

Case Study: Advanced Targeting Strategy for Spring Promotional Campaign Delivers 1117% ROAS

Objective: Generate early, pre-season RV and Vacation Rental bookings and leads to participating resort properties with Q1 promotional offer.

Solution: HTML5 Display Ads with advanced trafficking and targeting approach, to maximize exposure amongst highly relevant consumers including:

- Contextual targeting of key categories and domains including specific sites (RV Trader, RV.com) and travel interests.
- Geofencing around supported properties, layered with relevant audience segment data (RV/VR interests, HHI qualifiers, etc.).
- Retargeting site visitor audience activated weeks in advance, to reach brand engaged consumers and desirable lookalike audiences to drive booking action.

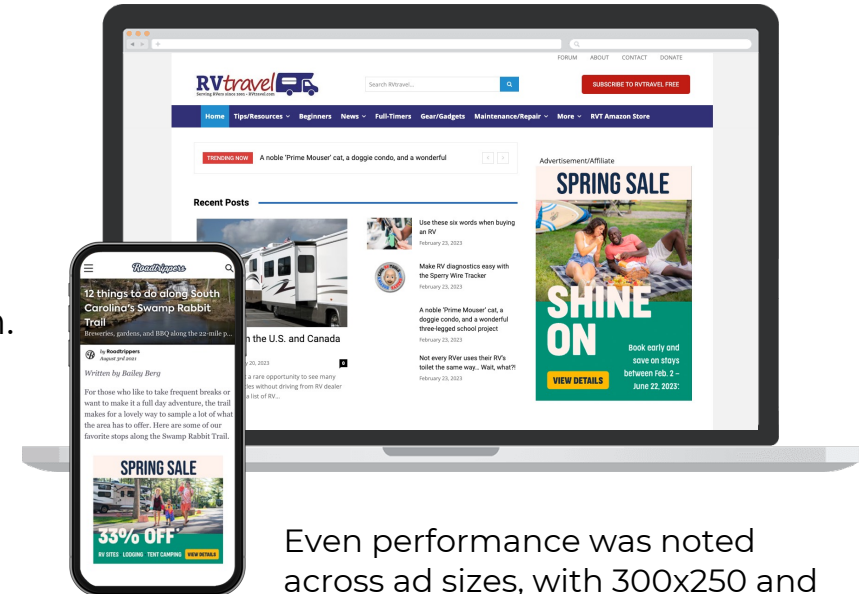
Results:



1117%
ROAS



172
Conversions



Even performance was noted across ad sizes, with 300x250 and 728x90 driving slightly more ROAS.