



A LEADING SKI RESORT TURNS TO V12 DATA TO INCREASE AWARENESS AND BOOKINGS FOR THEIR SUMMER TRAVEL PACKAGES, INCLUDING SPA, FINE DINING, AND KAYAKING SPECIALS

CHALLENGE

The region's tourism board wanted to specifically target US-based consumers to raise the visibility of the region's summertime offering and show a quantifiable increase in bookings from May through October.

SOLUTION

Targeting known online leisure travelers, the client used audience-specific creatives to showcase the wide variety of travel packages. Using a combination of five distinct audience segments, the client increased awareness and drove new reservations for their summer travel season.

Data Source Information:

- Travel > Leisure Travel
- Finance > Wealth Deciles > 3-9
- Sports & Fitness > Golf
- Demographic > Age > 35-65 years old

Metrics

- CTR: 4.1%
- Ad Engagement: 17.6%

RESULT

- Data targeting campaign outperformed comparable RON campaigns by over 550%
- Client increased spa vacation bookings by 44%
- Client increased re-targeting pool by 18% by leveraging visitors who completed online form