WELCOME

DigiPORT
Digital Support for
Nova Scotia's Tourism Sector

Performance Analysis Using AI

We will begin shortly!

TOURISM NOVA SCOTIA

digital nova scotia

WELCOME

DigiPORT
Digital Support for
Nova Scotia's Tourism Sector

Performance Analysis Using AI

February 6, 2025

TOURISM NOVA SCOTIA

digital nova scotia

HOUSEKEEPING

Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.

Links and resources will be shared by email.

Webinar recording with Closed Caption available online: https://tourismns.ca/webinar-series

TOURISM NOVA SCOTIA

DigiPORT

digital nova scotia

This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

Sign up for DigiPort at
https://nsdigiport.ca/

DigiPORT

Digital Support for
Nova Scotia's Tourism Sector

Sign up

Get in touch with our network of digital marketing strategy experts.

PRESENTER

Melissa Lloyd

With 25 years in creativity and design and 7+ years in mindfulness and emotional intelligence training, Melissa has focused on AI since 2022, specializing in large language models like ChatGPT. An accomplished entrepreneur, she brings experience as a keynote speaker for Fortune 500 companies in various industries and now empowers SMBs with her AI mindset, literacy, and integration enthusiasm, along with her AI certification. Melissa's human approach makes AI accessible, inspiring confidence and integration with a positive, forward-thinking mindset, ensuring lasting impact and innovation.

Aigility Hub

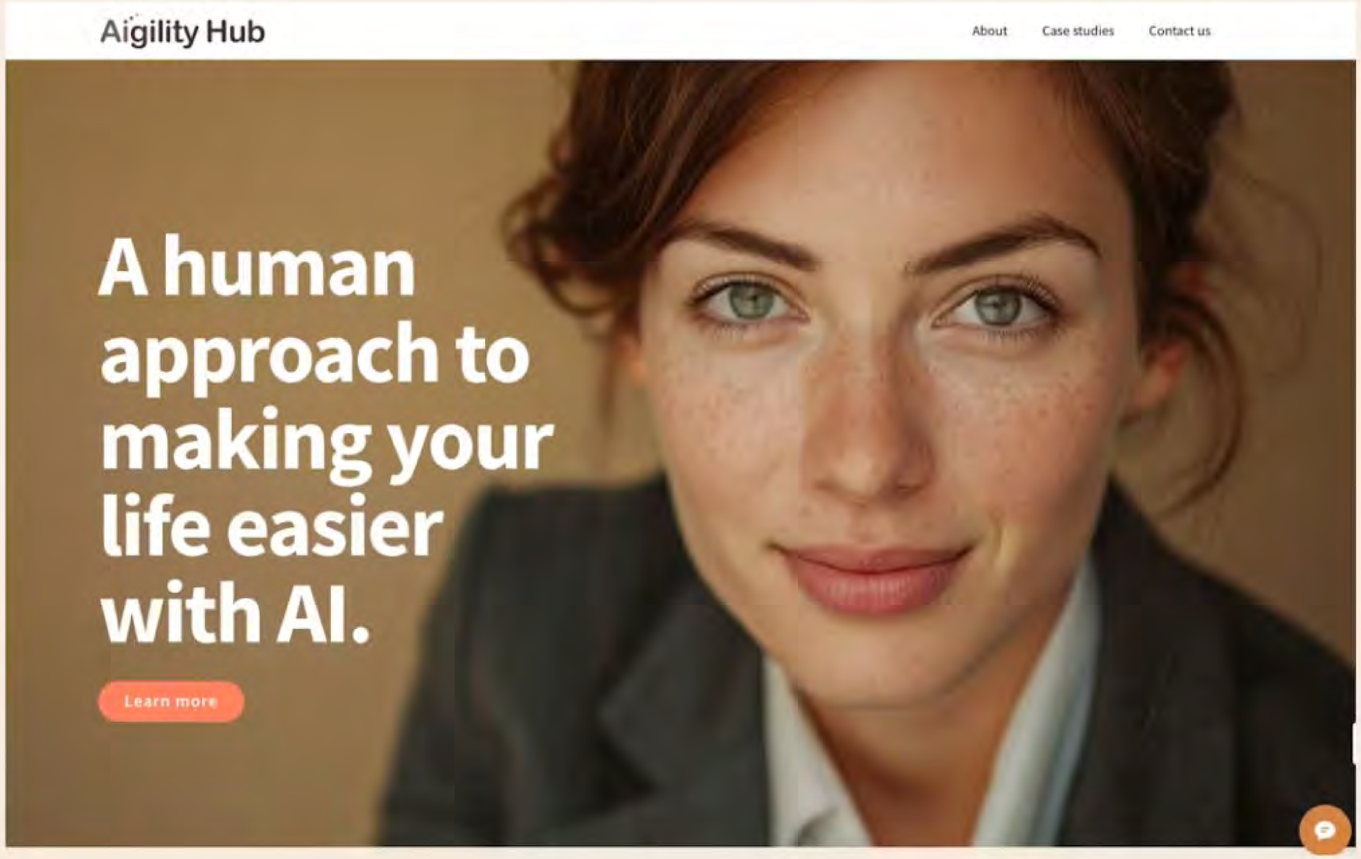
Performance Analysis

Using AI to analyze the effectiveness of social media campaigns.

© 2025 Aigility Hub. All Rights Reserved.

Aigility Hub

81% of travelers say social media influences their travel decisions.



Invest NOVA SCOTIA

digital nova scotia

CENTRE FOR WOMEN IN BUSINESS

futurpreneur

TOURISM NOVA SCOTIA

CBDC

Aigility Hub

House keeping tip

Aigility Hub

Instructions

What's your biggest challenge with social media campaigns?

Are you using AI tools for your business?

0

No, and I'm unsure if AI is right for my business.

0

No, but I'm interested in learning how AI can help.

0

I'm a dabbler and would like to learn how to use AI more effectively.

0

Yes, I'm actively using AI tools in my business.

Please share the names of the tools you're currently using.

0 responses

What we will cover today

- **Why analyze social media?** The impact for your business.
- **Why AI matters**: Simplify your efforts with AI.
- **AI tools to use today:** Quick and effective options.
- **Simple action plan:** Steps to get started now.

What type of social media campaigns do you run?

Not every campaign will perform equally well.

Seasonal timing

Aigility Hub

Seasonal timing

Campaign messaging

Aigility Hub

Seasonal timing

Campaign messaging

Resource allocation

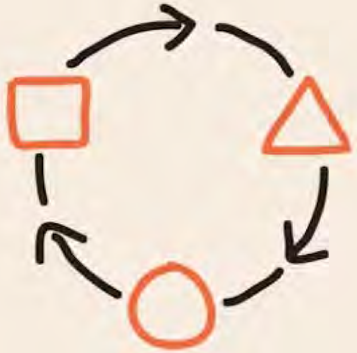
Aigility Hub

Understanding AI

Technology that allows machines to act and think like humans.

