

CUSTOM LANDING PAGE FOR TOURISM CONTEST SECURES 15,000 ENTRIES

The Belize Tourism Board chose Bidtellect for a Native partnership fueled by custom editorial content - a winning combination.

OBJECTIVE

The Belize Tourism Board needed a landing page and awareness plan for their upcoming Belize Guilt Trip contest. The unique contest offered contestants a chance to submit themselves to win a guilt-free trip to Belize by also nominating a deserving, hard-working co-worker to win a trip, too. The contest needed a custom landing page to accept submissions, and Bidtellect would drive traffic and spread awareness about Belize tourism through custom Native placements.

SOLUTIONS & TACTICS

Bidtellect created a custom landing page. It housed all details about the contest, allowed users to sign up directly for the contest, and managed all backend data collection. Bidtellect drove qualified users to the custom contest landing page via Native ad placements, which were supplemented by social and PR efforts.

RESULTS

As a result of working with Bidtellect, Belize Tourism Board received 15,000 contest entries and exceeded the Viewability Goal of 70%. The Belize Guilt Trip was a guilt-free success.

15,000

Contest Entries

70%

Exceeded Viewability Goal of 70%
(This was also their media KPI)



*For more on Bidtellect's Engagement Score™, click [here](#).