TRAVEL CASE STUDY

OVERVIEW

Client Vacation Resort

Campaign Length Two Months

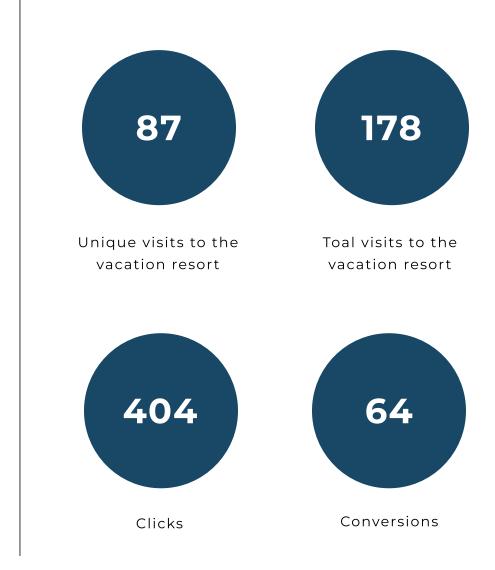
Objectives Grow branding & awareness and gain hotel room bookings

Total Investment \$4,850

Geography 75 miles around a large city in the South

Products Utilized Programmatic Display Device ID Streaming TV





STRATEGY & SOLUTIONS

- Our team recommended behaviorally and demographically targeting retirees, golf enthusiasts, and affluent vacationers through Programmatic Display and Streaming TV
 - Optimizations were made by adding more creative sizes to the Display campaign to extend reach and relevancy
- The Device ID campaign utilized a competitive conquesting strategy by geo fencing similar vacation resorts in the area
 - Nearly 90 unique device IDs were recorded at the vacation resort across the two-month campaign period, which indicates these individuals received our ad and then physically visited the client's location
- A pixel was placed onsite with five conversion URLs set up to track user actions on the client's location and booking pages