Tourism took a ride on the wild side in Pensacola! Showcase Pensacola’s campaign increased overall visitors by 10% YoY.

Showcase Pensacola is a unique, collaborative partnership among four advertising and marketing agencies in Pensacola, working together for the benefit of Visit Pensacola. Formed in 2013, Showcase brings together the area’s premier talent in marketing, advertising, media buying, creative production and digital strategy. Year after year, Showcase has delivered measurable results in driving the net positive impacts of tourism in Escambia County.

Visit Pensacola is the destination organization for Escambia County which includes Pensacola, Pensacola Beach and Perdido Key. With over 460 years of history and 10 miles of sugar-white sand beaches bordered by the emerald green waters of the Gulf of Mexico, visitors from all over the world are lured to their pristine shores every year. Visit Pensacola supports the community’s vision of tourism by serving as the central body responsible for building tourism as an economic engine for their community through leadership, connection, collaboration and communication.

Goal
To drive brand awareness and website engagement and realize an overall increase of tourism in the region.

Execution
As the travel purchase cycle can be a long and winding road, StackAdapt’s campaign strategy was to keep the creatives fresh and engaging. The campaign’s success was built on a combination of creative investments, as well as ongoing StackAdapt’s Campaign Optimization Managers monitored the performance of varying supply sources—focusing on low CPCs with high CTRs—and conducted a full analysis to determine the best lift opportunities. By retargeting visitors with video completions, across devices, with a native or display ad, the campaign resulted in a 68% lift.

Result
Through a deep dive analysis across targeted geographies, demographics and creative messaging, Showcase Pensacola and the StackAdapt team extracted valuable insights to not only capitalize on the most successful tactics for current campaigns, but to feed into future campaign planning. StackAdapt drove the most website sessions from a paid source and was third among all sources behind Google and Direct. StackAdapt brought 8% of all traffic, with a low bounce rate and high time on page.