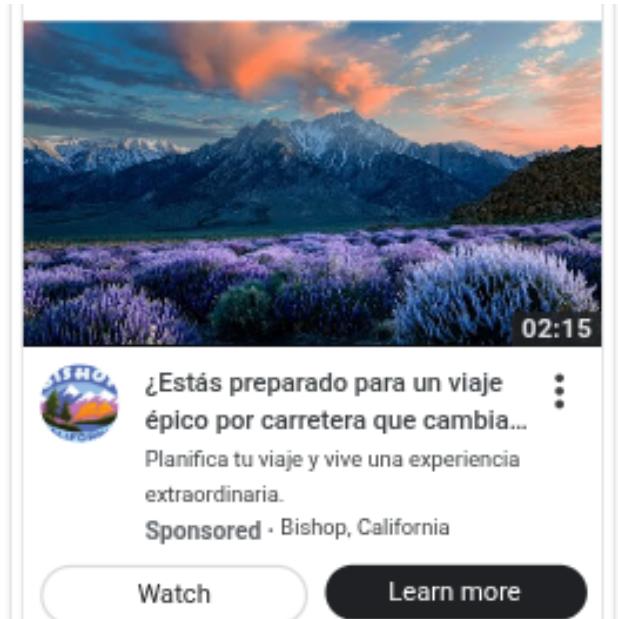
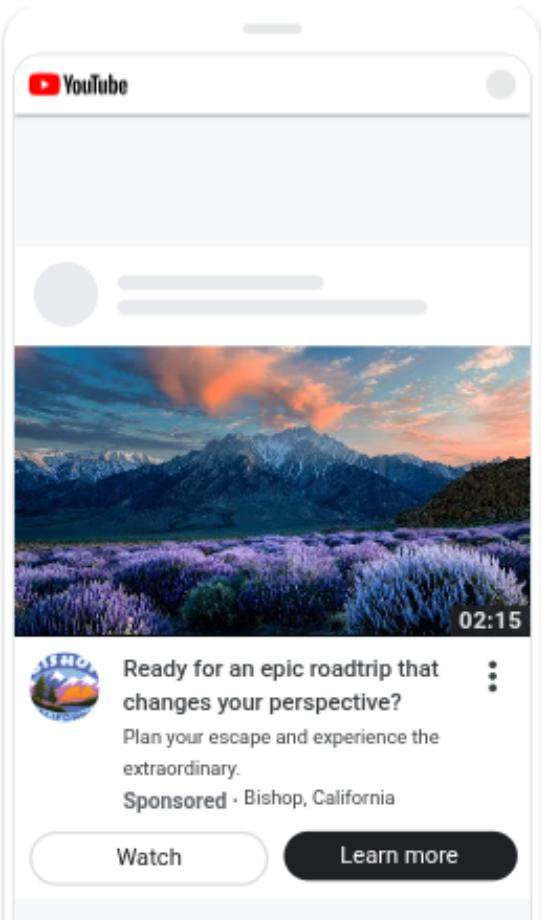
## TOP PERFORMING POST



