

Digital Advertising Campaign Report



SUMMARY

TOP OF MIND RECALL
AD EXPOSURE

840,231

IMPRESSIONS

UNIQUE INDIVIDUALS
AD EXPOSURE

356,329

REACH

CAMPAIGN RESULTS
ACQUISITION

7,886

LANDING PAGE VIEWS

CONVERSIONS
ON AGENT PORTAL

419

SIGN UPS

TOTAL WEBSITE
VISITORS

2,169

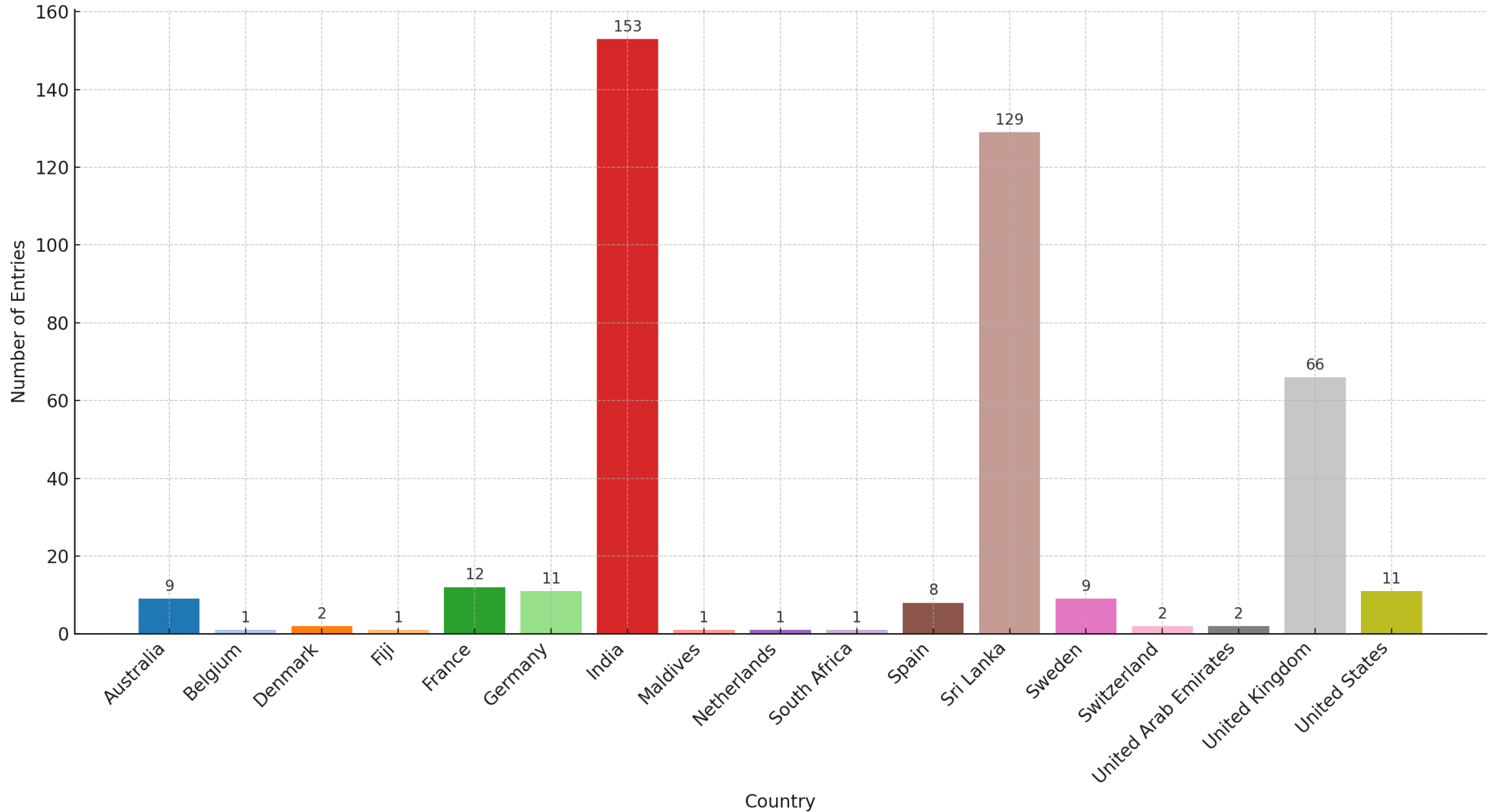
AGENT PORTAL

CAMPAIGN
BUDGET


A\$4,627.21

TOTAL SPEND

PORTAL SIGN UPS (COUNTRY BREAKDOWN)



