

Northstar Media - September 2026 report

Prepared by Brightside Agency for Northstar Media · Compared with Aug 1 – Aug 31, 2026

SAMPLE DATA - THESE ARE NOT ACTUAL BUSINESS RESULTS

Website sessions 31,915 +11.7% vs previous period	YouTube views 295,070 +7.8% vs previous period	Ad spend CAD 1,330.74 -6.3% vs previous period	Verified signups 46 -4.2% vs previous period
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Highlights

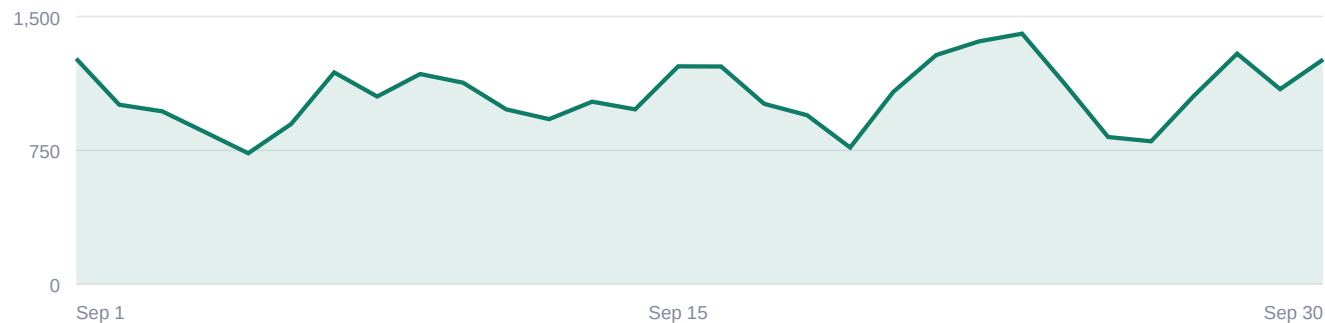
- Website sessions rose 11.7% to 31,915 (previous period: 28,579). Engagement rate held steady at 63.0%.
- Organic search brought the most visits: 16,004 sessions (50% of the total).
- Organic search gained 2,642 sessions compared with the previous period, the largest change of any source.
- Google search brought 4,747 clicks (up 7.4% on the previous period) from 135,962 impressions (CTR 3.5%, average position 11.0).
- The top search query was “northstar halifax” with 1,422 clicks.
- Ad spend was CAD 1,330.74 (down 6.3% on the previous period), for 9,932 clicks (CTR 0.95%, CPC CAD 0.13).
- Your website recorded 46 verified signups (down 4.2% on the previous period) and 25 verified leads.
- YouTube views rose 7.8% to 295,070, with 11,311 hours watched.
- The top video was “The people building a better Atlantic Canada” with 97,374 views on YouTube.
- The most-viewed page was “Home” (17,417 views).
- Followers: YouTube +90 to 18,500, Facebook +30 to 4,260, Instagram +30 to 4,080, TikTok +30 to 2,970.

Commentary from Brightside Agency

Organic search kept climbing after the waterfront series launched, and it now brings in half of all visits.

Next month we'll test a shorter retargeting window and publish two more maker profiles.

Daily website sessions



Where visitors came from

Source / medium	Sessions	Share	Engaged sessions
Organic search	16,004	50%	10,083
Direct	7,978	25%	5,025
Google Ads	6,066	19%	3,821
Social referrals	1,867	6%	1,179

GA4 signup events: 112. These are tracking events, not verified signups.

Most-viewed pages

Page	Page views
Home	17,417
A new chapter for Halifax's waterfront	12,355
Your guide to the week	9,548
Meet the makers	6,741
Subscribe	4,494

Google search

4,747 clicks from 135,962 impressions · CTR 3.5% · average position 11.0

Search query	Clicks	Impressions	CTR	Avg. position
northstar halifax	1,422	10,878	13.1%	1.4
halifax waterfront development	852	28,549	3.0%	6.8
things to do halifax this weekend	664	36,707	1.8%	9.5
atlantic canada makers	476	21,756	2.2%	7.2

Search query	Clicks	Impressions	CTR	Avg. position
east coast small business news	285	19,037	1.5%	12.3

Google web search only. Search Console leaves out anonymized queries, so the queries don't add up to the total. Average position is weighted by impressions; 1 is the top result.

Pages in Google search

Page	Clicks	Impressions	CTR	Avg. position
https://northstar.example/	1,803	46,226	3.9%	3.1
https://northstar.example/stories/waterfront	1,042	32,633	3.2%	7.4
https://northstar.example/guides/this-week	852	25,833	3.3%	9.2
https://northstar.example/makers	664	17,674	3.8%	8.1
https://northstar.example/subscribe	189	6,798	2.8%	14.6

Social channels

Account	Platform	Views	Followers	Follower change	Days covered
Northstar Media	YouTube	295,070	18,500	+90	30/30
Northstar on Facebook	Facebook	109,178	4,260	+30	30/30
@northstar	Instagram	67,866	4,080	+30	30/30
@northstar	TikTok	123,930	2,970	+30	30/30

Followers are the latest snapshot on or before the period end. Each platform counts views its own way, so they are not added together.

Top content

Content	Platform	Views	Watch hours
The people building a better Atlantic Canada	YouTube	97,374	3,733
A new chapter for Halifax's waterfront	YouTube	70,816	2,715
Small businesses. Big local impact.	YouTube	50,160	1,923
Your guide to the week on the East Coast	YouTube	41,307	1,583
Meet the next generation of local makers	YouTube	35,411	1,357

Advertising

Campaign	Platform	Spend	Impressions	Clicks	CTR	CPC	Reported actions
East Coast · Brand search	Google Ads	CAD 501.90	98,747	3,464	3.51%	CAD 0.14	183
Discover Northstar · Retargeting	Google Ads	CAD 307.62	350,108	1,215	0.35%	CAD 0.25	66
Newsletter sign-ups · Lead form	Meta Ads	CAD 302.29	246,632	1,942	0.79%	CAD 0.16	100
Weekend stories · Traffic	Meta Ads	CAD 218.93	354,910	3,311	0.93%	CAD 0.07	0

Reported actions are counted by each ad platform under its own definition. Verified signups come from your website's own records and are not attributed to ads.

Spend by campaign type

Campaign type	Platform	Spend	Impressions	Clicks	CTR	Reported actions
Search	Google Ads	CAD 501.90	98,747	3,464	3.51%	183
Display	Google Ads	CAD 307.62	350,108	1,215	0.35%	66
Leads	Meta Ads	CAD 302.29	246,632	1,942	0.79%	100
Traffic	Meta Ads	CAD 218.93	354,910	3,311	0.93%	0

Data quality and reporting notes

- Illustrative demo data. These are not actual business results.
- Reporting ends before recent, potentially incomplete days. Late attribution can still change.
- Views are shown per platform because definitions differ. Reach and unique users are not summed.
- GA4 Unassigned traffic is retained: it is not evidence of internal or development traffic.
- Sitewide verified outcomes are not automatically attributable to advertising. No blended signup CPA is inferred.

Data collected Oct 22, 2026 · Reporting timezone America/Toronto · Currency CAD