

ADVANCED CONTEXTUAL



TRAVEL & TOURISM CASE STUDIES

- Hotel
- State Tourism

HOTEL CASE STUDY USING RELEVANT VIDEOS TO INCREASE AWARENESS OF MAJOR HOTEL CHAIN



OBJECTIVE

An all-suite hotel chain wanted to increase awareness & consideration of its brand using 30-second videos.

STRATEGY

1. We created custom Content Targets™ around New Moms, Veteran Moms, Discount Shopping Trends, & Luxury Shopping Trends to find relevant pages & videos across desktop & mobile.
2. Using our proprietary platform, we identified relevant content to reach qualified audiences & placed the brand's message at the right moments.
3. Our team optimized towards Content Targets™ that performed best for the brand's KPIs of viewability on desktop & video completion rate (VCR) on mobile.



RESULTS

Using Advanced Contextual's content consumption data & our team's weekly optimization techniques, we delivered a successful campaign. The *Discount Shopping Trends* Content Target™ performed best, achieving 73% video completion rate (VCR). Our average viewability remained 3.5% above the client's benchmark throughout the campaign. Based on our success, we received incremental dollars throughout the flight & continue to work with this satisfied client.

73%
VCR ACHIEVED
ON TOP PERFORMING CONTENT
TARGET™

3.5%
ABOVE CLIENT'S DESKTOP
VIEWABILITY BENCHMARK ON
AVERAGE

STATE TOURISM CASE STUDY

PROMOTING STATE TOURISM USING RELEVANT CONTENT



OBJECTIVE

Midwestern state tourism program wanted to promote and increase visibility of their popular destinations among travelers within ten specific driving-distance states.

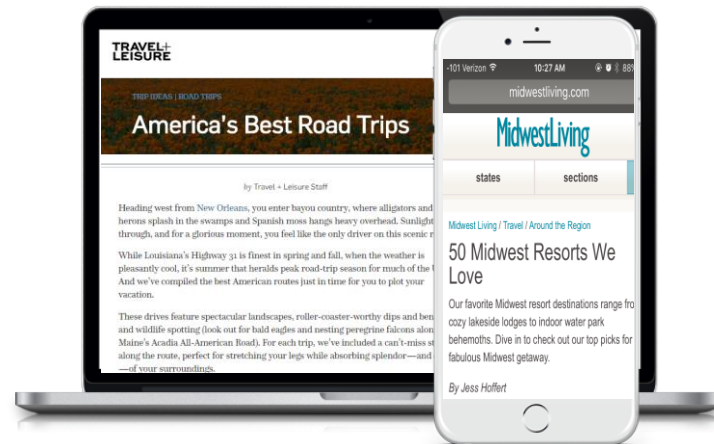
STRATEGY

Beginning with relevant articles, our proprietary platform found similar pages and sites to engage people on their trip decision-making journey.

We created custom Content Targets™ about travel, sightseeing, and road trips around the particular region; connecting the tourism message with regional travel planners at the right moment. Our platform was able to distinguish between content about designing dream vacations and families looking for a weekend adventure.

RESULTS

Achieved an average 0.12% CTR, with mobile placements performing best, at 0.20% CTR, effectively boosting awareness of destinations in the client's state.



0.12%

AVERAGE CTR DELIVERED

0.20%

MOBILE CTR DELIVERED