Aigility Hub

Follow basic rules
Answering questions



Learn and adapt
Spotting patterns
in your campaigns

Make decisions
Suggesting the best
audience for your ads

AI in campaign analysis

Performance Insights

Aigility Hub

AI in campaign analysis

Performance Insights

Timing Suggestions

Aigility Hub

AI in campaign analysis

Performance Insights

Timing Suggestions

Content Analysis

Aigility Hub

AI in campaign analysis

Performance Insights

Timing Suggestions

Content Analysis

Basic Audience Info

Aigility Hub

AI in campaign analysis

Performance Insights

Timing Suggestions

Content Analysis

Basic Audience Info

Simple Trends

Aigility Hub

NOW
NOW
NOW
NOW
NOW
NOW
NOW
NOW

3x more conversions

Picture: https://novascotia.com/ Cape d'Or Lighthouse and Lightkeeper's Kitchen & Guest House

Aigility Hub

So where do we find these AI tools?

Are you using Meta Business Suite?

Not at all	Occasionally	All the time
0	0	0

Aigility Hub

The Learning Phase

Aigility Hub

The Learning Phase

*50 conversions per week

Aigility Hub

What is a conversion?

- A specific action that users take on your website or app.

What is a conversion?

- A specific action that users take on your website or app.
- Can include purchases, signing up for a newsletter, or adding an item to their cart.

What is a conversion?

- A specific action that users take on your website or app.
- Can include purchases, signing up for a newsletter, or adding an item to their cart.
- Must be attributable to your ads.

Aigility Hub

- Achieved a **58% decrease** in incremental cost per purchase
- Saw a **35% increase** in incremental return on ad spend

- Experienced a **14% lower cost per** purchase compared to standard campaigns
- Noticed a **17% increase** in conversions

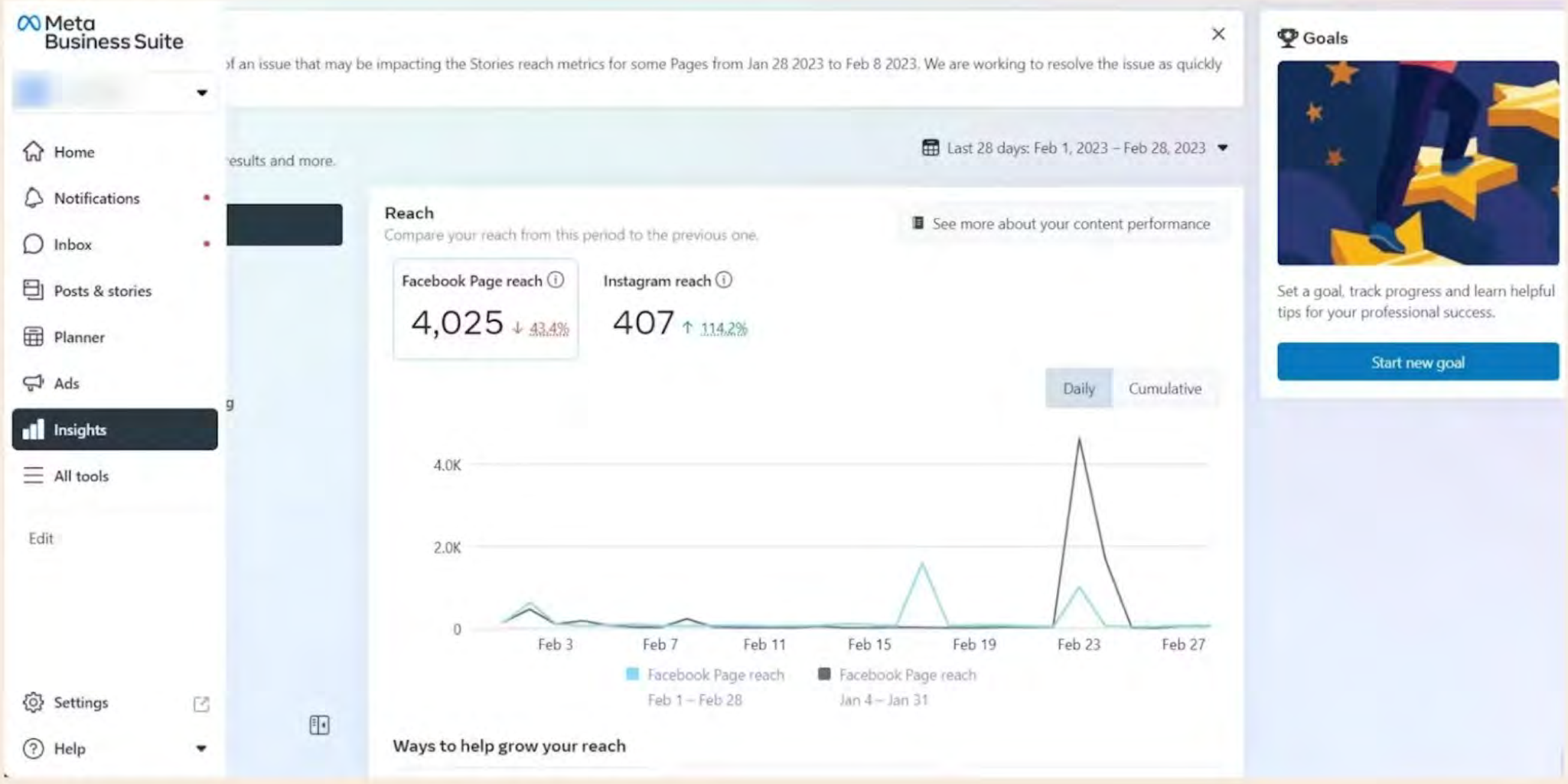
50 conversions/week x $10 per conversion = $500 weekly budget.

