



# Luxury Campaign Report

Campaign Report

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07-31 March 2022



# Campaign Overview

In partnership with *Manchester Business Improvement District* and our transport partners *Avanti West Coast* and *Northern Rail*, the Luxury campaign targeted metro-cultural and commuterland culture-buff segments both in London, South-East and Thames Valley, as well as those in Blackpool, Leeds, Preston, and Poulton-le-Fylde, with a focus on Manchester's luxury experiences, retail, and hotels.

The campaign in total delivered over **3.8m impressions** across the paid campaign, driving over **18k clicks** to the campaign landing page. We also hosted a competition to win a luxury stay in the city which generated over 6,000 entries.

# Campaign Performance

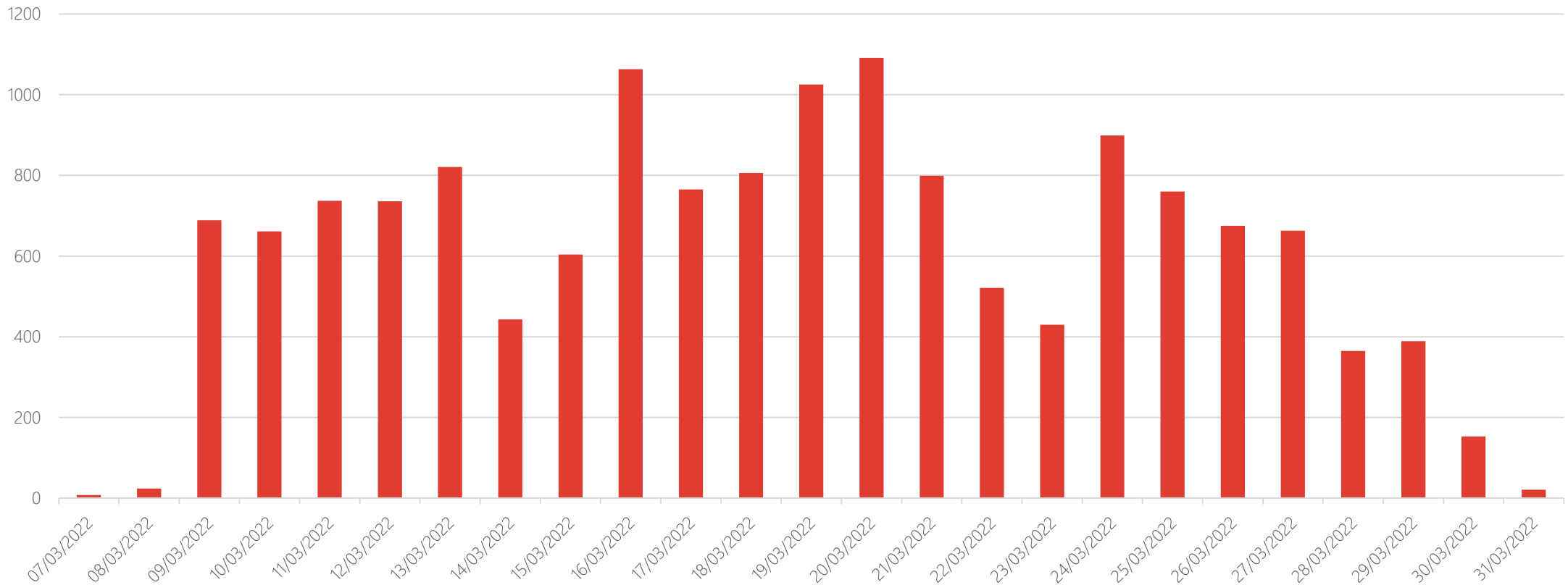
Metric	Results
Total Campaign Pageviews	23,170
Luxury Landing Page Pageviews	15,115
Avg. Time on Landing Pages	01:20
Organic Social Media Impressions	36,841
Total Campaign Ad Impressions	3,891,276
Total Campaign Ad Clicks	18,156
Competition Entries	6,076

# Total Campaign Pageviews

This table highlights the pageviews, unique pageviews and avg. time on page across the campaign.

