

Southwest Ontario Tourism Corporation

Travel content shines across StackAdapt's native and video channels



1m 13s

Average time on site on par with most editorial content.



1,584 Hours

User attention. (The total time spent on their content.)



0.5% Click-Through Rate

A increase over industry standard banner ad CTR of 0.05%.



1.52%

Click-through rate for video.

The Agency



Loud+Clear, the agency of record, entrusted StackAdapt to distribute content for SWOTC's Summer Marketing Campaign. The content showcased the region's best Summer offerings, including: beaches, active water sports, and family activities.

The Client



Southwest Ontario Tourism Corporation (SWOTC) is the provincially mandated Regional Tourism Organization for Southwestern Ontario. SWOTC works with nine Destination Marketing Organizations (DMOs) and industry stakeholders to promote Ontario's Southwest as a vibrant and prosperous tourism region.

Goals

The primary goal was to reach relevant audiences with content across both native and video channels. For native, the focus was to maximize click-through rates and time spent reading the content. For video, the goal was to efficiently maximize the completed views.

Strategy

Loud+Clear leveraged StackAdapt's platform to deliver their travel-related stories in contextually relevant environments to people in target geographic areas who expressed an interest in travelling. Since engagement was a vital performance metric for Loud+Clear, the team took advantage of StackAdapt's engagement tracking to measure how long users read their content. By doing so, they were able to automatically optimize towards the most engaged audiences.



Stan DiFruscio

Partner at Loud+Clear

“We have always told these stories but the channels in which we distributed them relied heavily on traditional media vs. online. What we do now is tell the same stories but channel them into a medium that is more effective.”

Results

The campaign achieved an average time on site of over 2 minutes, showing both high user engagement and content relevancy.

As for media cost, Rise was pleased to see that the average cost per engagement was only \$1.15, five times less than the industry rate for search ad clicks.



We utilize native because of its ability to drive consumers to a story in a way that's not intrusive," says DiFruscio. "We are also getting massive traction on native video, it is something that we have scaled dramatically because of its performance. Period."

— Stan DiFruscio
Partner at Loud+Clear