Aigility Hub

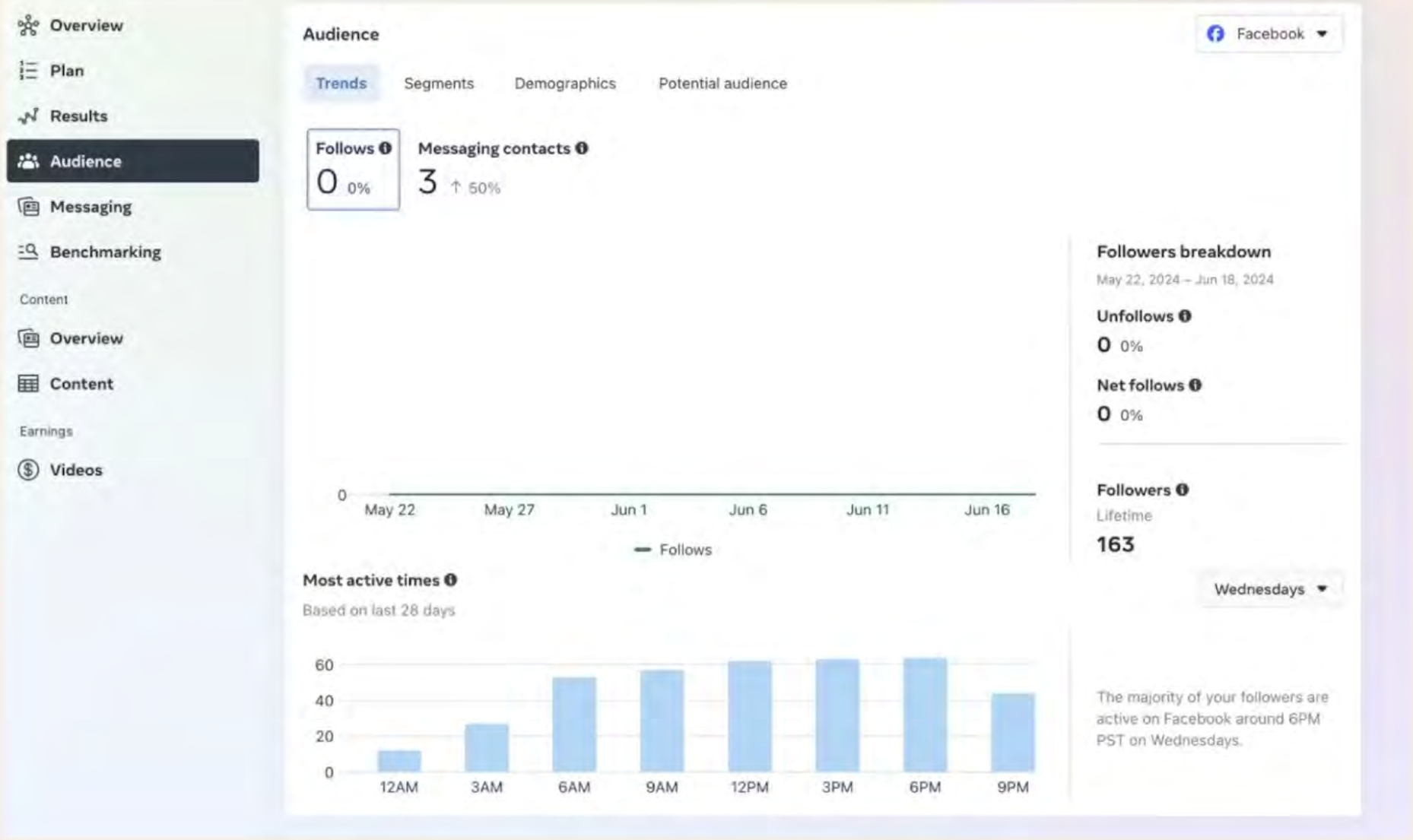
Key take away

- Meta’s AI is like your partner in optimizing ads.
- It just needs enough information to do its job well.
- Once it has learned, your ads will perform better.

