



mediology

SEM Mid- Report

Campaign: YL Search 2025

Job: SKENE-0041

Date: March 13, 2025

Version: Original

The SaskEnergy logo is displayed in a large white circle on a dark blue background. The logo itself consists of the word "SaskEnergy" in a bold, blue, italicized sans-serif font. To the right of the text is a stylized green leaf icon with a white outline, pointing upwards and to the right.

SaskEnergy

Campaign Overview

Run Dates

April 21, 2025–
March 31, 2026

Targeting

SK

Media Selected

Google Search

Planned Budget

\$9,994



Branded Campaign Overview

Run Dates

November 13, 2025–
May 31, 2026

Targeting

SK

Media Selected

Google Search

Planned Budget

\$3,300



Key Performance Indicators

Placement	KPI	Goal	Results	Mid-Status
Google Search	CPC	\$0.75	\$0.28	Goal Exceeded
Google Search	Clicks	12,000	32,023	Goal Exceeded
Google Search (Branded)	CPC	\$0.75	\$0.08	Goal Exceeded
Google Search (Branded)	Clicks	4,400	22,756	Goal Exceeded



Google Search

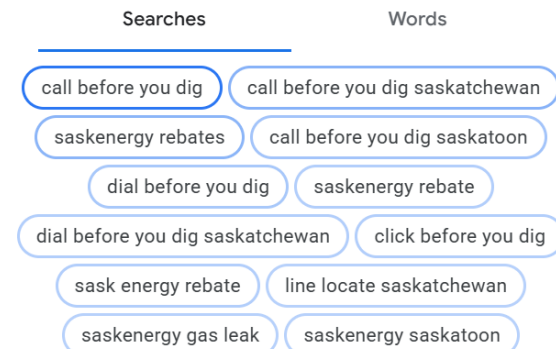
The Search campaign continued to perform strongly and is heading towards its completion date.

Key performance indicators:

- CTR: Slightly decreased from 28.14% to 28.02%, remaining at a very strong level
- CPC: Increased marginally from \$0.27 to \$0.28, still well below the projected \$0.75 benchmark.

Among active ad groups, Carbon Monoxide and Encroachment showed the most significant growth in Impressions and Clicks on a month-over-month basis.

Overall performance remains solid, and searchers where people saw the ads highlight the relevance of the ads to the user's intent.



32K

CLICKS

33.56% ↓

IMPRESSIONS SHARE

28.02% ↓

CTR

\$0.28

CPC

Search Metrics



SKENE-0041 YL Search 2025

Campaign Dates: April 21, 2025 - March 31, 2026
 Reporting Dates: April 21, 2025 - February 28, 2026
 Date: March 4, 2026



Vendor	Ad Group	Served Impressions	Clicks	Estimated Clicks	Clicks Delivery	CTR	Estimated CPC	CPC	Impression Share	Search Top IS	Planned Spend	Cost	Budget Delivery
Google	Carbon monoxide	3,764	237			6.30%		\$0.66	17.89%	< 10%		\$155.72	
	Encroachment	910	289			31.76%		\$0.26	71.09%	61.28%		\$75.33	
	Furnace maintenance	3,651	625			17.12%		\$0.42	10.40%	< 10%		\$260.56	
	General*	550	299			54.36%		\$0.17	39.05%	31.02%		\$51.47	
	Network members	793	236	13,325	240%	29.76%	\$0.75	\$0.26	38.81%	32.02%	\$9,994.00	\$61.40	90.24%
	Odourant	6,721	2,089			31.08%		\$0.19	52.88%	44.53%		\$400.27	
	Plan a dig project	47,821	12,449			26.03%		\$0.25	48.80%	43.35%		\$3,064.82	
	Services	10,219	2,734			26.75%		\$0.34	41.49%	33.06%		\$924.67	
	Ways to Save	39,857	13,065			32.78%		\$0.31	28.01%	24.05%		\$4,024.74	
Totals		114,286	32,023	13,325	240%	28.02%	\$0.75	\$0.28	33.56%	28.36%	\$9,994.00	\$9,018.99	90.24%



Keyword Performance (ad groups)

Furnace maintenance

	Cost	Clicks	CTR
"furnace check up"	CA\$99.98	191	14.97%
[saskenergy furnace inspection]	CA\$39.04	158	48.47%
"furnace servicing"	CA\$77.80	145	9.94%
"furnace tune up"	CA\$41.77	127	25.05%
"annual furnace maintenance"	CA\$1.50	3	5.17%

Encroachment

	Cost	Clicks	CTR
"gas line encroachment"	CA\$74.49	287	31.78%
"Encroachment removal"	CA\$0.84	2	33.33%

