

OVERVIEW

Client

Tourist destination

Campaign Length

Three weeks

Geography

Midwest U.S.

Total Investment

\$12,000

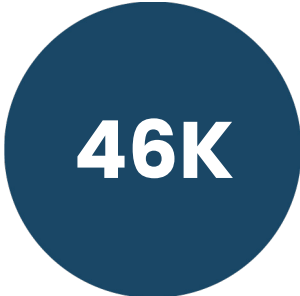
Objectives

Increase adds to calendars and physical visits

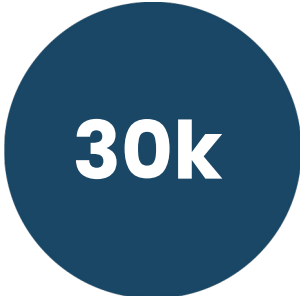
Products Used

Device ID, Facebook DID, Email

RESULTS

**46K**

Visits

**30k**

Unique visits

STRATEGY AND SOLUTIONS

- We used targeted email, redeploy, and DID banner strategies to drive awareness and foot traffic.
- DID banners targeted recent visitors to boost attendance, while redeploy ads reminded users to explore the event calendar.
 - This approach increased both physical attendance at the event and engagement with the client's website.