

SKI RESORT REPORTED OUR TRAFFIC SOURCE LED TO 30K NEW WEBSITE VISITORS WITHIN A MONTH

## CLIENT

Ski Resort

## CAMPAIGN DATES

January - February 2017

## OBJECTIVE

The client wanted to target skiers and snowboarders while promoting a hotel & lodging initiative. The secondary goal was to sell more lift tickets over the course of the campaign.

## CHALLENGE

The biggest challenge was standing out among other resorts in the area.

## SOLUTION

We recommended a combination of Display and Pre-roll for an overall branding awareness campaign with specific targeting.



## RESULTS

**The campaign delivered a .28% CTR and around 40,000 impressions.** Nearly 1,500 of those impressions were to their lift ticket page alone.

## KEY FINDINGS

Over the course of a month, the client reported that our traffic source delivered 30,000 new page views to their website. **Additionally, their average lift ticket costs \$70 which would have equated to \$100K+ in ticket sales.**