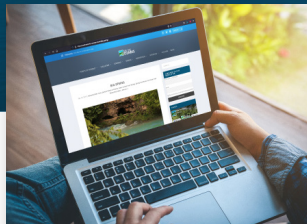
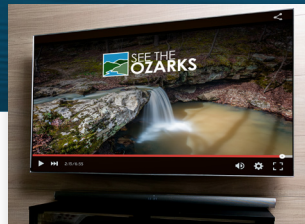


INDUSTRY: Tourism**GOAL: Drive Vacationers to Regional Recreational Areas**

Local Tourism Organization, GREATER POPLAR BLUFF AREA CHAMBER OF COMMERCE, INCREASES AWARENESS AND DRIVES VACATIONERS TO RECREATIONAL AREAS WITH STRATEGUS



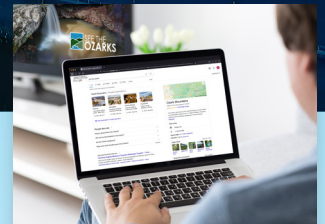
0.16%
CTR



99%
VCR CTV



84%
VCR OMNICHANNEL



1,699
AAI ATTRIBUTIONS

OVERVIEW:

Greater Poplar Bluff Area Chamber of Commerce, a local tourism organization (www.seetheozarks.com), wanted to put a regional group of recreational areas onto the radar of prospective vacationers itching to get outdoors following the reduction of pandemic-related travel restrictions. Being mindful of budget, Strategus partnered with this organization using a 2-month CTV advertising campaign to successfully drive traffic to their website and to their recreational areas.

THE CHALLENGE:

While adhering to a thrifty budget, Poplar Bluff, wanted to entice residents within target geos (St. Louis DMA, Arkansas; Dyersburg, Tennessee and Paducah, Kentucky; Illinois, and more) to hike, float, mountain bike, fish, boat, and camp in the municipality's recreational areas. Frustrated by a history of having limited ability to hypertarget their desired audiences or to truly track the results of previous ad campaigns they'd run (traditional broadcast media), the organization was unsure of what to expect from CTV advertising.

INDUSTRY: Tourism**GOAL: Drive Vacationers to Regional Recreational Areas****THE SOLUTION:**

Strategus worked with Poplar Bluff to construct a campaign to build upper-funnel awareness with CTV ads. The viewers of those ads were then retargeted with another CTV ad as well as “clickable” Encore display ads on their devices, driving them to the recreational areas’ webpages. A layered targeting strategy was implemented to reach in-market potential vacationers as well as those who had previously visited the website. Additionally, Strategus’ Omnichannel solution was used, which uses clickable ads that drive the vacationer to the site for further information and is trackable. For this campaign, awareness was primarily measured by Video Completion Rate (VCR) with a target of 95%. Additionally, this was complemented by a live dashboard and verifiable tracking methods on the website to track results like post-view website visit attribution and offline conversion attribution (like campsite reservations and boating permits). Strategus also utilized After Ad Influence (AAI), our proprietary method for tracking key search terms following ad exposure such as “camping”, “lake”, and “fishing”.

**THE SUCCESS:**

This campaign exceeded its target KPI for VCR at a rate of 99%. This means that the correct audience was reached and more than 9/10 viewers watched the video ads to completion. The campaign generated 284 clicks at a 0.16% CTR — double the industry average! Additionally, 1,699 AAI attributions surrounding key search terms were reported. Following the flight, the organization reported that their boating reservations, fishing license purchases, and campsite reservations were all up. The organization enjoyed the results so much that they renewed their campaign for 6 months.

0.16%
CTR**99%**
VCR CTV**84%**
VCR OMNICHANNEL**1,699**
AAI ATTRIBUTIONS

"We are thrilled with the results from our tourism marketing campaign with Strategus. The number of new visitors we have reached is incredible and Jennifer has been so professional and personal."

— POPLAR BLUFF