

CASE STUDY: TRAVEL & TOURISM

City tourism board promoted travel to their city targeting the entire United States.

Campaign goal was conversions through confirmed bookings. A conversion pixel was used to track revenue through booked travel. Targeting tactics included contextual targeting to travel, entertainment, and sports content, along with some 1st and 3rd party audience targeting. Client used native ads exclusively across the entire US.

Creatives: Native ads

City tourism board promoted travel to their city.

Included native ad placements.

Campaign
targeted
entire US

263
Conversions

\$93K
Tracked
Revenue