Aigility Hub

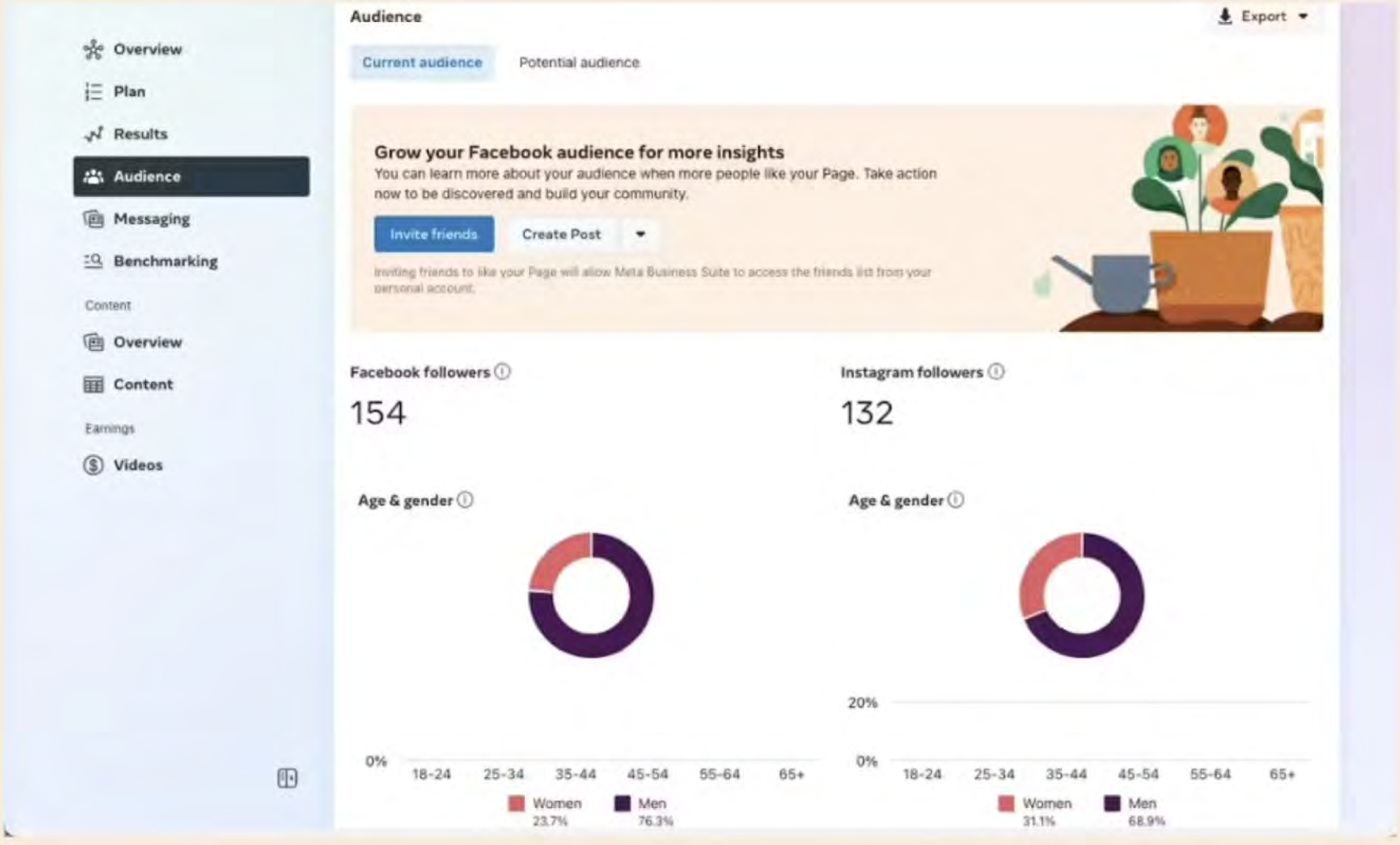


Aigility Hub

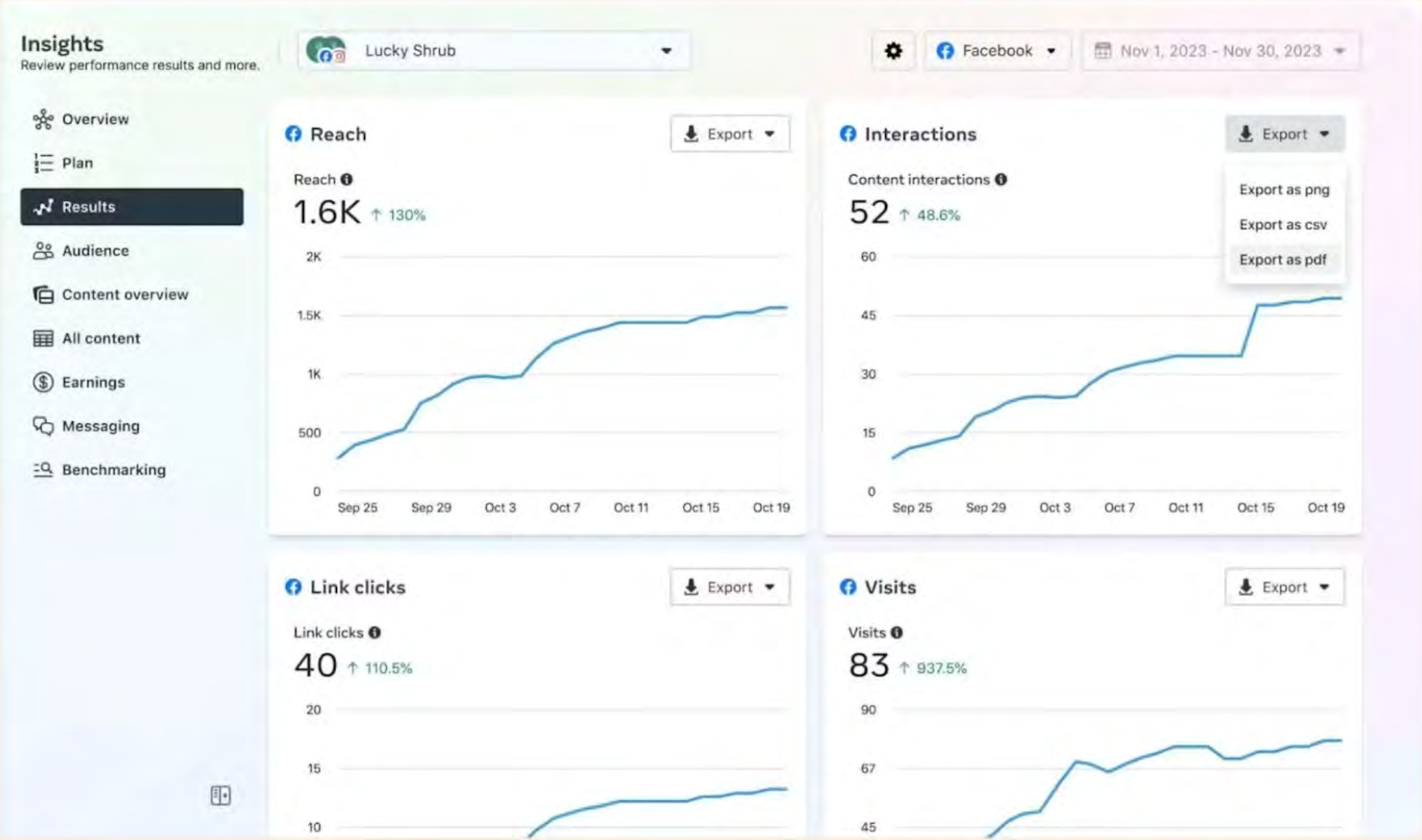


Aigility Hub

Segment your audience

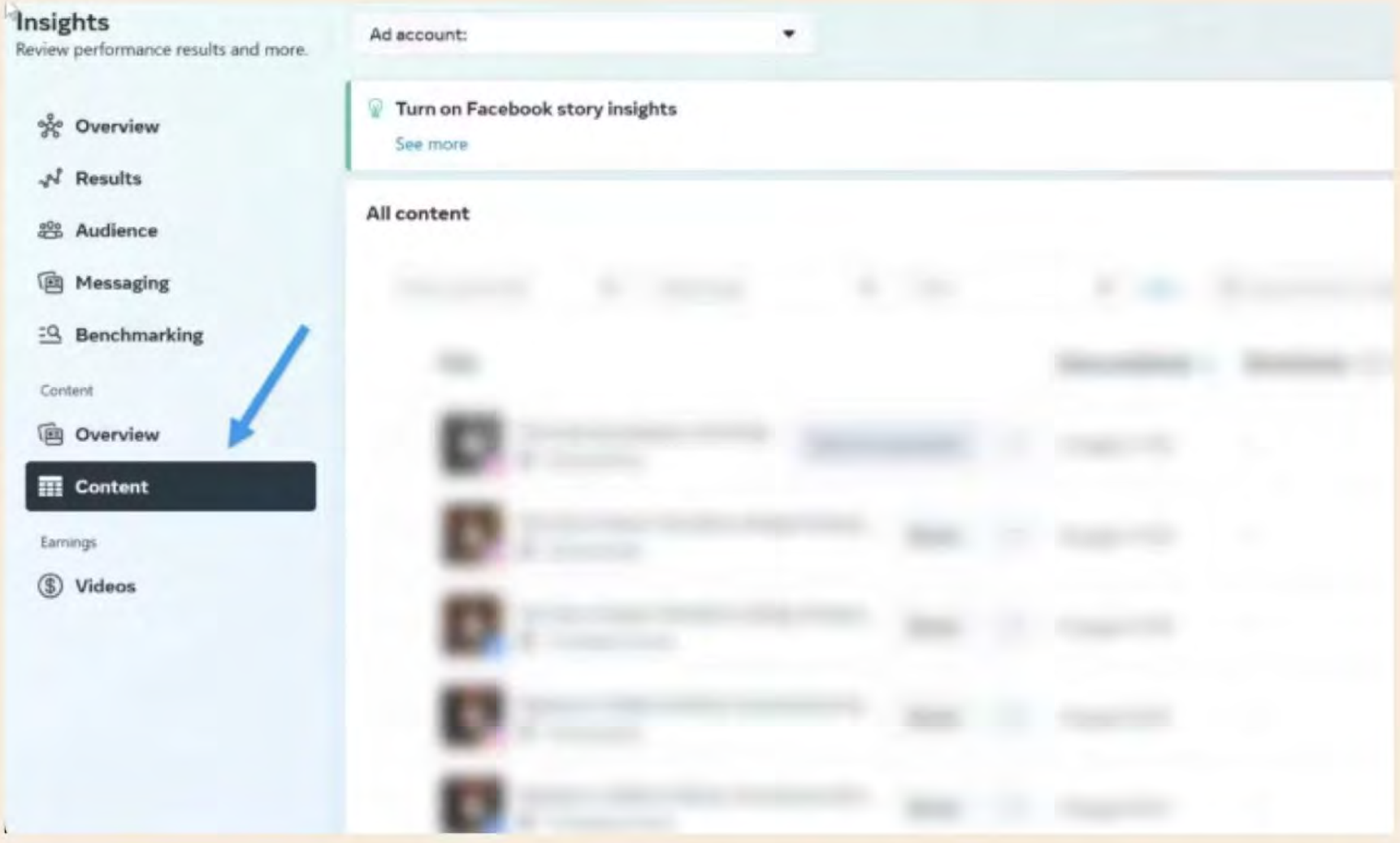


Aigility Hub



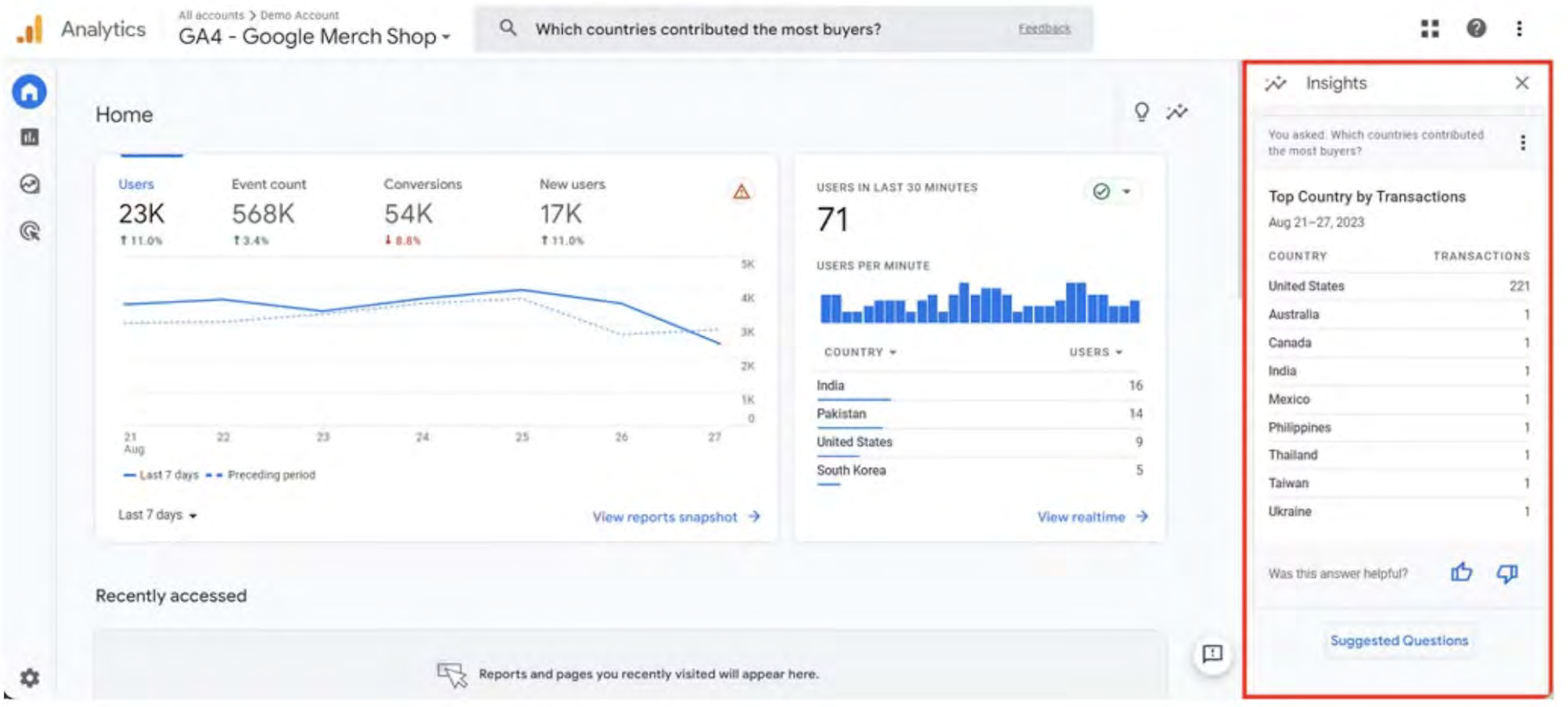
Aigility Hub

Content Suggestions



Google Analytics

AI-Powered Insights



Aigility Hub

Suggested audiences

Additional audience suggestions for you to consider

GENERAL TEMPLATES PREDICTIVE NEW

Analytics builds predictive audiences based on behaviors such as buying or churning. Learn more

Likely 7-day purchasers

Users who are likely to make a purchase in the next 7 days.

ELIGIBILITY STATUS

Ready to use

Likely 7-day churning users

Active users who are likely to not visit your property in the next 7 days.

ELIGIBILITY STATUS

Not eligible to use

Likely first-time 7-day purchasers

Users who are likely to make their first purchase in the next 7 days.