# FACEBOOK/INSTAGRAM RESULTS & METRICS



# YOUTUBE RESULTS & METRICS



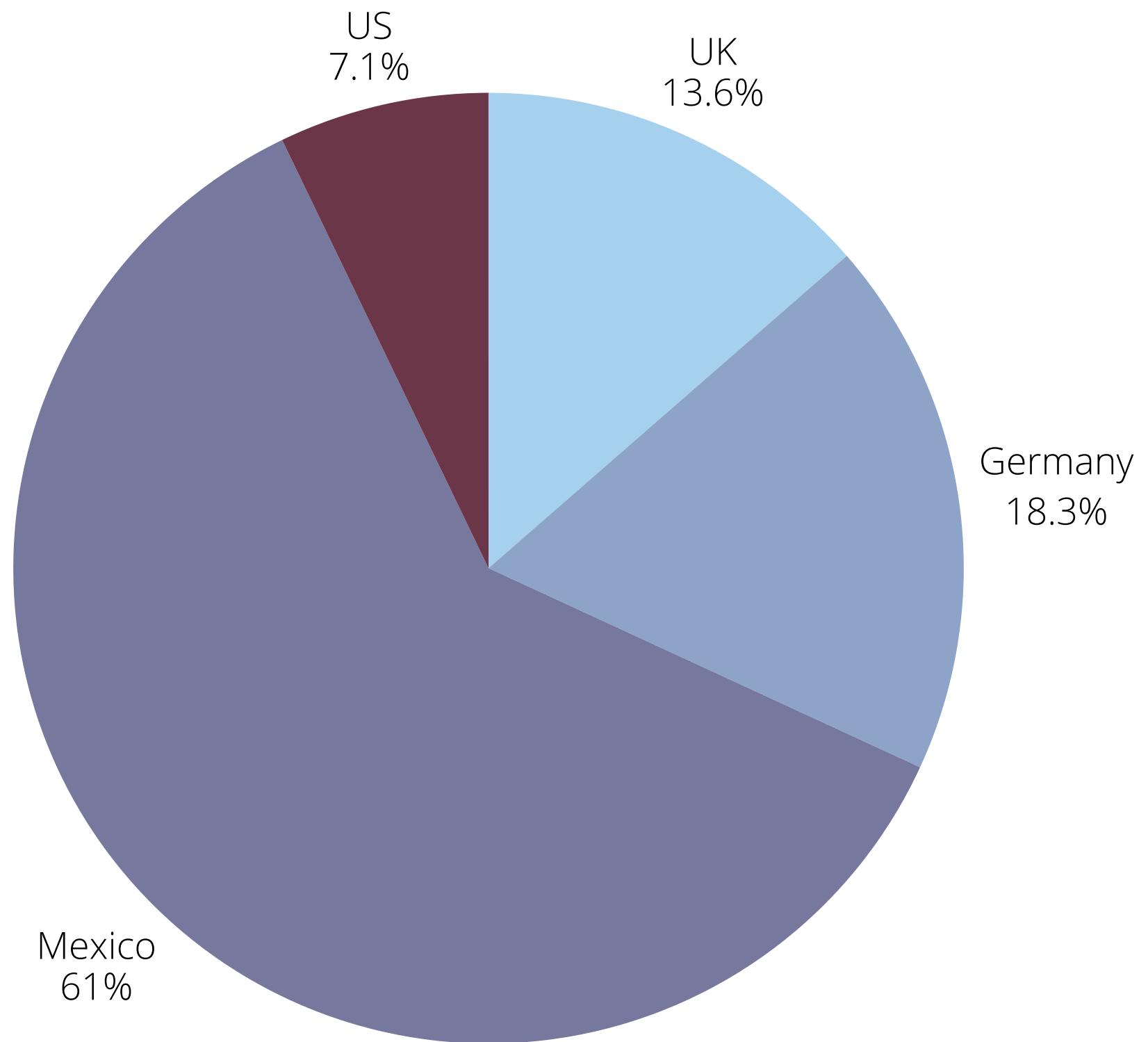
**INSPIRATION**  
**IMPRESSIONS**  
**727,779**

