



Meta

Campaigns	Spend	Impressions	Clicks	CTR	CPC	1/15-1/31 Spend	Conversions	CVR	Revenue
FY25-26 Ski Season Purchase Conversion	\$2,913	177,035	2,259	1.27%	\$2.19	\$1,117	0	0%	\$0
FY25-26 Ski Season Retargeting	\$1,949	133,960	1,561	1.65%	\$1.38	\$625	0	0%	\$0
FY25-26 Ski Season Instant Experience	\$7,431	1,074,351	16,339	1.52%	\$0.62	\$4,101	0	0%	\$0
TOTAL	\$12,294	1,385,346	20,159	1.46%	\$0.61	\$5,845	0	0%	\$0

In January, Meta campaigns were restructured by consolidating the Purchase Conversion and Retargeting campaigns into a single campaign. This change broadened the audience size, intended to help Meta to exit the learning phase more efficiently and drive improved performance.

- Despite the optimization restructure, no purchases were directly generated in January from Meta.
- **In January overall, the Ski-focused campaigns generated a 1.46% CTR, a slight increase from 1.36% CTR reported in December.**
 - The Purchase Conversion campaign, targeting a look-alike audience of current WMC members, generated 2,259 clicks, with a 1.27% CTR, increasing from a 0.98% CTR reported in December.
 - The Retargeting campaign generated 1,561 clicks for a CTR of 1.65%, an increase from a 0.87% CTR reported in December.
- A top-of-funnel Instant Experience campaign continues to drive strong performance delivering over 1M Impressions and over 16.3K clicks on the ad.
 - **The Instant Experience generated 646 outbound clicks to site, a 71% increase MoM, indicating strong user intent to explore the Windham Mountain Club website beyond the awareness stage.**