

TENNESSEE
WHISKEY
TRAIL

TENNESSEE WHISKEY TRAIL
DIGITAL CAMPAIGN REPORT

MARCH 27 - SEPTEMBER 30, 2025

WE BRING THE TRAVELER *to you.*

Autobid Targeted Display

- 1,588,408 Impressions
- 42,051 Clicks
- 2.65% Click Thru Rate – over benchmark of 0.08%

186 View Thru Attributions - when someone sees your ad, does not click on it and later visits your site within 30 days.

1,771 Click Thru Attributions -when someone clicks your ad, and later visits your site within 30 days.



10,352 display users scrolled 90% of the way through the landing page, TN Whiskey Country & these users made 176 outbound link clicks from the landing page.

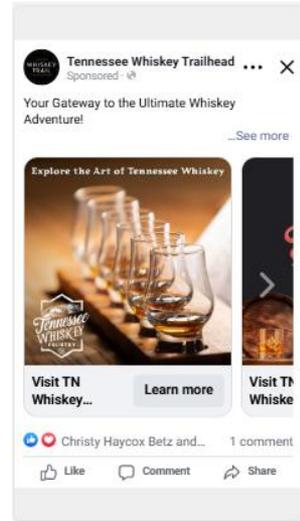
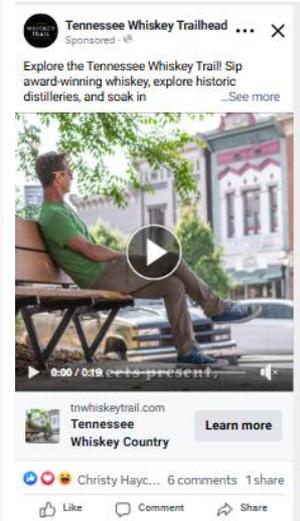
Paid Social

- 643,101 Impressions
- 35,432 Clicks
- 5.51% CTR

TN Whiskey Country reached 253,771 unique people, resulting in 17,073 landing page views.

- 1,530 Post Reactions
- 48 Post Comments
- 207 Post Saves
- 211 Post Shares

194 Facebook followers came from these ads.



5,104 paid social users scrolled **90% of the way** through the **landing page**, TN Whiskey Country, made **261 outbound link clicks** from the landing page & **33 purchase key events**.

Paid Search

- 65,815 Impressions
- 6,762 Clicks
- 10.27% CTR

Paid search users made 4 phone number clicks/calls and had an overall top impression rate of 64.19%.

The top keywords was "Tennessee Whiskey Trail" with a high CTR of 19.12%.

4,665 paid search users scrolled **90% of the way through the landing page**, TN Whiskey Country, made **563 outbound link clicks** from the landing page & **258 purchase key events**.

Keyword	Impressions	Clicks	CTR (%)
"tennessee whiskey trail"	21,052	4,025	19.12%
"whiskey tasting tennessee"	14,503	979	6.75%
"tennessee whiskey trail"	5,737	300	5.23%
"tennessee whiskey culture"	4,915	123	2.50%
"whiskey trail tennessee"	4,317	148	3.43%
"whiskey trail tennessee"	3,774	609	16.14%
"visit tennessee whiskey distilleries"	2,075	90	4.34%
"whiskey tasting tennessee"	1,821	65	3.57%
"tennessee whiskey tourism"	1,566	117	7.47%
"tennessee whiskey tourism"	1,531	70	4.57%
"explore tennessee whiskey country"	724	36	4.97%
"tennessee whiskey region activities"	593	23	3.88%
"attractions tn whiskey country"	469	13	2.77%
"tennessee whiskey country attractions"	329	17	5.17%
"tn whiskey trail destinations"	276	37	13.41%
"famous attraction tn whiskey country"	204	9	4.41%
"tennessee whiskey country things to do"	196	16	8.16%
"attractions tennessee whiskey county"	183	3	1.64%
"tennessee whiskey trail experiences"	156	19	12.18%
"lynchburg made whiskey"	140	2	1.43%
"tourist attraction tn whiskey country"	115	3	2.61%
"scenic drives tennessee whiskey"	100	1	1.00%
"tn whiskey country travel"	98	5	5.10%
"tennessee whiskey trail experiences"	96	14	14.58%
"tourist attraction tennessee whiskey county"	64	3	4.69%

