

OVERVIEW

Client

Local Tourism Office

Campaign Length

Two Months

Objective

Drive foot traffic to their area for local tourism and effectively capture the client's target audience who may also be interested in traveling to and visiting nearby destinations

Products Utilized

Device ID

RESULTS

2,822

Unique visits to the client's tourism area

(Number of devices that were captured during the lookback period, served an ad from our campaign, and then recaptured during the two-month campaign period)



STRATEGY & SOLUTIONS

- We highly recommended Device ID to capture and track foot traffic by targeting popular local markets, malls, and sightseeing spots
- Our team used a nine-month lookback period to capture the devices of people who had previously visited the area. We then served ads to these devices with an enticing message for a return trip
- The Point of Interest (POI) Attribution Reports generated from the campaign indicated that Device ID helped grow local tourism by 2,822 unique visits over the two-month campaign period
- As a top-of-funnel awareness product, Device ID can guide users into the sales funnel by establishing branding and curiosity. We have often seen that with the right creative message, website traffic also increases