



TAKE 5 MEDIA GROUP

Digital, Multi-Touch State Tourism

Case Study



Digital Multi-Touch State Tourism Case Study

Campaign Scope

Category: Travel & Tourism

Brand: Major State Tourism Board

Volume:

Campaign A: 2,513,489

Campaign B: 508,210

Scope of Work:

One email deployment followed by retargeting of those who did not engage with the original deployment.

Lifestyle Target:

Consumers in specified states that have expressed interest in the cultural events and adventures available within the promoted state.

Campaign Purpose:

To create branding, awareness and increased tourism to the state over the summer.

Strategy #1: Targeted Email Deployment

Initial email deployment to 2.5 million targeted consumers. Email creative focus was on driving engagement to the state's travel guide and social media pages.

Strategy #2: Retargeting Email

A second email deployment was done to 500,000 consumers who did not engage with the original email. This "retargeting" email utilized the same creative and subject line as the original deployment.



Digital Multi-Touch State Tourism Case Study

Campaign Strategy - Targeted Email

Deployed

2,513,489

Campaign Name:

Summer Tourism

Mission:

To drive new consumer activity to state tourism travel and social media pages.

Overview:

Specific travel-lifestyle data segments targeted in regional select states identified for likely travel to state.

*please note that the image above is a "representation" of the creative that was delivered during the campaign and may appear differently.



Digital Multi-Touch State Tourism Case Study

Scope & Results

Email (A) Volume

2,513,489

Definitions

Email Volume:

Emails deployed

Total Opens:

Total emails opened

Open %:

Total opens divided by email volume

Total Clicks:

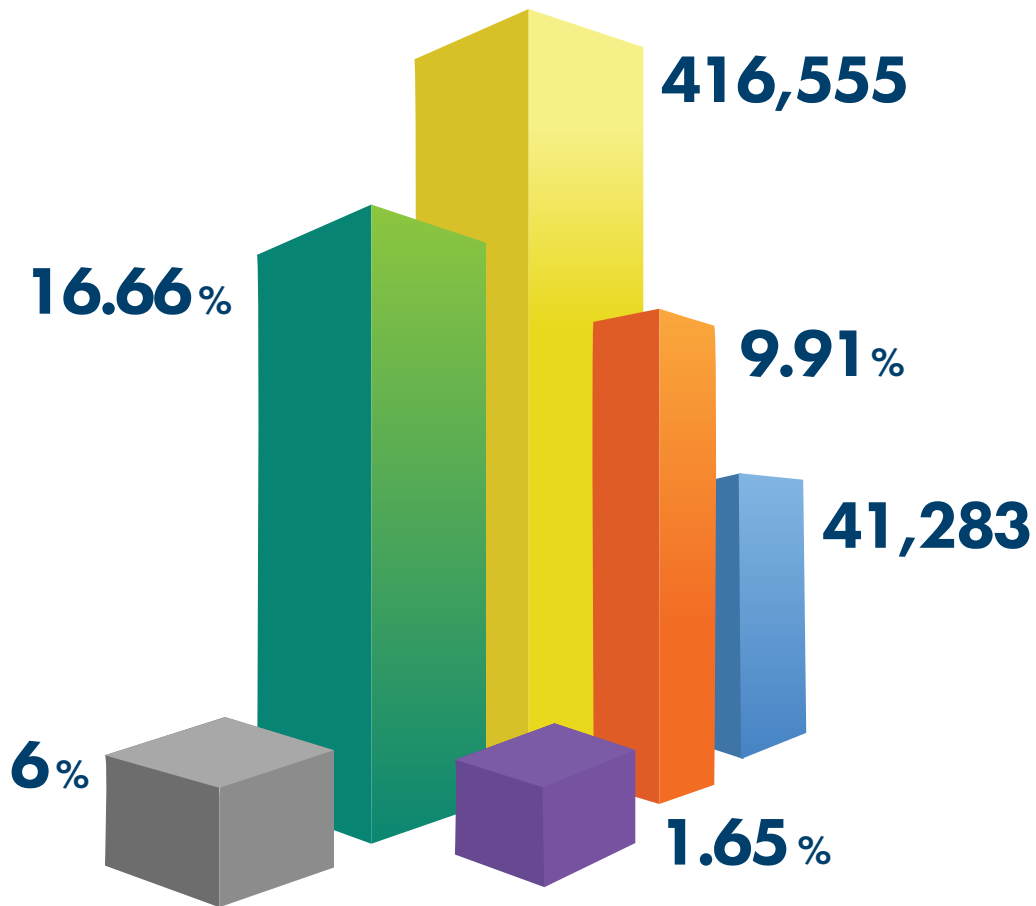
Total number of clicks

Click %:

Total clicks divided by email volume

Click-Thru Rate (CTR):

Total clicks divided by total opens



OPEN RATE %

TOTAL
OPENS



OPEN %



TOTAL
CLICKS



CLICK %



CTR



INDUSTRY
STANDARD



Digital Multi-Touch State Tourism Case Study

Campaign Strategy - Targeted Email

Deployed

508,210

Campaign Name:

Summer Tourism Retargeting

Mission:

To retarget non-responders of the original email deployment via email to create maximum engagement of new consumer audience to activities and travel itineraries within the state.