Ad Previews

A Closer Look 



Sri Lanka Tourism Alliance

2,092 followers

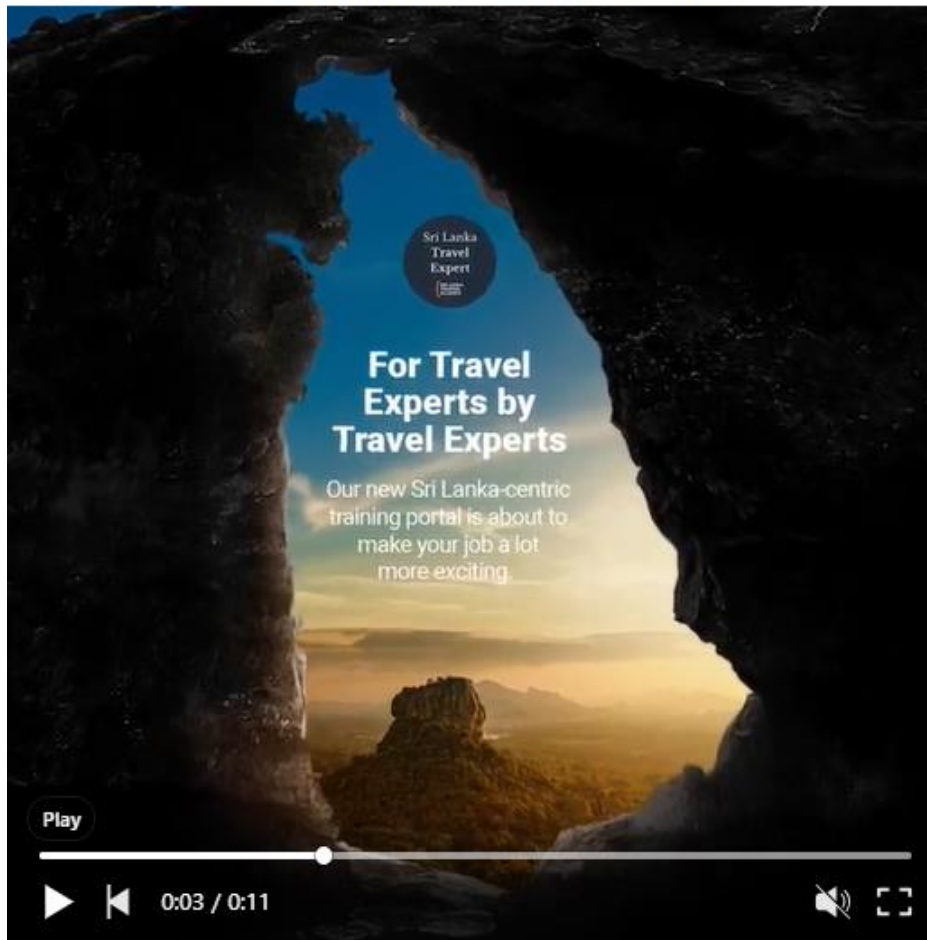
Promoted

Unlock the Hidden Gems of Sri Lanka 🌟 - Become a Certified Sri Lanka Travel Expert! Dive into our comprehensive portal for FREE and gain exclusive knowledge on Sri Lanka's rich culture, stunning landscapes, and vibrant beauty.

Elevate your expertise, offer unmatched travel experiences to your clients, and set yourself apart in the travel industry. 🌍🗨️ Early birds get a chance to win an all-expense-paid trip to Sri Lanka! Register NOW and transform your career.

→ <https://bit.ly/4c0bLzC>

#SriLankaTourismAlliance #TravelExpert #TravelAgentTrainingPortal



Register Now

agentportal.srilankatourismalliance.com





Sri Lanka Tourism Alliance

2,092 followers

Promoted



Empower your travel business with the knowledge to stand out. Our Travel Agent Training Portal is the key to unlocking Sri Lanka's full potential, offering you a competitive edge in the market. From streamlined itinerary planning to exclusive local insights, our resources are designed to bolster your offerings and profitability.

Take the first step towards travel excellence with Free Exclusive Access at <https://bit.ly/430K4CP>

Revolutionizing Travel Planning

A Comprehensive Tool for Travel Professionals.

Discover how our training portal can streamline your itineraries.

Free Exclusive Access

[Register Now](#)



Revolutionize Your Itineraries with Our Training Portal

[Learn more](#)

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Sri Lanka Tourism Alliance

2,092 followers

Promoted



Join a league of top-tier travel professionals by specializing in one of the world's most enchanting destinations. Our Travel Agent Training Portal offers exclusive insights into Sri Lanka, enabling you to uncover profitable opportunities and craft unique travel experiences that set you apart.

