

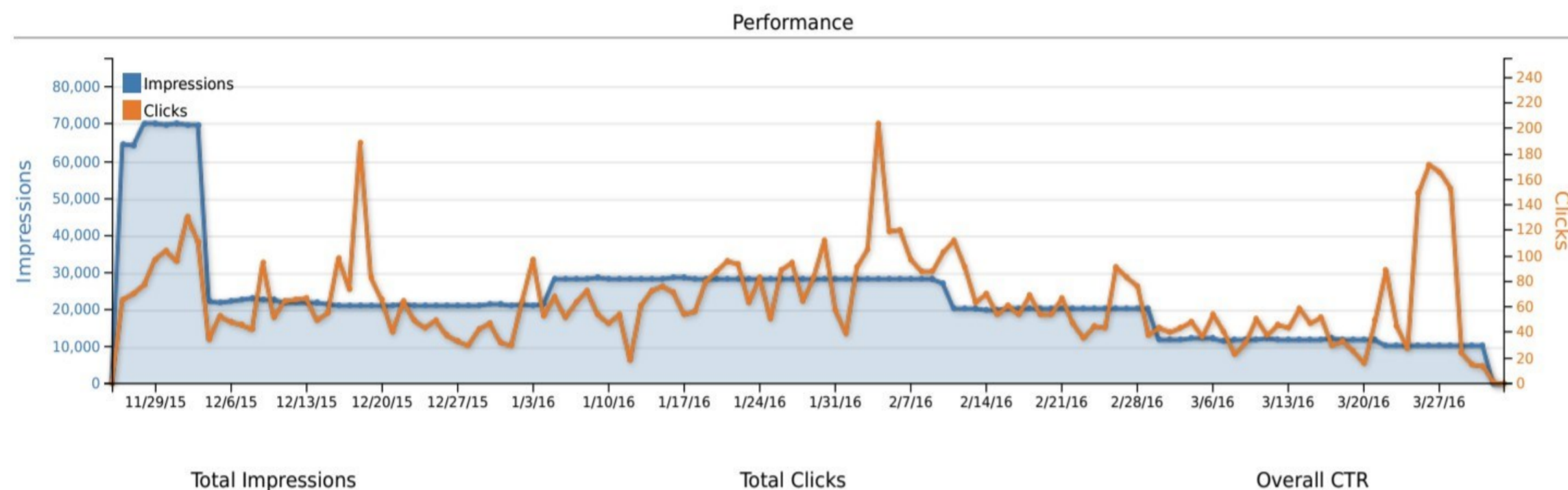
Ski & Snowboard Industry

KOB
ADVERTISING

THE CAMPAIGN | This Display campaign targeted ski and snowboard enthusiasts traveling to Utah with the goal of driving hotel bookings and lift ticket sales.



Performance



THE TAKEAWAY | The advertiser was able to leverage Display advertising to go beyond local audiences and hone in on an audience that would be interested in traveling to Utah based on their propensity for winter sports. Display advertising possesses the ability to target your audience anywhere and everywhere to boost conversions and ROI.

OVERVIEW

THE INDUSTRY | Ski & Snowboard

THE GOAL | Promote hotel and lodging and increase lift ticket sales

THE CHALLENGE | Increasing nonlocal ticket sales revenue

THE RESULTS | The campaign delivered a .28% CTR and nearly 40,000 conversions (75% of which were PI). Nearly 1,500 conversions were to their lift ticket sales page alone! Over the first month of the campaign, the client reported that our traffic source delivered 30,000 new page views to their website.