Page	Pageviews	Unique Pageviews	Avg. Time on Page (s)
Luxury Break in Manchester (Landing Page)	15,115	13,981	01:20
Luxury Break in Manchester > Win A Luxury Stay In Manchester	7,361	6,996	02:09
Things To See And Do > Experiences You Can Book Now	173	161	00:59
Where To Stay > Hotels > Spa Hotels in Manchester	140	127	00:41
Luxury Break in Manchester > Food and Drink in Manchester	122	96	00:40
Luxury Break in Manchester > 48 Hours In Manchester	110	83	02:14
Luxury Break in Manchester > Luxury Hotels in Manchester	73	58	01:13
Luxury Break in Manchester > Fashion in Manchester	46	33	00:25
Luxury Break in Manchester > Jewellery Stores in Manchester	30	23	01:54

# Campaign Landing Pageviews by Day



# Ad Performance by Channel

The table below highlights the overall ad performance by channel for the Luxury campaign. Google Display performed exceptionally well driving over half of the ad impressions at the lowest price of £0.10 per click. Facebook and Twitter performed comparatively, with Facebook driving a higher CTR. Google Search performed very well in terms of click through rate at 5.02%.

	Total Impressions	Total Clicks	CPC	CTR	CPM
Google Search	77,234	3,877	£0.25	5.02%	£12.53
Google Display	2,580,232	9,240	£0.10	0.36%	£0.36
Facebook	484,755	2,970	£0.34	0.61%	£2.06
Twitter	749,055	2,069	£0.46	0.28%	£1.28
	3,891,276	18,156	£0.21	0.47%	£0.99

# Ad Examples

**Visit Manchester with Northern.**  
Published by VM DigitalTeam · Paid partnership · 9 March at 14:40 ·

Indulge in a luxury city break to sample Manchester's finest food and drink, relax in the best hotels, and splurge in the city's high-end boutiques and department stores.  
Get here with Northern and #GoDoYourThing.

**INDULGENT MANCHESTER**  
Book your luxury citybreak today

Save up to 65% with Advance train tickets to Manchester.  
#GoDoYourThing

NORTHERN

VISITMANCHESTER.COM  
#LuxuryMCR  
Treat yourself to a luxury city break in Manchester this spring. [Learn More](#)

**Visit Manchester**  
@visit\_mcr

Indulge in a luxury city break to sample Manchester's finest food and drink, relax in the best hotels, and splurge in the city's high-end boutiques and department stores.  
Get here with @northernassist and #GoDoYourThing.

#LuxuryMCR

**INDULGENT MANCHESTER**  
Book your luxury citybreak today

Save up to 65% with Advance train tickets to Manchester.  
#GoDoYourThing

NORTHERN

visitmanchester.com  
#LuxuryMCR

## Luxury Break in Manchester | Sumptuous Food and Drink | Spa Breaks In The City

Discover the luxe side to Manchester and experience a city break like no other. From shopping to bespoke experiences, Manchester is the ideal city for a luxury break.

## Luxury Break in Manchester | Luxury Experiences | Unwind In Our Best Hotels

Discover the luxe side to Manchester and experience a city break like no other. Enjoy sumptuous food at top restaurants, or savour delicious drinks in our best bars.

# Organic Social

The table below highlights the organic social results for the Luxury campaign.

Date	Medium	Link	Impressions
10/03/2022	Facebook	<a href="https://www.facebook.com/visitmanchester/posts/10158984255793752/">https://www.facebook.com/visitmanchester/posts/10158984255793752/</a>	6,951
12/03/2022	Facebook	<a href="https://www.facebook.com/visitmanchester/posts/10158987321788752/">https://www.facebook.com/visitmanchester/posts/10158987321788752/</a>	14,172
14/03/2022	Twitter	<a href="https://twitter.com/visit_mcr/status/1503335878365749256">https://twitter.com/visit_mcr/status/1503335878365749256</a>	1,357
16/03/2022	Facebook	<a href="https://www.facebook.com/visitmanchester/posts/10158993372663752/">https://www.facebook.com/visitmanchester/posts/10158993372663752/</a>	4,055
16/03/2022	Twitter	<a href="https://twitter.com/visit_mcr/status/1504153831424331778">https://twitter.com/visit_mcr/status/1504153831424331778</a>	1,533
22/03/2022	Facebook	<a href="https://www.facebook.com/visitmanchester/posts/10159001994793752/">https://www.facebook.com/visitmanchester/posts/10159001994793752/</a>	7,251
22/03/2022	Twitter	<a href="https://twitter.com/visit_mcr/status/1506258529312718862">https://twitter.com/visit_mcr/status/1506258529312718862</a>	1,522



# eNewsletters

The table below highlights the eNewsletter sent to our UK leisure database with Luxury campaign content.

Date	Sent	Link	Open Rate	Click Rate
23/03/2022	9,447	<a href="#">Discover the indulgent side of Manchester</a>	25.2%	5.6%