StackAdapt

Creating a Connection by Capturing the Local Experience

Tourism took a ride on the wild side in Pensacola! Showcase Pensacola's campaign increased overall visitors by 10% YoY.

202.13%
Increase in CTR YoY

47.13%
Decrease in eCPC YoY

42.86%
Decrease in eCPCV YoY

> *The StackAdapt team took a very data-driven approach to our campaign execution from the previous year to this one. It was through their thorough analysis that we were able to achieve significant results for our client.*
>
> **— Showcase Pensacola**

The Agency

Showcase Pensacola is a unique, collaborative partnership among four advertising and marketing agencies in Pensacola, working together for the benefit of Visit Pensacola. Formed in 2013, Showcase brings together the area's premier talent in marketing, advertising, media buying, creative production and digital strategy. Year after year, Showcase has delivered measurable results in driving the net positive impacts of tourism in Escambia County.

The Client

Visit Pensacola is the destination organization for Escambia County which includes Pensacola, Pensacola Beach and Perdido Key. With over 460 years of rich history and 18 miles of sugar-white sand beaches bordered by the emerald-green waters of the Gulf of Mexico, visitors from all over the world are lured to their pristine shores every year. Visit Pensacola supports the community vision of tourism by serving as the central body responsible for building tourism as an economic engine for their community through leadership, connection, collaboration and communication.

Goal

To drive brand awareness and website engagement and realize an overall increase of tourism in the region.

Execution

As the travel purchase cycle can be a long and winding road, StackAdapt's campaign strategy was to keep the creatives fresh and engaging. The campaign contained 600 creative assets spanning native, display and video. StackAdapt's Campaign Optimization Managers monitored the performance of varying supply sources—focusing on low CPCs with high CTRs—and conducted a full analysis to determine the best lift opportunities. By retargeting visitors with video completions, across devices, with a native or display ad, the campaign resulted in a 68% lift.

Device Performance

Desktop   Mobile Web   In-App

Prospecting: 52% / 29% / 19%

Retargeting: 23% / 34% / 43%
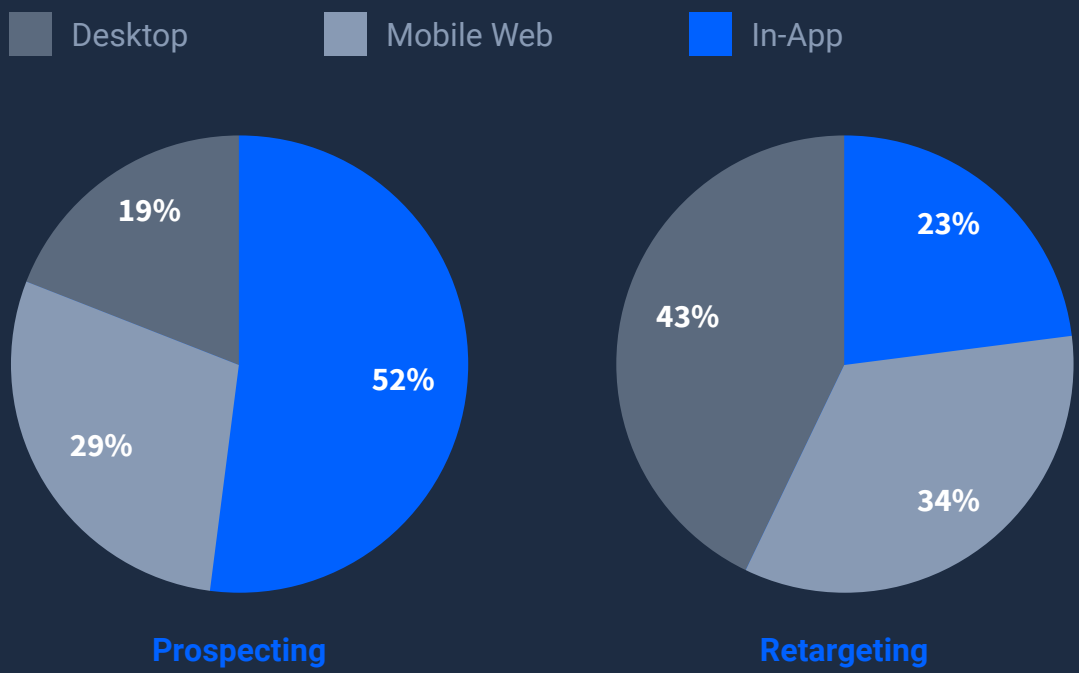
Result

Through a deep-dive analysis across targeted geographies, demographics and creative messaging, Showcase Pensacola and the StackAdapt team extracted valuable insights to not only capitalize on the most successful tactics for current campaigns, but to feed into future campaign planning. StackAdapt drove the most website sessions from a paid source and was third among all sources behind Google and Direct. StackAdapt brought 8% of all traffic, with a low bounce rate and high time on page.

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Contact your StackAdapt Representative to get started.

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