Overview:

This retargeting effort was deployed roughly three weeks after the original deployment to ensure highest possible unique response rates.

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Digital Multi-Touch State Tourism Case Study

Scope & Results

Email (B) Volume

508,210

Definitions

Email Volume:

Emails deployed

Total Opens:

Total emails opened

Open %:

Total opens divided by email volume

Total Clicks:

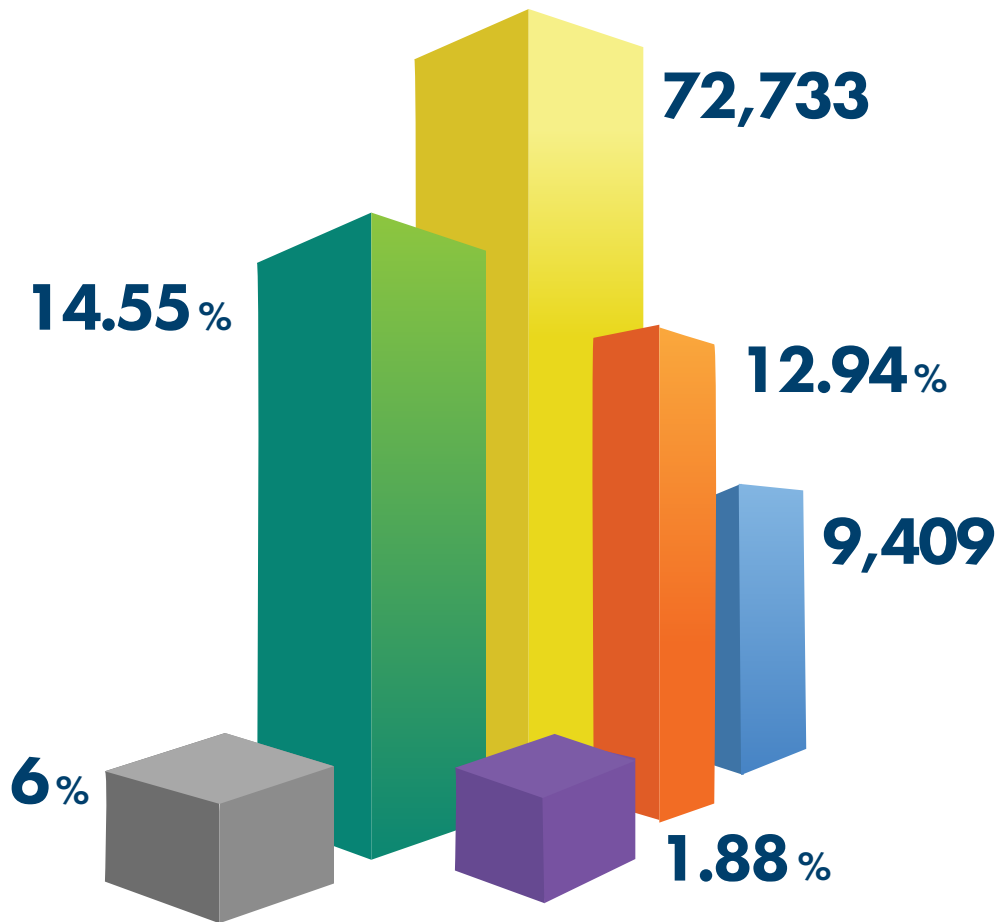
Total number of clicks

Click %:

Total clicks divided by email volume

Click-Through Rate (CTR):

Total clicks divided by total opens



OPEN RATE %

TOTAL
OPENS



OPEN %



TOTAL
CLICKS



CLICK %



CTR



INDUSTRY
STANDARD



Digital Multi-Touch State Tourism Case Study

Campaign Results

Campaign Results:

The state tourism campaign created significant response of over 500,000 email opens and further engagement of over 50,000 click throughs to state tourism and social media pages.

Next Steps:

This state tourism client has leveraged Take 5 travel data segments on a continuous basis for over two years. Take 5 continues to occupy a healthy portion of this annual state tourism budget due to the responsiveness and proven results of this proprietary targeted travel data segments.



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