



# Case Study

## Travel + Tourism

## Delivering Brand Engagement & State Visitors For A Top Tourism Brand

### Goals

The goal of the campaign was to increase awareness of southwestern vacation destinations for domestic travelers while driving qualified site traffic, greater audience engagement, and, ultimately, state visitation.

### KPIs

Landing Page & Site Engagement, CTR, Destination Visitation

### Our Approach

By utilizing our proprietary engagement technology and page-level contextual targeting, we were able to find and target highly qualified travel intenders, leading to a notable visitation to the destination. Our platform optimized in real time toward the best performing placements driving the most efficient and effective performance, resulting in significant increase in number of added value impressions and overall reach. Our Dynamic Creative Optimization capability enabled us to find new audiences in scale and engage them with the site resulting in increased visitation while greatly contributing to the overall awareness and favorability of the destination.

### Results

**0.33%** CTR

**2:18** Site Engagement

**0:31** Active Engagement (Scroll Depth, Window Focus, Micro Mouse Movements and Clicks)

**3.5MM** Added Value Impressions