



Montreal HomeExpo

CONDOS ▲ HOUSES ▲ COTTAGES

Open the door to great ideas!



2019 POST SHOW REPORT

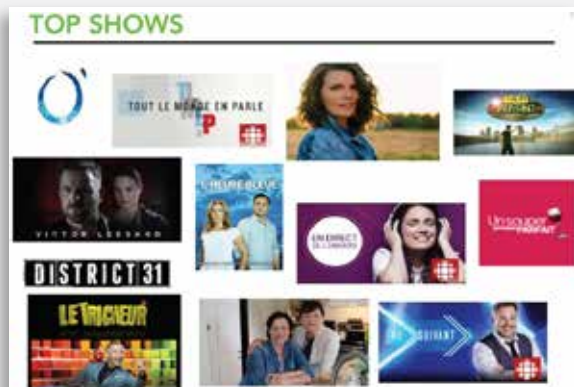
VISITOR PROFILE

- > **73 %** have only visited the Montreal HomeExpo in the last 6 months!
- > **89 %** are home owners and the average age is 45.
- > **91 %** have a project in mind or hope to get ideas for a new project.

INTENSIVE MEDIA CAMPAIGN FROM JANUARY 14 TO FEBRUARY 10, 2019

TV

- > **30-sec. spots** on conventional and specialty channels from January 28 to February 10, 2019.
 - 83% during prime time
 - 3 "Météo en direct" sequences at Salut Bonjour on February 7, 2019



RADIO

- > **30-sec. spots** from January 28 to February 10, 2019.
 - French campaign: Rythme FM, Rouge FM, Energie, 96.9 CKoi, 98.5 FM
 - English campaign: Virgin, CHOM, CJAD, the beat
- > **98.5 FM**
 - JC Perreault Contest



PRINT

Publications in le Journal de Montréal, Cahier Casa, 24H

- > Reach: 1 042 000
- > 9 194 000 impressions
- > Frequency: 4.51x

Publications in magazines : 7 Jours, La semaine, Reno & Decor, Proprio, CondoLiaison

MEDIA COVERAGE

- > 1 press release was sent on January 2019
- > 24 reports made with a range over 14 731 800 impressions

WEB

Campaign conducted from January to February 2018.

- o 45.6K+ clics
- o more than 16.1 millions impressions.
- > Video : Youtube, Tou.Tv
- > Native : Amnet, Oath
- > Display : Le réseau de Google, Amnet, Météo Média
- > SEM generate:
 - o 90% of new subscribers
 - o 56 585 impressions

LA PRESSE+

- > **½ screen inserted in the section "Actualités" and "Maison"**
 - o 4 publications
 - o 1,374,243 impressions delivered
 - o 0,35 % web visits on impression

SHOW COMMUNICATION TOOLS

> The Show Newsletters

9 newsletters between December 2018 and February 2019 sent to more than 15,656 subscribers!

Average opening rate: **34%**

Average click rate: **6%**

Nearly 18,000 subscribers, increase of **12%**

> The Show web site

Between December 1st, 2018 and February 10th, 2019

More than **283 004** pages viewed

More than **89 426** unique visitors

More than **125 690** sessions

2-3 pages viewed per session

SOCIAL NETWORKS

Reach: 475 764

Engagement rate: 3,21 %

Involved users: 13 389

> Facebook

Increase of **9%** subscribers

Campaign 2 for 1

4 100 visits from the 2-for-1 promo to Facebook page

> Twitter

Increase of **2,3%** subscribers

> Instagram

Increase of **50,7%** subscribers

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