

## 30,000 NEW WEBSITE VISITORS WITHIN A MONTH

Display and pre-roll video delivered skiers and snowboarders, resulting in a 'lift' to lodging and ticket sales for some downhill fun.



### OBJECTIVE

In one month campaign, the client wanted to target skiers and snowboarders while promoting a hotel and lodging initiative. The secondary goal was to sell more lift tickets.

### CHALLENGE

The biggest challenge was to stand out among other resorts in a very competitive area.

### SOLUTION

We recommended a branding and awareness campaign with specific targeting. We leveraged display and pre-roll to achieve the client's goals.

### RESULTS

The one month campaign delivered a .28% click-through rate (CTR) and around 40,000 impressions. Nearly 1,500 of those impressions were to their lift ticket sales page alone.

### KEY FINDINGS

The client reported that our traffic source delivered 30,000 new page views to their website over the month. Their average lift ticket sale (\$70) would have equated to \$100k+ in ticket sales.

**30,000 WEB VISITS = \$100K IN SALES**