



SOLVING THE DIGITAL PUZZLE

Connecting Marketing - Targeting Savvy Travelers

Problem: Reaching new visitors in cities where easy travel options exist.

Solution: **Digital Solved**

Digital Solved utilizes first-party programmatic marketing tools to reach destination-savvy travelers. Our extensive network of digital marketing channels allows for customizable targeting through travel apps, OTA websites, DMO websites and anywhere your ideal customer is online.



**AKRON-CANTON
AIRPORT**

Geotarget: Akron / Canton DMA

Audience: Adults 18+, Travelers, Vacationers, in-market for flights or vacations

Duration: 8 weeks

Budget: \$25,000

Reporting: Detailed reporting provided weekly, including location visits

TIME TO GET DIGITAL SOLVED

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Campaign data compiled from a previously run locations visitation campaign.

Visit Summary

Total Visits

86,742

Projected Visits After Ad Exposure

Cost Per Visit

\$xx

Spend / Total Visits

Visit Rate Lift

94.3%

Visit Rate Lift Delta / Visit Rate of Unexposed

Visit Rate Details

$$\begin{array}{ccccccc} 0.91 & - & 0.47 & = & 0.44\Delta & / & 0.47 & = & 94.3\% \\ \text{Visit Rate of} & & \text{Visit Rate of} & & \text{Visit Rate Lift} & & \text{Visit Rate of} & & \text{Visit Rate Lift} \\ \text{Exposed} & & \text{Unexposed} & & \text{Delta} & & \text{Unexposed} & & \text{Percentage} \end{array}$$

Rounded values provided in measurement results.

Attribution Summary

Incremental Visits

21,061

Total Visits x Incremental Lift %

Cost Per Incremental Visit

\$xx

Spend / Incremental Visits

Incremental Lift

24.3%

Travel/Tourism LCI
Lift Benchmark

14.0%

Lift calculation with control matching targeting parameters, seasonality, and other external factors

Key Takeaways

- The digital campaign has resulted in **86,742** visits to geographic locations, representing a **94.3% Visit Rate Lift** of exposed users compared to the general population.
- The campaign was successful in driving **21,061 Incremental Visits** to locations, a **24.3% Incremental Lift** when compared to an audience-matched control group.
- Not only was the campaign successful at reaching users who already show a higher propensity to visit the geographic locations than the general population, but these users visited more after being exposed to the ads than they had been prior to the campaign.

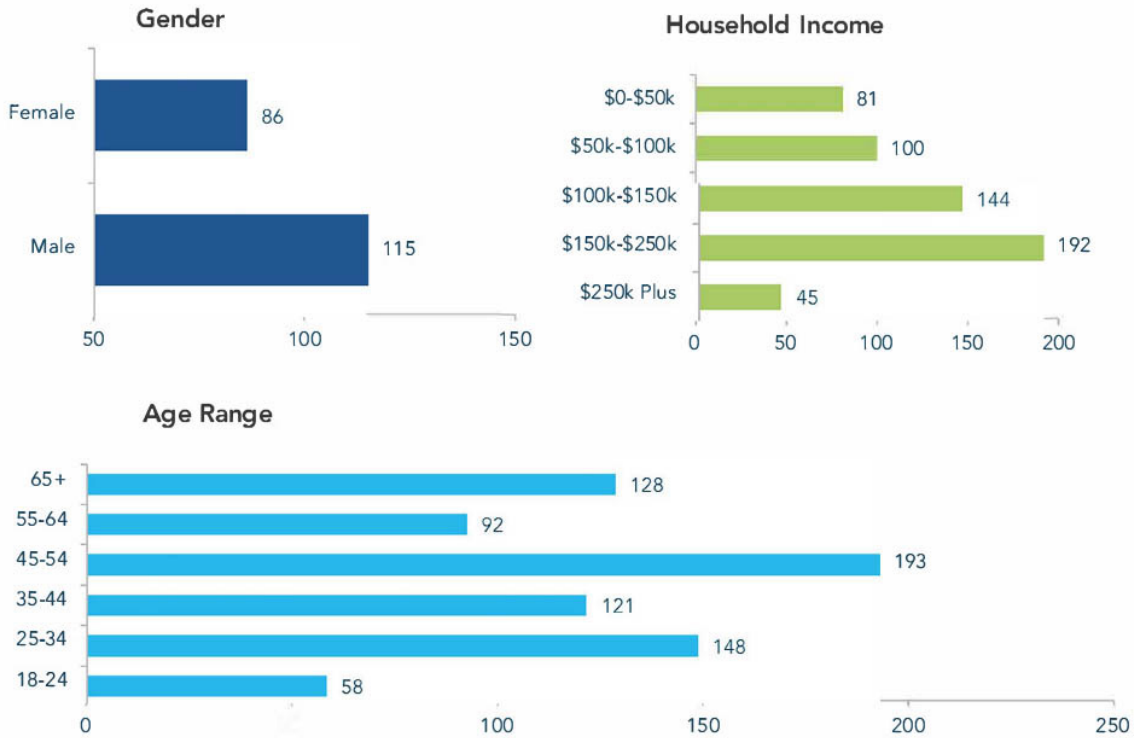
Demographic Profiles

Consumers aged 45-54 over indexed for exposure and visitation.
Both ad exposure and visitation skewed male.

Visit Index (Average = 100)

Baseline: Observable NinthDecimal universe

Exposed (Saw the Ad)



Exposed Visitors (Saw the Ad & Visited)

