

## VISIT PHOENIX REACHES INTERESTED TRAVELERS POST-PANDEMIC, ACHIEVING CTR 225% ABOVE BENCHMARK WITH BIDTELLECT

### Goals

Travel nonprofit Visit Phoenix worked with Bidtellect through their agency Off Madison Avenue to drive potential visitors to their website for comprehensive information about vacationing and ultimately booking a leisure trip to the greater Phoenix area. Specific goals included:

- Stimulate leisure tourism recovery
- Promote Visit Phoenix's new brand
- Communicate Greater Phoenix's commitment to diversity and inclusion
- Increase visitation and travel from new and returning travelers
- Increase year over year traffic to
- VisitPhoenix.com
- Increase Travel and Trail Guide requests
- Increase email sign-up

**Primary:** 45 seconds Time on Site

**Secondary:** 0.12%–0.14% CTR

### Challenges

The coronavirus pandemic hurt tourism budgets across the country. Typically, Convention and Visitors Bureaus are created from taxes taken within hotel bookings. With bookings obviously down YoY, the tourism budgets were hurt badly. This was one of the first times Visit Phoenix was able to recover and advertise again after the COVID crash.

### Solutions & Tactics

Bidtellect maximized its advanced contextual targeting capabilities coupled with retargeting tactics to first reach those interested in traveling and then retarget those that engaged with content. Bidtellect's performance team made adjustments throughout the campaign, and creative team [b]+studio created eye-catching assets using their expertise in tourism to maximize engagement.

The campaign performed well above benchmarks, achieving a nearly 10 second higher Time on Site and a 225% increase in CTR. Seattle, New York, and Dallas were the top-performing DMAs (designated market areas).

### Results