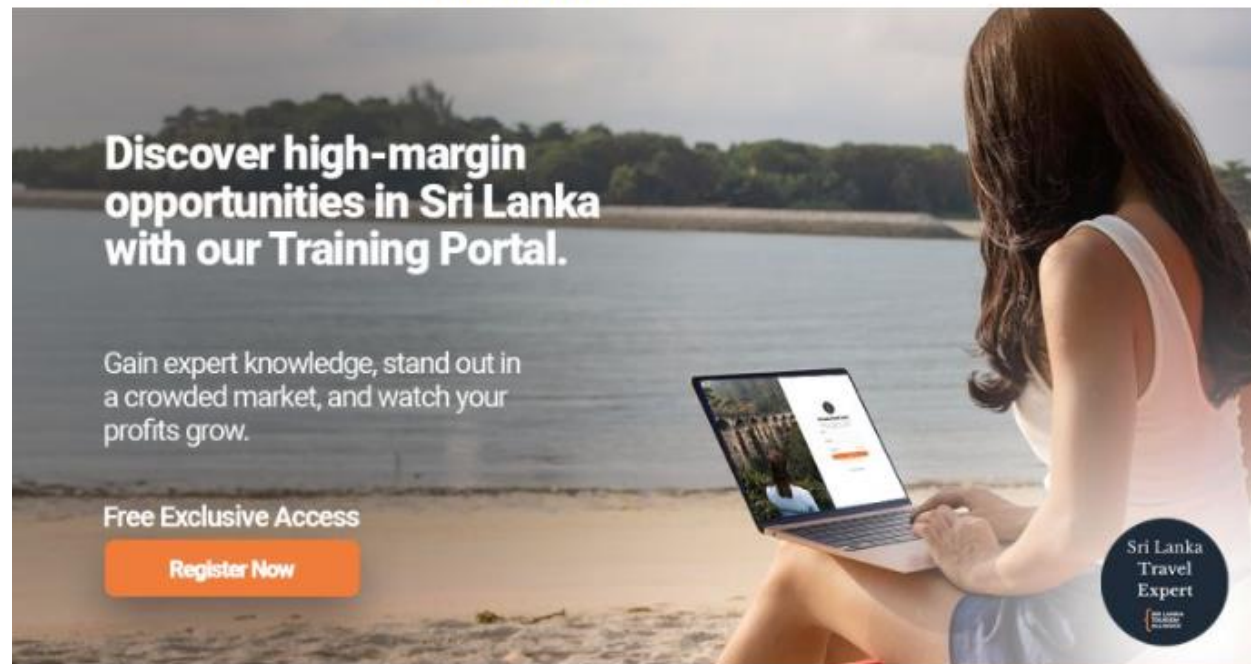
Elevate your portfolio with knowledge that converts interest into sales. Start your journey to excellence at <https://bit.ly/49CJUEi>

Discover high-margin opportunities in Sri Lanka with our Training Portal.

Gain expert knowledge, stand out in a crowded market, and watch your profits grow.

Free Exclusive Access

[Register Now](#)



Journey to the Forefront of Travel with Sri Lanka Expertise

[Learn more](#)

srilankatourismalliance.com



Sri Lanka Tourism Alliance

2,092 followers
Promoted



Expand your global travel offerings with our Travel Agent Training Portal. Delve into Sri Lanka's diverse landscapes and cultural heritage to provide your clients with an unparalleled travel experience. With our specialized training, you'll be equipped to meet the growing demand for exotic destinations and enhance your sales from anywhere in the world.

Claim your Free Exclusive Access and start leading the market at <https://bit.ly/3UVSJEJ>

Elevate your portfolio with Sri Lanka's unique allure.

Our Travel Agent Training Portal educates you on turning this hidden gem into your high-return investment.

Free Exclusive Access

[Register Now](#)

Sri Lanka Travel Expert

Unlock Sri Lanka's Potential – Boost Your Travel Business

srilankatourismalliance.com

[Learn more](#)



Sri Lanka Tourism Alliance

2,092 followers
Promoted



Optimize your group travel offerings with our Travel Agent Training Portal. Learn how to seamlessly integrate Sri Lanka's rich tapestry of experiences into your travel packages, enhancing client satisfaction and repeat business. With our training, position your agency as the authority in creating comprehensive, stress-free itineraries that travelers will rave about.

