

TOURISM CLIENT ACHIEVES 324.7% ROI ON HOTEL BOOKINGS AND QUALIFIED SITE TRAFFIC

Native Advertising leads to full-funnel success thanks to Bidtellect.

OBJECTIVE

A US State turned to Bidtellect to drive qualified traffic to their tourism landing page and accompanying content pages. The effort was part of a full-funnel goal to increase engagement, on-site actions, and hotel bookings. Bidtellect's goals were part of an overall program initiative by the State to increase its hotel and motel tax revenue.

SOLUTIONS & TACTICS

Native placements resonated with the target audience by sitting within or next to relevant editorial content the consumer was already engaged in, leading to strong post-click performance and, ultimately, hotel bookings.

***For more on Bidtellect's Engagement Score™, click here.**

RESULTS

Bidtellect was hugely successful in driving qualified traffic towards the content pages, achieving a 0.45% CTR and a 7.0 Engagement Score*. As measured by Adara, Bidtellect drove ~1,500 hotel bookings at a Cost per Hotel Booking of under \$35, along with 9,000 website conversions. The return on investment was an impressive 324.7% ROI.

Aside from a hotel booking engine, Bidtellect was the highest hotel booking partner - an impressive feat given the campaign's KPIs were CTR and Engagement (not hotel bookings). Native Advertising coupled with winning placement and optimizations led to full-funnel success.

0.45%

CTR

7

Engagement Score™*

Measured by Adara:

~1,500

Hotel Bookings

<\$35

Cost per Hotel Booking

9,000

Website Conversions

324.7%

ROI