**ENGAGEMENTS**  
**61,271**  
All interactions

**58.29%**  
View Rate

**Clicks**  
**28,183**  
Link clicks

# MARKET BREAKOUT, YOUTUBE



## Link clicks:

- US: 2,015
- UK: 3,830
- Mexico: 17,184
- Germany: 5,154

# PINTEREST RESULTS & METRICS



## INSPIRATION & ENGAGEMENT

IMPRESSIONS

1.96M

ENGAGEMENTS

6.6K

ENGAGEMENT RATE

0.33%

CONVERSIONS

0.31%\*

Click-through-rate

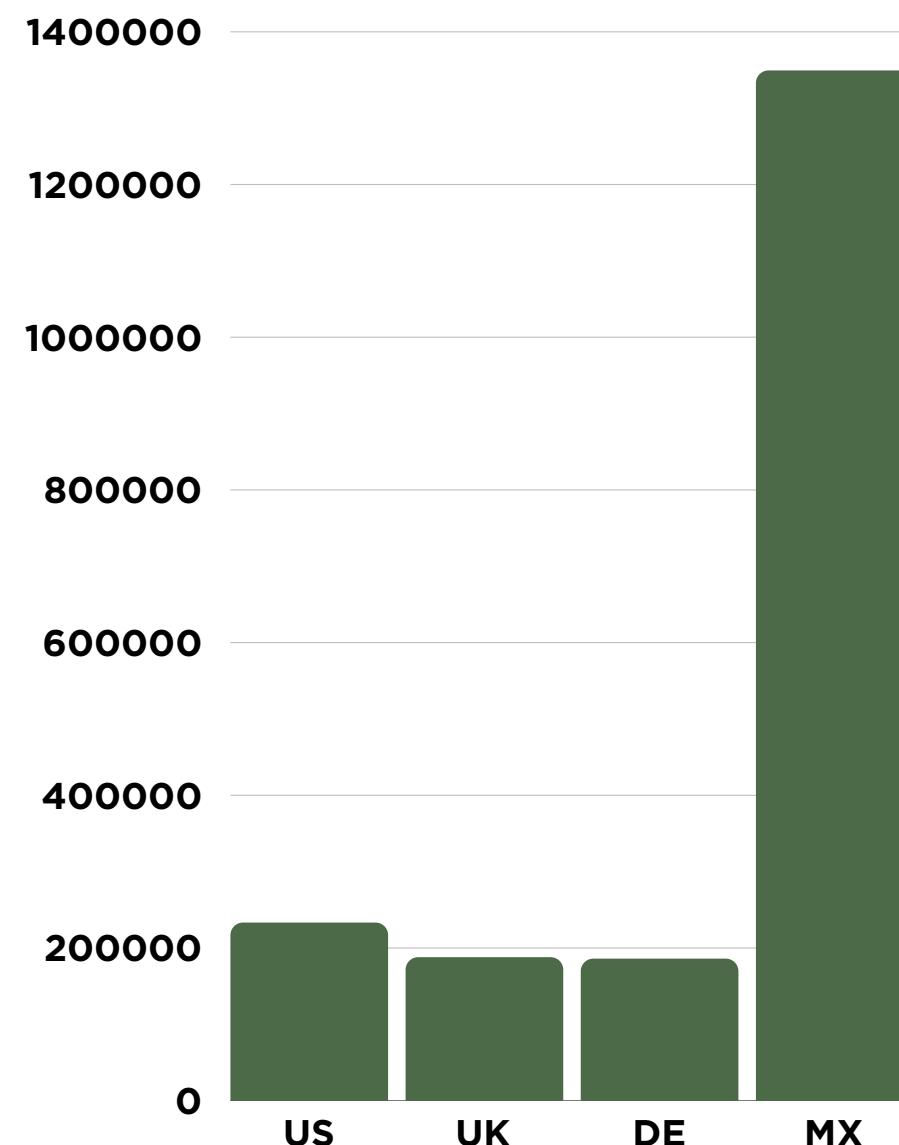
6,487

Link clicks

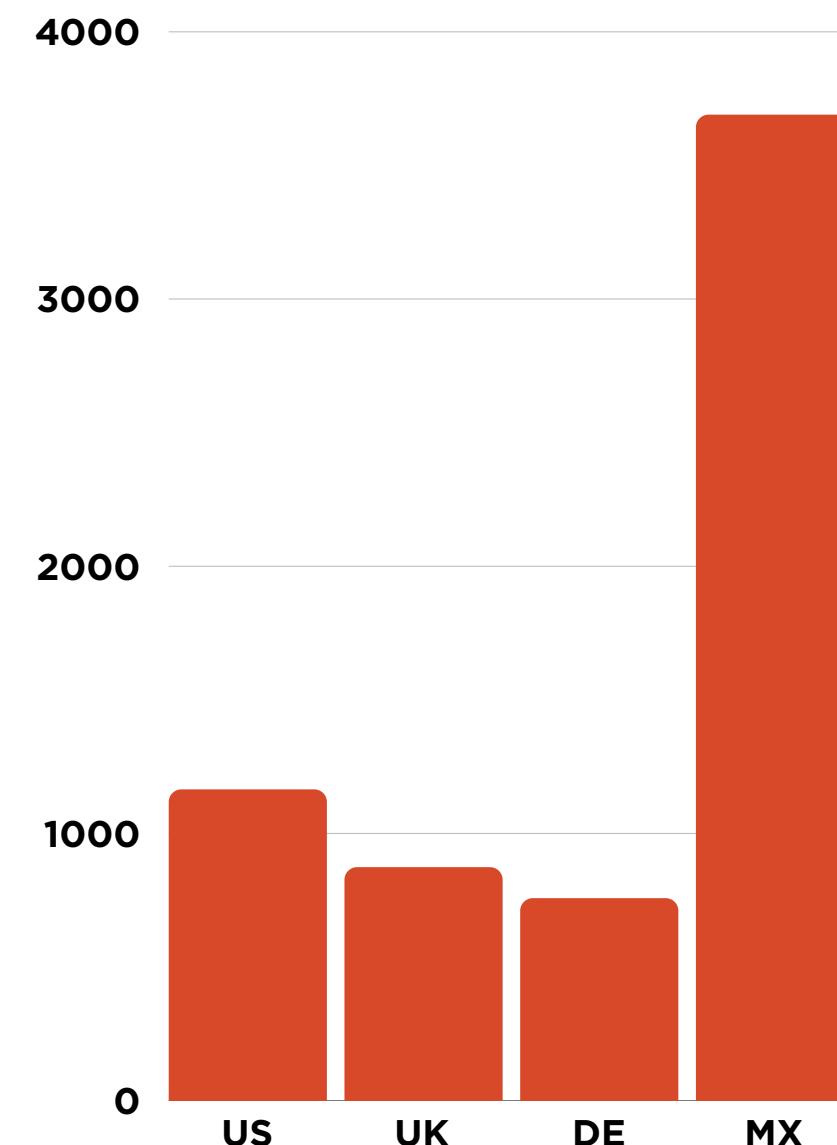
\*Industry average is 0.28%.

