

# MOUNTAIN RESORT REACHES CTR PEAK

## OVERVIEW

A mountain resort and recreation area was looking to build awareness among its target audience and promote a discount offer. They enlisted our help to utilize new geo-fencing technology and several other tactics to improve their programmatic advertising performance and accomplish their goal of achieving a CTR of at least .08%.

## SOLUTION

The team developed a comprehensive strategy of search retargeting at the keyword level, category contextual targeting and geo-fencing. The advertiser identified dozens of regional recreational areas, resorts and campgrounds, and we built geo-fences around each location. With quick learning from the campaign launch, our multivariate algorithms were able to continually optimize performance mid-flight, including monitoring keyword performance and adding new keywords to aid in delivery.

## RESULTS

Through multiple tactics and optimizations, we achieved a CTR of .27%, more than tripling the client's goal of a .08% CTR.

**3X+**

CAMPAIGN GOAL

CATEGORY  
**TRAVEL**

CAMPAIGN  
GOAL  
**.08% CTR**

CAMPAIGN  
RESULT  
**.27% CTR**