

INDUSTRY: Ski Resort

GOAL: Drive New Visitors To Resort

# Ski Resort Increases New Resort Visits, INCLUDING SKIER AND SNOWBOARDER TRAFFIC WITH STRATEGUS

**6,857**  
 CONFIRMED  
 RESORT  
 VISITS



**\$685,700**  
 IN REVENUE  
 GENERATED



**81,016**  
 WEBSITE  
 VISITS



## OVERVIEW:

A Ski Resort in the northeast wanted to attract new skiers and snowboarders to their resort during the ski season and needed a measurable way to drive traffic to their website and generate ticket sales at the mountain.

## THE CHALLENGE:

With a short window for the ski season, the resort needed to build brand awareness and drive visitors to their location. Because of the regional location of the resort, it was important to focus on a particular DMA in Boston to attract visitors who could drive to the resort for a weekend session on the mountain. The resort needed to not only get their brand in front of their desired audience, they also needed to measure the amount of traffic that these efforts could bring to the resort to ensure that they were seeing the desired ROI.

## THE SOLUTION:

Strategus recommended a multi tactic strategy, starting with OTT/CTV video ads to build the resort's brand awareness in the local area. This was coupled with a cross device retargeting strategy that served CTV and digital display ads to users who had already viewed the OTT/CTV ads. The resort ran a variety of creative options on both video and display that included call-to-action messages to drive users to the website.

## TARGETING AND TACTICS:

**3rd Party Audience Targeting:** Interest in Skiing or Interest in Snowboarding

**Location-Based Conquest:** Display ads served to visitors of a competitive ski resort

**Geo-targeted to the Boston DMA**



## THE SUCCESS:

Strategus placed a pixel on the resort's website to track the impact of the video and display ads on overall site traffic. In addition, they were able to track foot traffic to the mountain as a direct result of the video ads which resulted in 6,857 individual visits.

The results of the campaign were impressive generating a 15x ROI for the resort with \$685,700 in revenue.

### Full Delivery

to the target audience within  
the Boston DMA

**6,857**

CONFIRMED RESORT VISITS  
to the resort by people exposed  
to the client's ad

**\$685,700**

IN REVENUE GENERATED,  
A 15X ROI FOR THE CAMPAIGN!

**81,016**

WEBSITE VISITS -  
users who visited the client website  
after viewing their ads

connect@strategus.com

720.259.0482