

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

RESULTS



Unique visits to the vacation resort



Total visits to the vacation resort



Clicks



Conversions

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 conquering 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