

CASE STUDY: TRAVEL AND TOURISM

All season resort with 4 major spring events wanting to drive traffic to corresponding event page.

Targeting tactics utilized mobile device ID retargeting to target users who previously visited locations relevant to each event (i.e., people who have been to gyms in the last 60 days for the fitness event), targeting to users shown to be summer vacation planning, site retargeting for each event's webpage.

Clicks to website: 2,500+

Creatives: Multiple display creative sizes

All-season resort wanting to promote their spring events.

Included multiple display ad sizes.