Begin the transformation at <https://bit.ly/48EFyuV> - your Free Exclusive Access awaits.

Simplify Your Group Travel Coordination with our Upcoming Training Portal.

Unique Sri Lankan adventures await your clients.

Free Exclusive Access

[Register Now](#)

Sri Lanka Travel Expert

Streamline Group Travel with Expert Sri Lankan Insights

srilankatourismalliance.com

[Learn more](#)

Malik J Fernando

Chair MJF Leisure, Co-Chair MJF Holdings, Chair Sri Lanka Tourism All...

Sponsored

Exclusive Invitation for Travel Professionals

Gain Free Access



Malik J Fernando

Dear Avishka Weerasinghe,

In a world where travelers are constantly seeking undiscovered gems and authentic experiences, Sri Lanka stands out as a beacon of cultural richness, breathtaking landscapes, and unparalleled hospitality. As a founding member of the [Sri Lanka Tourism Alliance](#), I am reaching out to invite you, a key player in shaping global travel trends, to embark on a journey of discovery with us.

Why Sri Lanka? Why Now?

Sri Lanka, is a top destination for travelers seeking diversity, adventure, and relaxation in one captivating locale. Our Sri Lanka [Travel Expert Training Portal](#) is your gateway to becoming a connoisseur of this enchanting island, enabling you to unlock its full potential for your clients.

The Benefits to You and Your Clients:

Expertise in a Hot Destination: Equip yourself with in-depth knowledge of Sri Lanka's lesser-known sites, cultural treasures, and sustainable travel opportunities, giving you an edge over your competitors.

Tailor-Made Experiences: With your newfound insights, design bespoke travel itineraries that go beyond the conventional, catering to the evolving tastes of global travelers.

Certification and Recognition: Earn a certification that bolsters your credibility and positions you as a trusted advisor for those looking to explore Sri Lanka.

Marketing Support and Resources: Gain access to a suite of marketing materials and resources to effectively promote Sri Lanka as the must-visit destination of the year.

Joining is complimentary, aligning with our shared vision for promoting sustainable tourism growth and offering travelers unique, memorable experiences.

Secure your spot today with our simple, sign-up process at no cost—completely free: [Become a Sri Lanka Travel Expert](#).

Sri Lanka is not just a destination; it's an experience waiting to be discovered. By becoming a Sri Lanka Travel Expert, you're not just enhancing your portfolio; you're opening doors to new adventures for your clients and contributing to the sustainable development of one of the world's most beautiful islands.

Thank you for considering this invitation to explore the endless possibilities that Sri Lanka offers.

Warm regards,

Malik J Fernando

Founding Member, Sri Lanka Tourism Alliance

[Gain Free Access](#) →



Sri Lanka Tourism Alliance

2,092 followers

Promoted



Seize the opportunity to become a Sri Lanka Travel Expert with our newly launched training portal. Designed for travel professionals, this platform offers the keys to unlocking the island's treasures, enhancing your ability to craft unforgettable itineraries.

*Register for free and complete a course by March 31st, 2024, for a chance to win an all-expense-paid trip to Sri Lanka. Seize this opportunity to elevate your travel expertise and dive deep into the heart of Sri Lanka.

Get instant access for FREE: <https://bit.ly/4c0bLzC>

Win an All-Expense Paid Trip to Sri Lanka!

Become a Certified Sri Lanka Travel Expert, Enhance your skills with Our Training Portal.

Sign Up Now

Free Registration, Complete a Course by March 31st 2024, to enter a draw to Win.

Sri Lanka Travel Expert

Unlock Sri Lanka's Secrets: Become a Travel Expert!

srilankatourismalliance.com

[Learn more](#)



Win an All-Expense Paid Trip to Sri Lanka!

Become a Certified Sri Lanka Travel Expert, Enhance your skills with Our Training Portal.

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Platform Snapshots

FB/LinkedIn



CAMPAIGN SPEND BREAKDOWN



Campaign	Amount spent	Results	Reach	Impressions	Cost per result
Results from 8 campaigns ⓘ	Rs459,375.42 Total spent	6,911 [2] Landing Page Views	301,490 Accounts Center acco...	675,988 Total	Rs66.47 [2] Per Landing Page View



Campaign Group Name	Spent	Impressions	Clicks	Average CTR	Reach	Average CPM	Average CPC
9 selected campaign groups	\$3,090.80	164,243	2,152	1.31%	54,839	\$18.82	\$1.44