Services

	Cost	Clicks	CTR
"residential gas service"	CA\$838.44	2,511	27.10%
"move a gas line"	CA\$40.87	133	30.16%
"Gas Meter exchange"	CA\$39.93	76	18.05%

Way to Safe

	Cost	Clicks	CTR
"home efficiency rebate"	CA\$2,363.53	5,938	29.41%
[SaskEnergy Rebate]	CA\$549.61	4,897	51.37%
"Energy Saving Solutions"	CA\$314.73	588	17.24%
"new furnace"	CA\$265.60	510	22.68%
[saskenergy rebate application]	CA\$110.98	376	39.13%

Odourant

	Cost	Clicks	CTR
"gas leak check"	CA\$242.33	1,108	27.80%
"gas leaks and emergency services"	CA\$52.39	307	32.45%
[saskenergy gas leak]	CA\$19.75	277	49.11%
"gas leak number"	CA\$31.23	158	34.42%
[saskenergy smell gas]	CA\$11.96	120	56.60%

Plan a dig project

	Cost	Clicks	CTR
"Call before you dig"	CA\$1,320.39	5,480	26.23%
"underground locate service"	CA\$606.41	2,295	24.68%
"Dial before you dig"	CA\$305.76	1,309	30.42%
"locate before you dig"	CA\$263.00	1,027	24.73%
"SaskFirstCall"	CA\$211.72	679	20.56%

Network members

	Cost	Clicks	CTR
[SaskEnergy Network Member]	CA\$33.32	189	46.10%
"natural gas service contractors"	CA\$26.78	45	12.16%
[natural gas repair service near me]	CA\$1.30	2	15.38%

Carbon monoxide

	Cost	Clicks	CTR
"CO alarm"	CA\$70.54	108	5.26%
"smelling carbon monoxide"	CA\$43.86	71	7.02%
[carbon monoxide detectors]	CA\$40.98	57	8.31%
"co sensor"	CA\$0.34	1	8.33%



Search Metrics

Auction insights

Display URL domain	↓ Impression share	Top of page rate	Abs. Top of page rate
You	33.44%	84.64%	65.11%
reliancehomecomfort.com	13.86%	77.73%	41.05%



Google Search (Branded)

22.7K

CLICKS

19.51% ↑

IMPRESSIONS SHARE

64.70% ↑

CTR

\$0.08

CPC

During the reporting period, the Branded Search Campaign demonstrated strong performance, consistently securing the top position in search results. The ads effectively dominated the sponsored placements, preventing competitors from appearing on the first page for SaskEnergy-branded queries.

Key Performance Indicators:

- Top of Page Rate: 92.11%
- Absolute Top of Page Rate: 90.84%
- Clicks: 22,756
- Click-Through Rate (CTR): Increased from 64.31% to 64.70%, indicating sustained and exceptionally high user engagement.

Overall, the campaign's performance confirms its effectiveness in protecting branded demand and capturing high-intent traffic.



Search Metrics



SKENE-0041 YL Search 2025 (Branded)

Campaign Dates: Nov 13, 2025 - May 31, 2026

Reporting Dates: November 13, 2025 - February 28, 2026

Date: March 4, 2026



Vendor	Ad Group	Served Impressions	Clicks	Estimated Clicks	Clicks Delivery	CTR	Estimated CPC	CPC	Impression Share	Search Top IS	Planned Spend	Cost	Budget Delivery
	Branded Protection	35,174	22,756	4,400	517%	64.70%	\$0.75	\$0.08	19.51%	17.98%	\$3,300.00	\$1,802.85	54.63%
	Totals	35,174	22,756	4,400	517%	64.70%	\$0.75	\$0.08	19.51%	17.98%	\$3,300.00	\$1,802.85	54.63%





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Glossary of Terms

Reach = Number of unique users the ad was shown to.

VTR = View through rate = the number of views (a "view" varies in length by platform) divided by impressions, shown as a percentage.

Average Frequency = Impressions served divided by users reached; The average amount of times an ad was served to one user for the duration of the campaign.

Website Conversions = Number of times a user ended up visiting the website after being served a campaign's ad – can be either a click through conversion (clicking the ad and going to the website then or later) or view-through conversion (not clicking the ad, but later visiting the website on their own will).

Conversion rate = conversions divided by impressions shown as a percentage.

CPM = Cost per thousand impressions served.

Viewability = The percentage of impressions that are immediately visible when the application or website loads. Non-viewable ads are served further down the page and "scrolling" would be necessary to view the ad.

Engagements = Total number of link clicks, reactions, comments, shares, saves.



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Thank You!

SaskEnergy