ELIGIBILITY STATUS

Ready to use

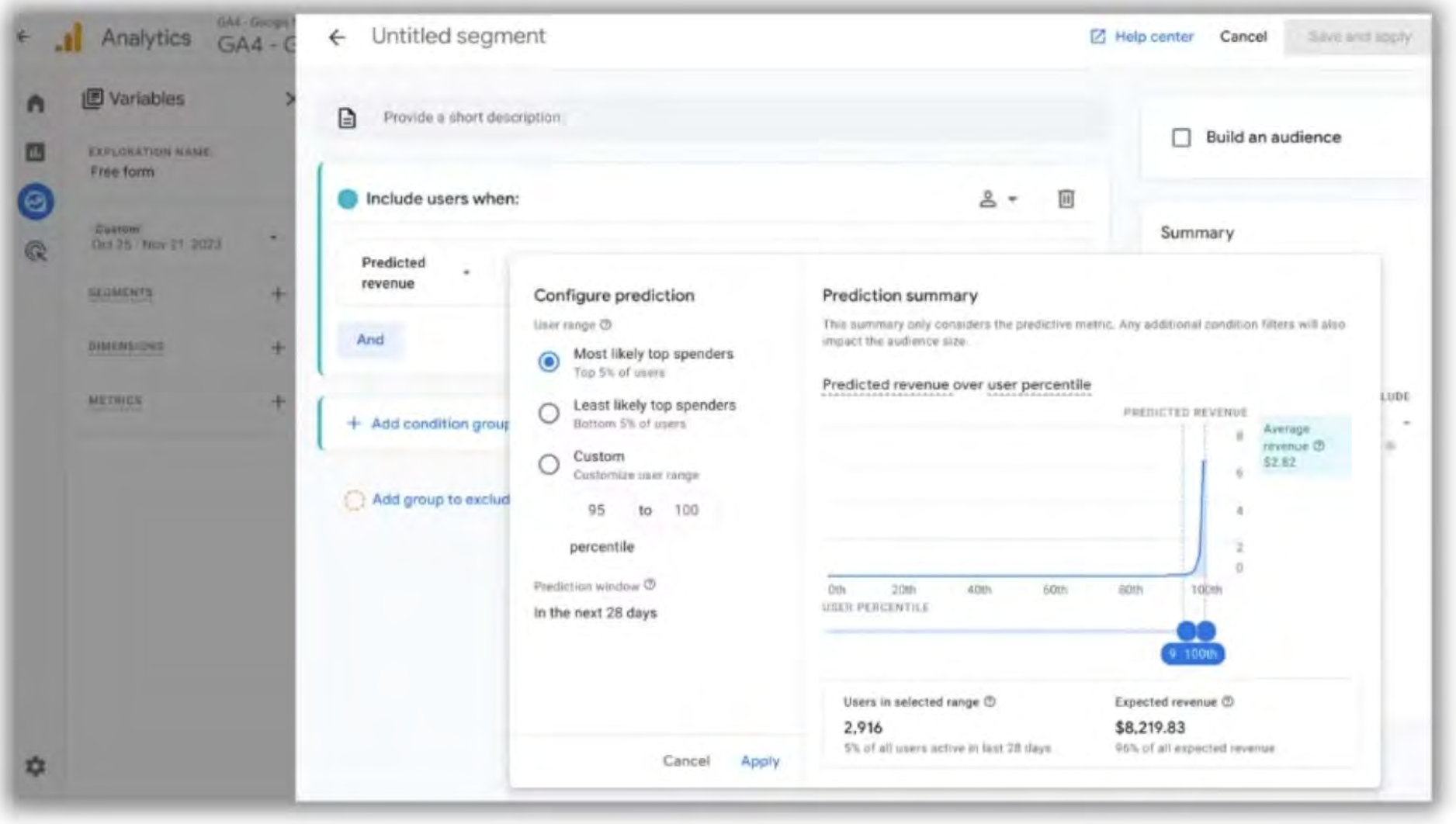
Likely 7-day churning purchasers

Purchasing users who are likely to not visit your property in the next 7 days.

ELIGIBILITY STATUS

Not eligible to use

Aigility Hub



Aigility Hub

Tip

To get the most from AI analysis,
use UTM tracking links in your campaigns.

Aigility Hub

All reports | **Custom Report** | 1 Ad account

You have unsaved changes
Data refreshed 4 minutes ago

Save | Refresh | Share | Export

Had delivery | Search and filter | Clear | This month: Aug 1, 2024 – Aug 7, 2024

Pivot table | Ungroup breakdowns | Reset column widths | Format | Customize

Campaign name	Ad Set Name	Delivery	Impressions	CTR (all)	CPC (cost per...	Purchase ROAS (return o...	Website purchase ROAS...	Clicks (all)	Conversion rate ranking
		Active Campaign	261,183	1.18%	$0.83	2.98	2.98	3,085	–
		Active Ad set	261,183	1.18%	$0.83	2.98	2.98	3,085	–
		Active Campaign	221,219	0.77%	$1.19	3.28	3.28	1,705	–
		Active Ad set	221,219	0.77%	$1.19	3.28	3.28	1,705	–
		Active Campaign	73,021	2.91%	$0.74	5.58	5.58	2,127	–
		Active Ad set	73,021	2.91%	$0.74	5.58	5.58	2,127	–
			555,423 Total	1.25% Per Impressions	$0.91 Per Action	3.56 Average	3.56 Average	6,917 Total	

