## TRAVEL CASE STUDY

## **OVERVIEW**

**Client** Vacation Resort

**Campaign Length** Two Months

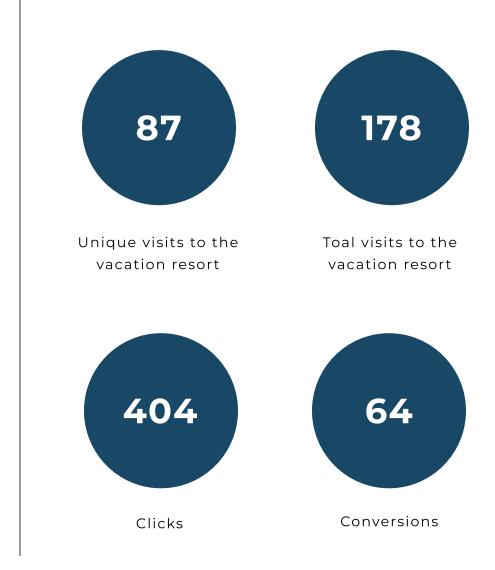
**Objectives** Grow branding & awareness and gain hotel room bookings

**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