



March 10th to 13th, 2022

**PALAIS DES CONGRÈS DE
MONTREAL**



**POST-SHOW REPORT
2022 EDITION**



VISITOR PROFILE

77%

Are in the process of renovating or building when visiting the Show

61%

Have a budget of over \$10,000

83%

Are satisfied with their visit and intend on returning for a future edition

2 MONTH LONG LARGE-SCALE MEDIA CAMPAIGN

TV

30-SECOND MESSAGE
80% OF WHICH WERE DURING PEAK HOURS
FEBRUARY 28 TO MARCH 12

Reach: 69.7%
Frequency 8.1x



SALUT BONJOUR: "Météo en Direct"
FRIDAY MARCH 10, 2022

3 live interventions
Weekday listening: 338K



RADIO

INTENSIVE CAMPAIGN OF 30-SECOND MESSAGE ON 5 STATIONS
FEBRUARY 28 TO MARCH 12

Range: 61.1%
Frequency: 6.2x



ENGLISH CAMPAIGN ON 4 STATIONS
MARCH 7 TO 12

Reach: 46.7%
Frequency: 3.8x



PRINTS

PUBLICATIONS IN THE JOURNAL DE MONTRÉAL AND RÉNO DÉCOR



Front page banner
Daily readership: 323K

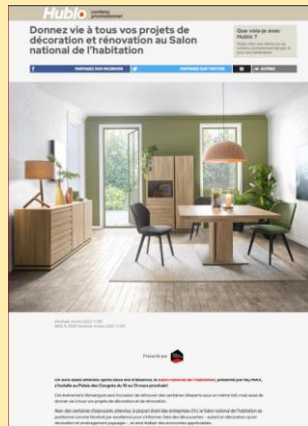


Full page spreads
Monthly readership: 300K

WEB

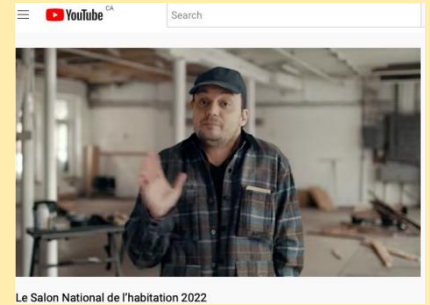
ARTICLE HUBLO

- 7 288 page views
- 3.71% engagement rate on Facebook



30-SECOND VIDEO PLACEMENT ON RADIO-CANADA, QUEBECOR AND YOUTUBE

- 595K impressions
- 2.88% CTR



LA PRESSE AND LA PRESSE+

- 6.6M impressions
- 0.22% CTR



FEBRUARY 27 AND MARCH 8

Full and half screens



- 2.2M impressions
- 0.47% CTR



SHOW'S MEDIA

SHOW NEWSLETTERS

9 newsletters between December 2021 and March 2022 sent to over 85K subscribers

- Average open rate 34%
- Average unique click rate 2%

SHOW WEBSITE

Between December 1, 2021 and March 13, 2022

- 502K page views
- 138K unique visitors
- 186K sessions
- 2-3 pages views per session

SOCIAL MEDIA

FACEBOOK

- 13 332 subscribers, 11% increase
- Organic reach of 21.8%

INSTAGRAM

- 1256 subscribers, 36% increase
- 858 interactions with posts

MEDIA COVERAGE

2 PRESS RELEASES

Conventional media:

- 28 stories completed with a reach of over 13.9M impressions

Social Media

- 11 posts with a reach of over 2.1M impressions

A SPECIAL THANK YOU TO OUR SPONSORS AND PARTNERS

