

# BELOVED ZOO REOPENING WITH NEW SAFETY MEASURES POST-COVID SURPASSES CPA GOAL BY 91% WITH BIDTELLECT

A favorite regional Zoo forced to close due to the pandemic turned to Bidtellect to let customers know about their reopening plans and newly-implemented safety and sanitization measures. To overcome conversion setbacks due to an antiquated web host, Bidtellect implemented sophisticated contextual targeting and retargeting measures that drove conversions and surpassed goals.

## OBJECTIVE

**VCR Goal: 70%**  
**CPA Goal: \$170**

To promote awareness of the Zoo's reopening after being closed due to COVID-19 and drive ticket sales.

## CHALLENGES

Given the onset of the coronavirus pandemic and new safety and social distancing requirements, the Zoo had to reimagine the way they operate entirely from ticketing to visitor experience. From a digital standpoint, we were being evaluated on ticket sales. The site kicks visitors to a digital queue when traffic levels are too high, we had to overcome this conversion funnel challenge.

## SOLUTIONS & TACTICS

Together, Bidtellect and the Zoo utilized Native to push their new reopening message and educate consumers about their new safety measures. We leveraged contextual targeting, video, and retargeting. To tackle the conversion funnel issue, we utilized retargeting, Bidtellect's pixel, and a 30 day lookback window to successfully drive conversions.

## RESULTS

Retargeting was the strongest tactic Bidtellect utilized, driving almost 70% of conversions and CPA of \$2.77. Both mobile and desktop drove similar conversions, but mobile takes the top device spot with a VCR of 72% and a CPA of \$14.05. CTR was also highest here at 0.17%

The Zoo's Director of Marketing noted due to Bidtellect's outstanding performance since COVID, they've shifted social budget to us, and Bidtellect is a best-performing channel in their overall marketing plan.

**72%**

VCR

**\$15.39**

CPA

**\$14.05**

MOBILE CPA

**0.16%**

CTR