Travel content shines across StackAdapt’s native and video channels

1m 13s
Average time on site or per with native editorial content

1.564 Hours
Average time spent on video content

0.5% Click-Through Rate
Increased from industry-standard banner ad CTR of 0.05%

1.52%
Click-through rate for videos

The Agency
Loud+Clear, the agency of record, entrusted StackAdapt to distribute content for SWOTC’s Summer Marketing Campaign. The campaign 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, they were pleasantly surprised that the average cost per engagement was only $1.15, far 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 it’s performance. Period.”

— Stan DiFruscio
Partner at Loud+Clear