

TRAVEL TEXAS

360° Video Mobile Advertising Campaign to “Turn Lookers into Bookers” for the Destination

Advertiser Objective:

The goal of the campaign was to drive engagement across the “Millennial” and “Gen X” targets, ultimately encouraging visitation to Texas.

Advertiser Solution:

To drive high impact awareness while showcasing Texas highlights, AdTheorent’s Studio A\T created two custom 360° Rich Media gyrosphere units (one designed for each of the Gen X and Millennial audiences). The purpose of the creative was to highlight passion points for each audience and entice travelers to learn more about Travel Texas.

To identify the target audience of people interested in activities taking place in Texas and to inform targeting, AdTheorent utilized a custom Audience Builder capability. AdTheorent’s Audience Builder leveraged elegant live-poll ad units to identify a deterministic audience of engaged “hand-raisers” interested in traveling to Texas. AdTheorent used the attributes and characteristics of responding consumers to build a Predictive Audience, after which AdTheorent’s machine learning platform identified the consumers within that audience who were most likely to convert, leading to smarter optimizations and better performance results.

Campaign Results:

As a result of the campaign, travel to Texas was positively impacted:

- 25% ARRIVAL LIFT based on ad exposure to non-Texans
- 2:1 RETURN ON AD SPEND based solely on tracked hotel revenue (not measuring spend in market, etc.)
- 38% CONVERSION RATE based on visiting key pages of TravelTexas.com

Additionally, one of the key goals for the 360° mobile creative was to garner rich media engagement. The 360° video unit encouraged very high in-unit engagement rates, with a large volume of actions related to the gyroscope functionality, suggesting interest. Overall, engagement rate was 22%, which is 4.5X higher than the mobile interstitial average. Average time spent in unit was 67% higher than the industry average.

“Whether you’re an adventurer, antiquer, foodie or historian, Texas is a destination for everyone and compellingly highlighting the range of activities in our advertising efforts is a crucial part of generating mindshare among our target audiences. The combination of the beautiful 360° video ad units, AdTheorent’s unique ability to deterministically identify audiences interested in traveling to Texas, and use of machine learning to identify those with the highest likelihood of visiting has been an extremely effective approach for us, and we are thrilled with the results of this campaign.”

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Associate Partner, Chief Media Officer at Proof Advertising