Customize pivot table

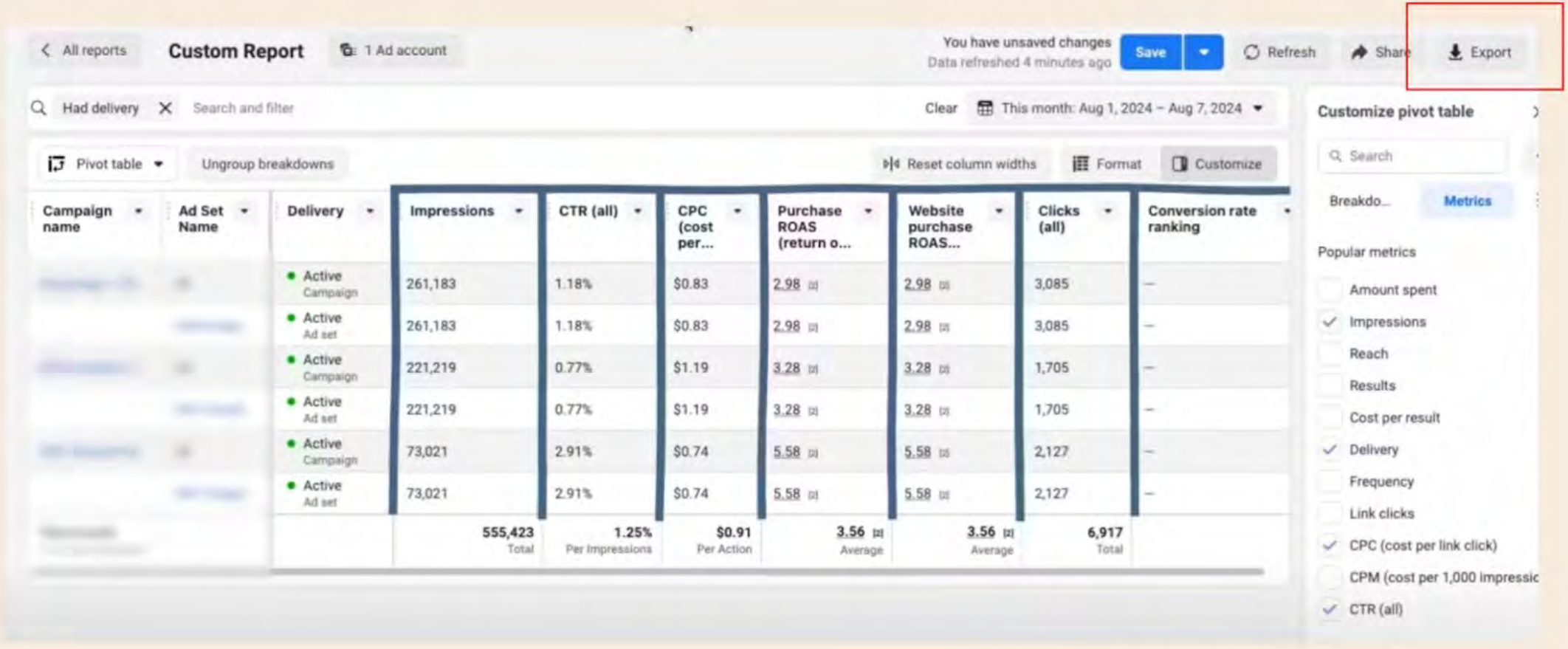
Search

Breakdo... | Metrics

Popular metrics

- [ ] Amount spent
- [x] Impressions
- [ ] Reach
- [ ] Results
- [ ] Cost per result
- [x] Delivery
- [ ] Frequency
- [ ] Link clicks
- [x] CPC (cost per link click)
- [ ] CPM (cost per 1,000 impressic
- [x] CTR (all)

Aigility Hub



Save file to your desktop

Aigility Hub

What can I help with?

You are an expert Facebook ads and campaign analyst with years of experience optimizing campaigns across various industries. I am providing you with my ad performance data and need your expert analysis and actionable recommendations.

Create image | Help me write | Summarize text | Make a plan | More

Aigility Hub

GPT-3.5 GPT-4

ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

Send a message

Chunk Size: 2000 characters

Upload File

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT July 20 Version

Refine the prompt for better insights

What can I help with?

Can you break down the performance by age and gender?

Create image | Summarize text | Analyze images | Brainstorm | More

Aigility Hub

Hootsuite

Cost: $99 - $249 *(Trial for 30 days)*

Aigility Hub

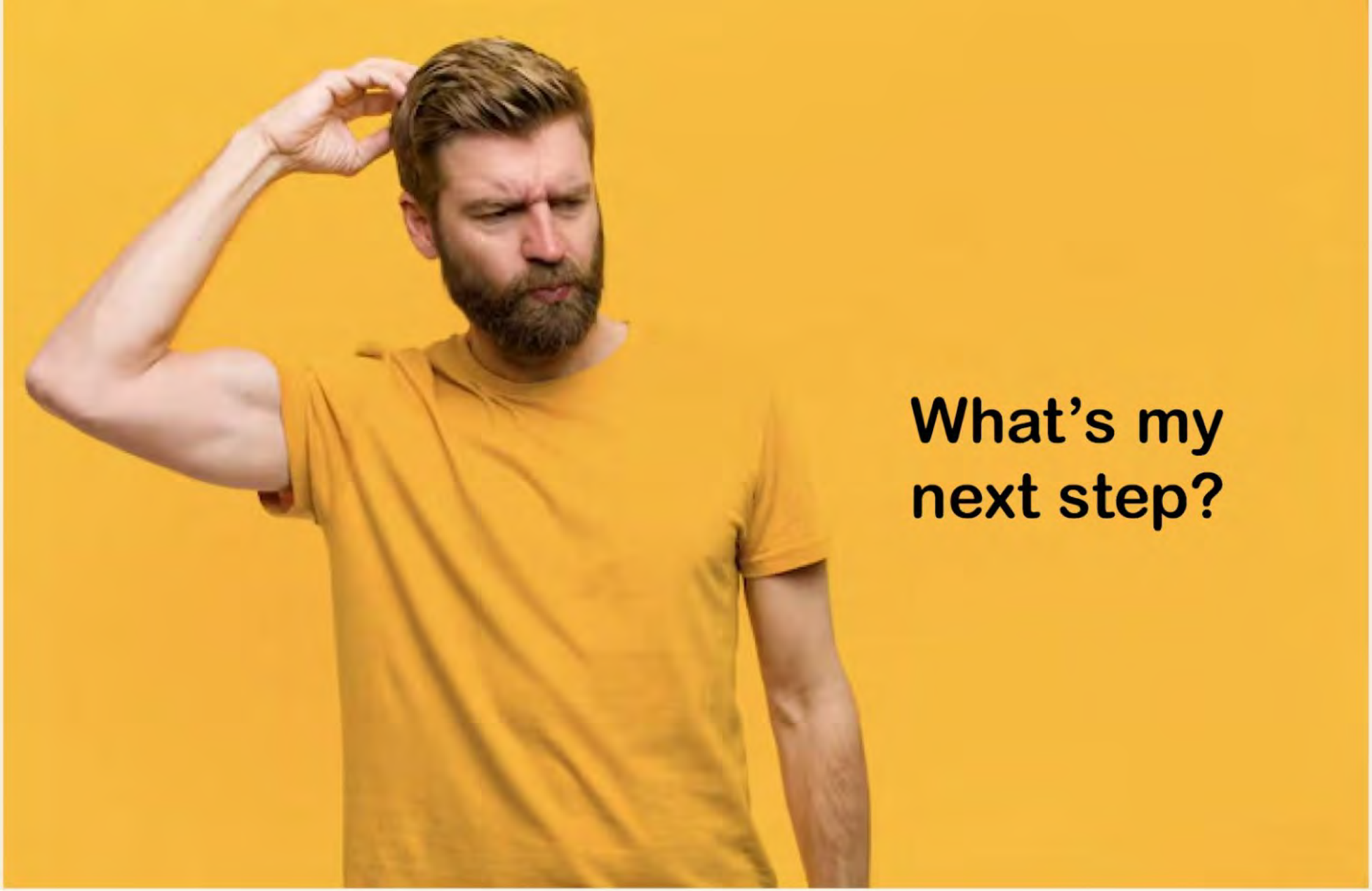
Followers trend
25
20
15
Add metric
Engagement Rate
15.38%
2% from 13.38%
Post reach > Post type
Photo post
Reel
Carousel
Profile impressions
6,783
impressions
284 from 6,499
Post performance
70
60
50
40
30
20
10
0
5 Feb
6 Feb
7 Feb
8 Feb
9 Feb
10 Feb
11 Feb
12 Feb
13 Feb
14 Feb
15 Feb
16 Feb
17 Feb
18 Feb
PDF
Export

igility Hub

Social Listening

AI Social Listening is the process of using artificial intelligence (AI) to monitor social media channels for mentions of:

- *Your brand*
- *Your products*
- *Industry-related topics*


What’s my
next step?

Getting started resource

Step 1

Define your goal

What's most important to you right now.
AI works best when it knows what to focus on.

Do you want more weekend bookings?
Are you aiming to improve off-season rates?
Looking to attract more international visitors?