SNAPSHOT OF LINKEDIN CAMPAIGNS

	Campaign Group Name	Off/On	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
<input type="checkbox"/>	9 selected campaign groups	-	-	\$3,090.80	164,243	2,152	1.31%	-	\$18.82	\$1.44
<input checked="" type="checkbox"/>	Travel Agent Training Portal United Kingdom ID: 680638293 • Website Visits	<input type="checkbox"/>	Paused	\$1,156.23	67,939	239	0.35%	-	\$17.02	\$4.84
<input checked="" type="checkbox"/>	Travel Agent Training Portal France ID: 680639923 • Website Visits	<input type="checkbox"/>	Paused	\$878.30	68,217	229	0.34%	-	\$12.88	\$3.84
<input checked="" type="checkbox"/>	Travel Agent Training Portal Germany ID: 680690233 • Website Visits	<input type="checkbox"/>	Paused	\$278.86	16,115	32	0.2%	-	\$17.30	\$8.71
<input checked="" type="checkbox"/>	Travel Agent Training Portal Sri Lanka ID: 685576866 • Website Visits	<input type="checkbox"/>	Paused	\$167.67	8,992	77	0.86%	-	\$18.65	\$2.18
<input checked="" type="checkbox"/>	Travel Agent Training Portal (Sponsored Messaging) United Kingdom ID: 685727686 • Website Conversions	<input type="checkbox"/>	Paused	\$253.10	689	486	70.54%	-	\$367.34	\$0.52
<input checked="" type="checkbox"/>	Travel Agent Training Portal (Sponsored Messaging) India ID: 685805916 • Website Conversions	<input type="checkbox"/>	Paused	\$27.99	391	276	70.59%	-	\$71.59	\$0.10
<input checked="" type="checkbox"/>	Travel Agent Training Portal (Sponsored Messaging) Sri Lanka ID: 685835776 • Website Conversions	<input type="checkbox"/>	Paused	\$104.37	854	579	67.8%	-	\$122.21	\$0.18
<input checked="" type="checkbox"/>	Travel Agent Training Portal (Sponsored Messaging) Australia ID: 686248646 • Website Conversions	<input type="checkbox"/>	Paused	\$116.66	330	228	69.09%	-	\$353.52	\$0.51
<input checked="" type="checkbox"/>	Travel Agent Training Portal Australia ID: 686258566 • Website Visits	<input type="checkbox"/>	Paused	\$107.62	716	6	0.84%	-	\$150.31	\$17.94

SNAPSHOT OF FACEBOOK CAMPAIGNS

Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	Travel Agent Training Portal Australia	45 ^[2] Landing Page Views	2,180	3,029	Rs143.46 ^[2] Per Landing Page View	Rs6,455.48
<input type="checkbox"/>	Travel Agent Training Portal United States	269 ^[2] Landing Page Views	8,829	13,197	Rs191.34 ^[2] Per Landing Page View	Rs51,469.81
<input type="checkbox"/>	Travel Agent Training Portal Spain	215 ^[2] Landing Page Views	11,635	20,437	Rs122.89 ^[2] Per Landing Page View	Rs26,421.59
<input type="checkbox"/>	Travel Agent Training Portal India	2,508 ^[2] Landing Page Views	102,318	189,130	Rs15.00 ^[2] Per Landing Page View	Rs37,618.20
<input type="checkbox"/>	Travel Agent Training Portal Germany	308 ^[2] Landing Page Views	17,833	34,484	Rs271.99 ^[2] Per Landing Page View	Rs83,771.93
<input type="checkbox"/>	Travel Agent Training Portal France	587 ^[2] Landing Page Views	35,769	75,204	Rs180.46 ^[2] Per Landing Page View	Rs105,927.83
<input type="checkbox"/>	Travel Agent Training Portal United Kingdom	685 ^[2] Landing Page Views	27,561	56,540	Rs162.87 ^[2] Per Landing Page View	Rs111,569.36
<input type="checkbox"/>	Travel Agent Training Portal Sri Lanka	2,294 ^[2] Landing Page Views	102,017	283,967	Rs15.75 ^[2] Per Landing Page View	Rs36,141.22
	Results from 8 campaigns ⓘ	6,911 ^[2] Landing Page Views	301,490 Accounts Center acco...	675,988 Total	Rs66.47 ^[2] Per Landing Page View	Rs459,375.42 Total spent

A group of four young women are shown from the chest up, laughing and hugging each other on a grassy hillside. The scene is bathed in the warm, golden light of a sunset or sunrise, with the sun low on the horizon behind them, creating a soft glow and long shadows. The women are dressed in casual, comfortable clothing. The overall mood is joyful and celebratory.

THANK YOU