# PINTEREST MARKET BREAKOUT

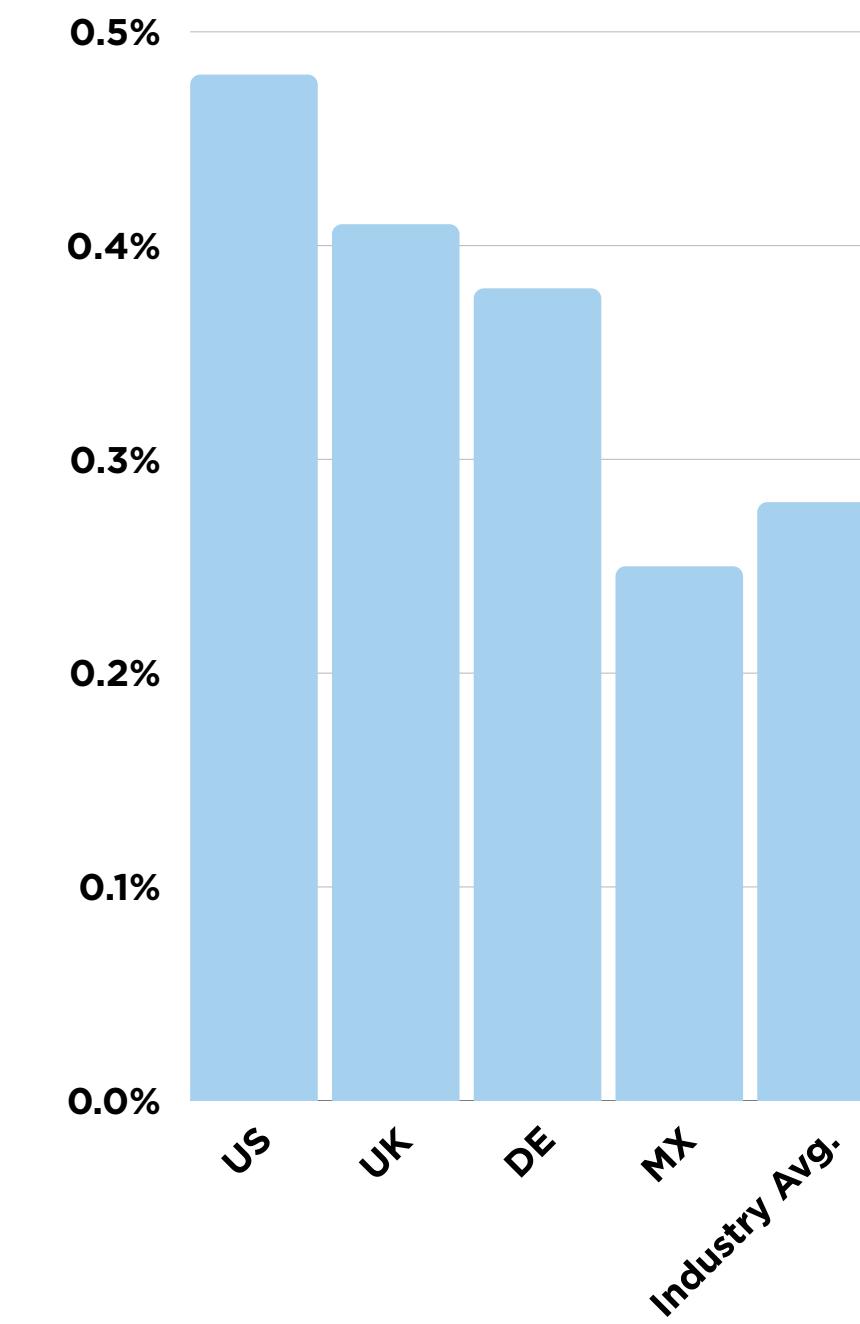
## IMPRESSIONS



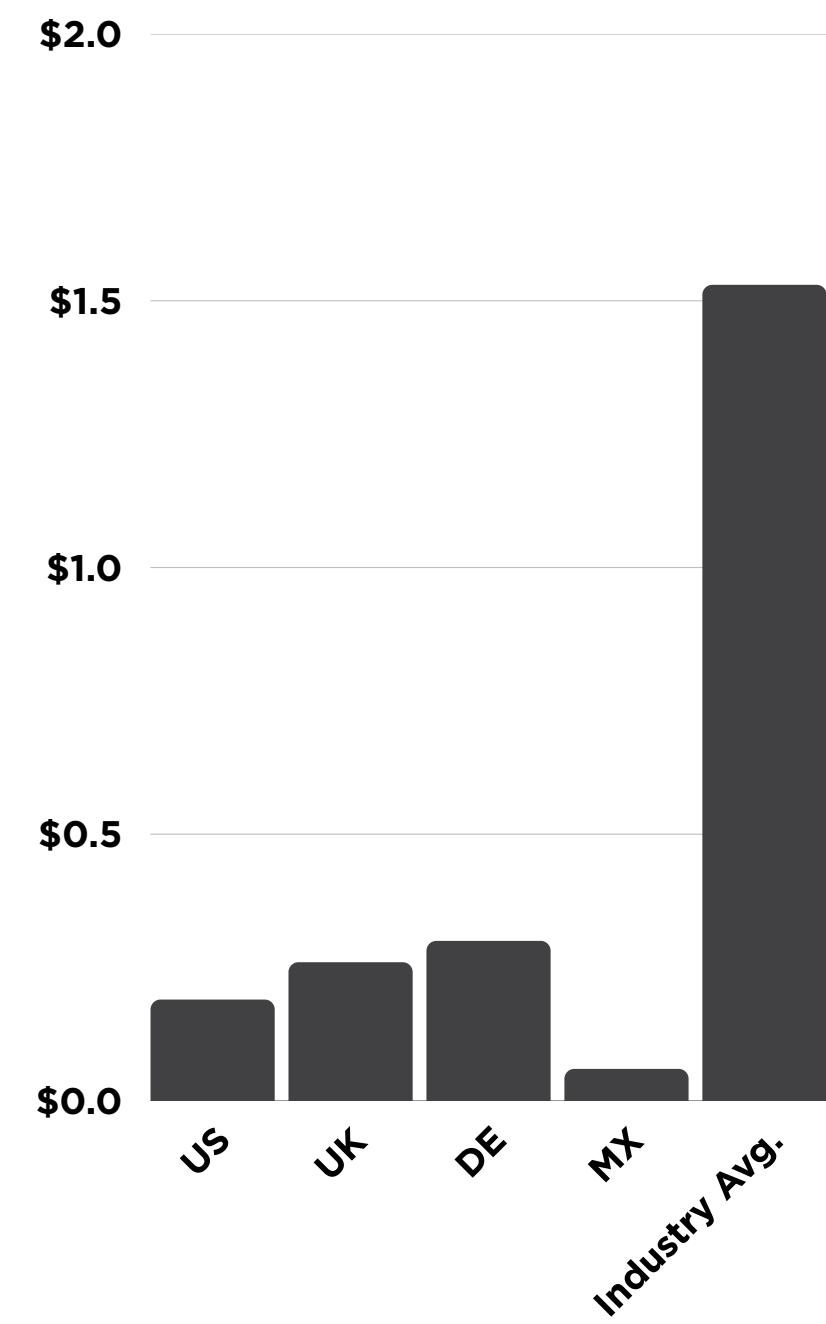
## LINK CLICKS



## CTR



## CPC



# CONCLUSIONS & RECOMMENDATIONS

## CONCLUSIONS

The campaign was **successful** because:

- Meta impressions exceeded campaign deliverables of 75,000 and clicks more than met in Pinterest after budget shift from Meta.
- YouTube Impressions exceeded campaign deliverables of 100,000.
- Pinterest impressions and clicks both exceeded campaign deliverables of 200,00 and 2,400, respectively.

### Best-performing content:

- For Pinterest, pins with the winter fisherman did best across all markets based on CTR, but all three pins performed similarly.
- On Meta, the first post and the Story ads outperformed.

### Best-performing markets:

- For Pinterest, Mexico outperformed the US, UK, and Germany in regards to impressions and clicks. The US had the highest CTR out of all markets. That being said, all four markets performed very well in regard to CTR and CPC.
- On YouTube, Mexico is the top-performing market in terms on CTR, engagements and clicks.
- On Meta, ads only ran on the US market, a shift that kept sentiment and comments positive while yielding traffic results via Pinterest.

## RECOMMENDATIONS

- Continue to utilize Pinterest for multi-market campaigns.
- Conduct sentiment analysis ahead of the next campaign to better gauge each market.
- Keep less socially reactive platforms in the media mix (like Pinterest, YouTube, or Google Search) to minimise negative engagement.
- Lean even further into aspirational angles and messaging to stay clearly detached from any political context.