Step 2

Identify your metrics

Engagement Rate
Click-Through Rate
Impressions
Conversions Follower Growth
Other

Metrics allow you to measure progress and refine your strategy effectively.

Step 3

Understand the role of AI tools

Here's what AI tools can help you do:

Identify top-performing campaigns
Improve audience targeting
Generate content ideas
Analyze data for actionable insights

Choose an AI tool

Step 4

For Marketing: Use **Meta Business Suite** (free) to analyze campaign performance and discover what works best.

Audience Insights: Use **Google Analytics** to track website trends and understand user behavior.

To Save Time: Try **ChatGPT Plus** ($20/month) to automate campaign analysis and generate new ideas.

For Automation: Use **Hootsuite** to schedule and optimize campaigns effortlessly all in one place.

Step 5

Analyze your campaign performance

Todays takeaways

1. AI is here to help analyze your campaigns, not complicate them

2. Start with tools you already have

3. Focus on one goal and one platform

4. Let AI spot patterns and make suggestions

5. Take small steps and build from there

Todays takeaways

1. AI is here to help analyze your campaigns, not complicate them
2. **Start with tools you already have**
3. Focus on one goal and one platform
4. Let AI spot patterns and make suggestions
5. Take small steps and build from there

Todays takeaways

1. AI is here to help analyze your campaigns, not complicate them
2. Start with tools you already have
3. **Focus on one goal and one platform**
4. Let AI spot patterns and make suggestions
5. Take small steps and build from there

Todays takeaways

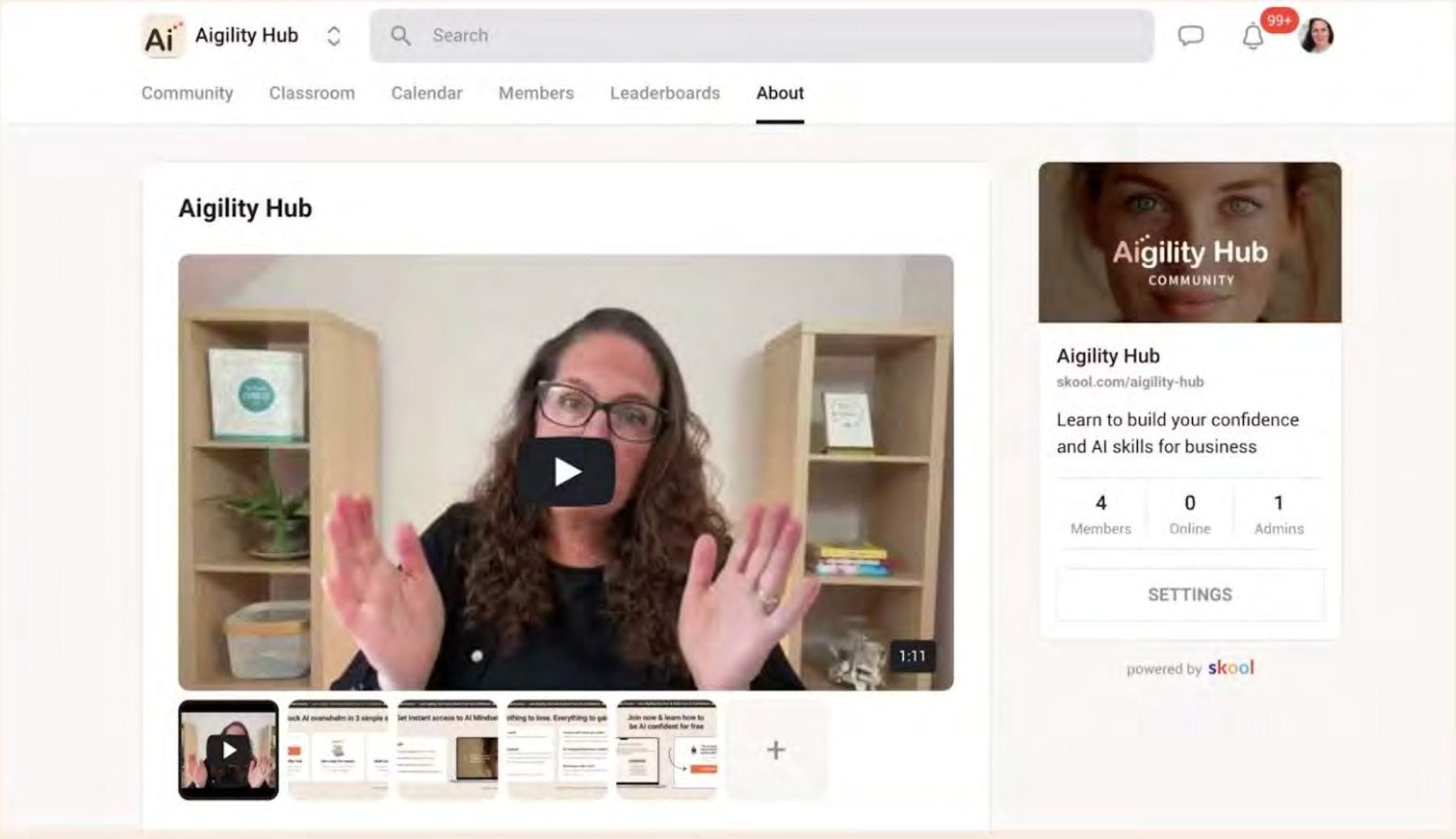
1. AI is here to help analyze your campaigns, not complicate them
2. Start with tools you already have
3. Focus on one goal and one platform
4. **Let AI spot patterns and make suggestions**
5. Take small steps and build from there

Todays takeaways

1. AI is here to help analyze your campaigns, not complicate them
2. Start with tools you already have
3. Focus on one goal and one platform
4. Let AI spot patterns and make suggestions
5. **Take small steps and build from there**

Join our AI community

https://www.skool.com/aigility-hub/about



Aigility Hub

Let’s stay connected

LinkedIn
www.linkedin.com/in/melissa-lloyd

Email
melissa@agilityhub.com

Web
www.aigilityhub.ai

Aigility Hub

How did we do today?

Ready to share in 60 seconds?

Share Feedback

Aigility Hub

UPCOMING WEBINARS

- **Thursday, March 6 at 10:00 am**: Easy to Use Facebook and Instagram Automation Using ManyChat, with Riley Forman & Connor Kidd from Connect Media

See recordings of previous webinars and related tip sheets: **https://tourismns.ca/webinar-series**

STAY CONNECTED WITH TNS

- Contact Business Development: TNSBusiness@novascotia.ca
- Corporate website: https://tourismns.ca/
- Consumer website: https://novascotia.com
- TNS News & Resources: https://tourismns.ca/news-resources
- Corporate Twitter: https://twitter.com/TourismNS
- Corporate LinkedIn: https://www.linkedin.com/company/tourismnovascotia/