

OVERVIEW

Client

Hotel

Campaign Length

Three Weeks

Objectives

Increase branding & awareness and boost room bookings during college sports seasons

Total Investment

\$8,000

Geography

United States

Products Utilized

Streaming TV

RESULTS

15%

Increase in room bookings

92.46%

Total video completion rate

256

Conversions

320

Clicks

STRATEGY & SOLUTIONS

- Due to proximity to nearby college campuses, the client's main audience included parents, college-bound students, and general college sports fans
 - Streaming TV allowed us to use behavioral and demographic targeting to hone in on the ideal customers
 - The 60/40 bundle served 60% of the ordered impressions to Large Screens (Smart TVs or TV connected to the internet, puck, stick, or dongle) and 40% to Small Screens (mobile, tablet, and desktop)
- Five conversion URLs were set up to track webpage visits on booking links, photo galleries, and 'about us' pages