Driving Tourism Through Highly-Targeted Native Advertising

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 further engage potential travelers.

The Client

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 Agency

The team at Yourworkshop was drawn to StackAdapt’s transparent reporting, hands-on account management, and account support, and their data-driven optimization capabilities. Additionally, being able to target audiences based on their interests in tourism, travel intent, geographical location, and contextual relevance 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 CPM bidding strategy while optimizing towards engagement. By setting CPE (cost per engagement) 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.

Results

ARTC achieved a CTR of 0.62% for 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.

Brandon Mallory
Senior 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 campaigns we ran.”