

Mountain Resort Reaches Conversion Peak With Get Above The Fold

Overview

After the 2020 ski season was cut short by COVID-19, a mountain resort and recreation area wanted to promote discount offers for its 2021 season to skiers and snowboarders. It enlisted the help of Get Above The Fold to utilize Geo-Fencing and Addressable Geo-Fencing technology to reach its target audience and track conversions to the recreation area.

Solution

The Get Above The Fold team developed a comprehensive strategy of Geo-Fencing and Addressable Geo-Fencing to reach relevant members of its target audience who were located in the western half of the United States. First, Get Above The Fold drew target fences around competitor mountain resorts throughout Utah, Idaho, Montana, and Colorado. Then, the advertiser provided Get Above The Fold with a proprietary address list of 96,000 addresses, and the Get Above The Fold system automatically matched the exact shape and size of each property at a 95.7% match rate. The system drew target fences around the matched addresses, and the Get Above The Fold team filtered the results to only target frequent visitors, thus ensuring that ads were only served to residents of the addresses. The team also added Conversion Zones around the resort's hotels to both the Geo-Fencing and Addressable Geo-Fencing tactics. This allowed the recreation area to track the number of travelers who received an ad and then visited the resort.

Results

Through multiple tactics and optimizations, Get Above The Fold delivered 147 visits to the recreation area for a Cost Per Visit (CPV) of \$9.90, along with a 0.14% CTR. The campaign also achieved a Geo-Conversion Lift of 79.44% in its final 30 days, representing the surge in incremental visits that the campaign generated from the targeted locations to the resort. This means that users who visited the targeted locations and later received a Get Above The Fold ad were almost 80% more likely to visit the recreation area than those who did not receive an ad.

— Results —

\$9.90 CPV
Campaign Result

\$79.44%
Geo-Conv. Lift

Category
Tourism