Sponsored

 Tennessee Whiskey Trail
www.tnwhiskeytrail.com/

[Discover TN Whiskey Country - Tennessee Whiskey Country](#)

Explore TN Whiskey Country: stunning views, rich history, unique shops and more! Hit the road for TN Whiskey County adventure—scenery, food & whiskey vibes await. TN Whiskey Heritage. Historic Tours. Unwind TN Whiskey Country. Spend The Weekend...

[Spend The Weekend](#) [The Adventure Starts Here](#)

 Call 615-549-7113

Sponsored

 Tennessee Whiskey Trail
www.tnwhiskeytrail.com/

[Explore TN Traditions - Scenic Routes In Tennessee](#)

Explore TN Whiskey Country: stunning views, rich history, unique shops and more! Hit the road for TN Whiskey County adventure—scenery, food & whiskey vibes await. TN...



[Spend The Weekend](#) [Outdoor Adventures](#)

Executive Summary

Tennessee Whiskey Country was seen over 2.2 million times, resulting in 84,245 direct website clicks and an overall click thru rate of 3.67%.

During the campaign, there were 129,111 page views on TN Whiskey Country, and 1,000 outbound link clicks from this campaign.



Google Analytics

- 138,199 total page views. **93% of the page views were from Advance TNT traffic.**
- 46,920 new users landed on TN Whiskey Country, **97% of these users came from the campaign.**
- **ATT Campaigns were the top 3 sources of website traffic during this period**
- 97% Engagement rate from campaign traffic.
- Average campaign engagement time was 13 seconds

Tennessee Whiskey Country Page Traffic

Session primary...Channel Group		New users	Views	Engaged sessions	Engagement rate	Average engagement time per session	Event count All events
Total		46,920 100% of total	138,199 100% of total	56,834 100% of total	96.85% Avg 0%	15s Avg 0%	457,127 100% of total
1	Display	26,248 (55.94%)	81,422 (58.92%)	30,931 (54.42%)	96.68%	3s	257,542 (56.34%)
2	Paid Social	14,327 (30.53%)	34,261 (24.79%)	16,852 (29.65%)	96.72%	15s	117,399 (25.68%)
3	Paid Search	4,908 (10.46%)	14,999 (10.85%)	6,535 (11.5%)	97.04%	52s	56,237 (12.3%)
4	Organic Search	59 (0.13%)	2,944 (2.13%)	1,239 (2.18%)	95.9%	1m 15s	8,347 (1.83%)
5	Direct	751 (1.6%)	2,373 (1.72%)	1,113 (1.96%)	94.32%	23s	9,119 (1.99%)
6	Organic Social	356 (0.76%)	870 (0.63%)	404 (0.71%)	97.35%	34s	3,413 (0.75%)
7	Unassigned	257 (0.55%)	799 (0.58%)	292 (0.51%)	55.09%	13s	3,605 (0.79%)
8	Referral	11 (0.02%)	518 (0.37%)	223 (0.39%)	97.38%	1m 08s	1,431 (0.31%)
9	Paid Other	3 (<0.01%)	13 (<0.01%)	6 (0.01%)	85.71%	11s	34 (<0.01%)

Page path and screen class	Views
SHOW ALL ROWS	
Total	138,199 vs. 568 ↑ 24,230.81%
/destinations/tennessee-whiskey-country/	
Mar 27 - Sep 30, 2025	138,199 (100%)
Sep 20, 2024 - Mar 26, 2025	568 (100%)
% change	24,230.81%

Event name	Event count
Total	58,486 100% of total
1 50% scroll	19,474 (33.3%)
2 75% scroll	18,935 (32.38%)
3 90% scroll	18,594 (31.79%)
4 Outbound Link Clicks	1,310 (2.24%)
5 form_start	167 (0.29%)
6 form_submit	6 (0.01%)

Thank You!



**WE BRING
THE TRAVELER
to you.**