Driving Tourism Through Highly-Targeted Native Advertising

Adirondack Regional Tourism Council

The Agency

In 2015, ARTC partnered with YourWorkshop, a top-tier integrated marketing agency, to build a community of brand advocates and leverage ARTC’s content to foster engagement potential travelers.

As the official tourism resource for New York’s Adirondack Region, the Adirondack Regional Tourism Council (ARTC) was charged with driving visitation to the region through dynamic integrated marketing and public relations strategies.

The Client

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ARTC’s primary goal was to build/brand awareness and consideration through engaging, high-quality content. The team was focused on reaching potential travelers with dynamic and inspiring messages about the Adirondack travel experience.

The team at Yourworkshop was drawn to StackAdapt’s transparent reporting, hands-on account management, dedicated customer support, and attention-based optimization capabilities. Additionally, being able to target audiences based on their interests in tourism, travel intent, geographical location, and contextual relevancy allowed for an organic integration of ARTC’s content into the user experience.

Goal

In order to meet ARTC’s objectives, a two-pronged approach was taken:

Stage 1: Maximize the number of people exposed to ARTC’s content and collect audience insight data.

Stage 2: To engage users with content. To achieve this, the team implemented a CPA bidding strategy while optimizing towards CPC (cost per engagement). By setting CPC as the campaign goal, ARTC was able to maximize meaningful interactions with their content and time spent on site by relevant readers, while minimizing accidental clicks or bounces.

Execution

ARTC achieved a CTR of 0.62%, a 10x increase over the average banner ad CTR of 0.06%. Also, time on site averaged 1 minute and 50 seconds, which is on par with editorial content.

Results

Brandon Mallory

Team Digital Strategist

In my opinion, StackAdapt is the best and blows everyone else away. I’ve been extremely happy since the beginning. My clients are happy. We’re getting organic views to the native campaign we ran.”

Brandon Mallory – Senior Digital Strategist, Yourworkshop